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The Era of Apex Innovators. We have entered a new era in business; An era in which a few giant and incredibly successful companies have mastered the skills to continue to innovate and grow with the agility and speed of start-ups. Alberto Savoia, calls these outliers *Apex Innovators*.

Apex Innovators don't use their size as an excuse for slowing down. They use it as a unique advantage to accelerate, explore, and win with new products ... and in new markets. The reward for these companies? Double-digit growth! Year after year. With no end in sight. This is not supposed to happen, that rate of growth is reserved for small companies not multi-billion industry giants. But it is happening. And it's a tornado on the competitive landscape.

In this presentation, Alberto explains who are the Apex Innovators, what makes them Apex Innovators, and—most important—how your company can become an Apex Innovator.

The Right It—Why So Many Ideas Fail & How To Make Sure Yours Succeed. Most new ideas will fail in the market—even if competently executed. Alberto Savoia calls this somber fact *The Law of Market Failure*, and any organization planning to develop and launch a new product, service, or initiative, has to deal with it. Fortunately, you can fight the Law of Market Failure and win. But to do that, you must first make sure that your idea is *The Right It*: an idea which, if competently executed, will succeed in the market.

In this speech, based several years of research, experimentation, and teaching at Google and Stanford University, Alberto Savoia will teach you how to make sure that you are building *The Right It* before you build *It* right.