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# THE TRAFFIC JAM WHOPPER

**WE USED REAL-TIME DATA FROM CELLPHONES TO DETECT POTENTIAL BUYERS IN A TRAFFIC JAM OFFER THEM A WHOPPER AND DELIVER ON THE MOVE**

**THE OPPORTUNITY:**  
In Mexico City, people waste up to 5 hours in traffic, which could be a badass opportunity to tempt those hungry drivers with our Whoppers and deliver on the move, all using REAL-TIME DATA.

**100% DYNAMIC MEDIA:**  
Our media placement changed to promote our service exactly where drivers were stuck and eager to get a Whopper. Leveraging traffic and driver's Real-Time Data, we adjusted the location and content of our digital billboards. Waze ads and push notification, displaying info about the remaining time in traffic to order and personalized updates about deliveries in progress.

**VOICE ACTIVATED APP:**  
To order without touching the phone while driving.

**DELIVERY TO A MOVING TARGET:**  
Using Google Maps API, our App pinpointed vehicle location and speed, in order to deliver for the first time ever, to a driver on the move. The delivery zones changed reacting to the traffic live.

**RESULTS IN JUST 1 WEEK:**

- ↑63% INCREASED DELIVERY ORDERS.**
- ↑44x INCREASED DAILY DOWNLOAD RATE.**
- #1 FAST FOOD APP** SURPASSING MCDONALD'S, DOMINO'S & STARBUCKS IN MEXICO.

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THE FOUR PILLARS of INNOVATION Business Joel Vardy , President and Founder of Vardy & Associates, Innovation, Strategy & Change.. Business Model Innovation First Pillar of Innovation “When the game gets tough, change the game”Confidential/Proprietary Vardy & Associates LLC 8.. Why do previously strong Corporations face Higher Risks Today? Periods of High Volatility can Destroy Business Value in Some Sectors allowing New Value Creation in Others... Demand Supply Stronger Demand Supply Stronger Volatility Volatility New Players Volatility Volatility New Players Corporate Corporate Strategy Strategy Direction Direction Business Business Unit Unit Direction Alignment Corporate Tactical Countermeasures Shifting Closing Global Global Markets Skills Differences Shifting Closing Global Global Markets Skills DifferencesConfidential/Proprietary Vardy & Associates LLC 5.

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Transforming the Desirable to the Valuable at Vardy & Associates, LLC 1 The Four Pillars ofInnovationJoel M.. VardyVardy & Associates, LLCJan 27, 2012 2 THE FOUR PILLARS of INNOVATION Business Model Innovation: “When the game gets tough, change the game” Radical vs.. Balancing Creativity and Commercialism – Managing the Paradox Imagination Innovation Concept to Reality CREATIVITY PROCESSES VALUE CREATION PROCESSES Blue - Out-of-Box thinking Portfolio - In-the-box thinking Ocean - Raw and refined ideas - Experimentation Mgt.. The Human Brain & Innovation – Making the ‘Connections’ in a land of Complexity and Uncertainty “The brain appears to be naturally configured for innovation to work and to have new ideas because its job is to use information about the world and innovate by modeling new ways in which the state of the world out there might be put together” James Burke Science historian, author and television writer/producerConfidential/Proprietary Vardy & Associates LLC 9.. Innovation: Famous Quotes “Innovation is the specific instrument of entrepreneurship. [Unduh Youtube Dari Android Guna Bagaimana](#)

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100% Dynamic Media using Real Time Data. Exactly where drivers were stuck in traffic. People ordered with Voice Commands while driving. Delivery zones reacted to the traffic. We tracked the vehicle's parking location and speed. To deliver to a driver on the move.

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var q = 'internal%20drivers%20of%20innovation%20for%20starbucks'; Shawn Parr is the Guvner & CEO of Bulldog Drummond, an innovation and design consultancy headquartered in San Diego whose clients and partners have.. Key Concept #1 Radical vs Semi-Radical Innovations Business Transformation • Reforming - Strategic new Vision • Restructuring - Work Flow redesign • Revitalization - Linking Technology • Renewal - Changing Behavior Innovation RADICAL Improvements (FMEA can be applied here) 2 Continuous Improvement • Total Quality Management 1 • SPC/SQC 0 Semi-Radical Improvements Existing Work Processes • As-Is Process • First order changes are not enough • Bus. [Twinklecam Dc-2110a Driver](#)

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- Engineering/Manufacturing Ecosystems - Precision - Ambiguity/Uncertainty - Well-calculated trade-offs Disruptive - Research Scenario - Intuition Foresighting - Buying/Selling of ideasInnovations - Surprise - Do things right - Answer question and Planning - Courage verify solutions - Find the right things Innovation - Avoid major risks - Ask questions and explore the unknown innovation Mgt - Find the right things - Get the product into - Seize opportunities the marketplace - Visualize the future and - Bias for incremental consider all options Program - Include incremental and radical innovations Mgt Source: "Making Innovation Work" Davila, Epstein, Shelton Confidential/Proprietary Vardy & Associates LLC 7.. The Four Pillars ofInnovationJoel M VardyVardy & Associates, LLCJan 27, 2012 2.. The nature of global economic growth has been changed by the The four pillars\_of\_innovation 1.. Without innovation, it is a corpse" Winston ChurchillConfidential/Proprietary Vardy & Associates LLC 4.. Incremental (semi-radical) Innovations The Role of Business Transformation Business Model Diagnostics (Value Assessment/Creation) Process Innovation: "the method & language of doing things differently...making innovation work" New & Exciting Developments Product/Service Innovation: "The artifacts of Innovation – the ultimate output" Technology & Design New Channels, Customer Service Concepts Innovation Culture: "the art of collaboration. b0d43de27c

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