



INNOVATING

WITH A VENTURE-FUTURIST MINDSET

Dara Treseder

ARTHUR ROCK



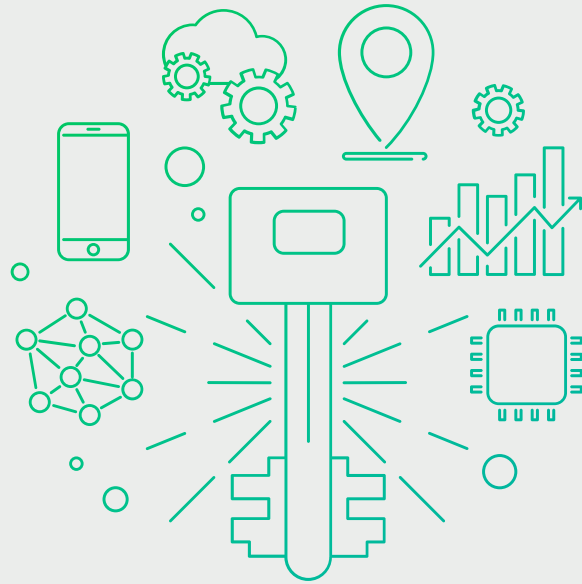
Ray
Kurzweil



ARTHUR ROCK



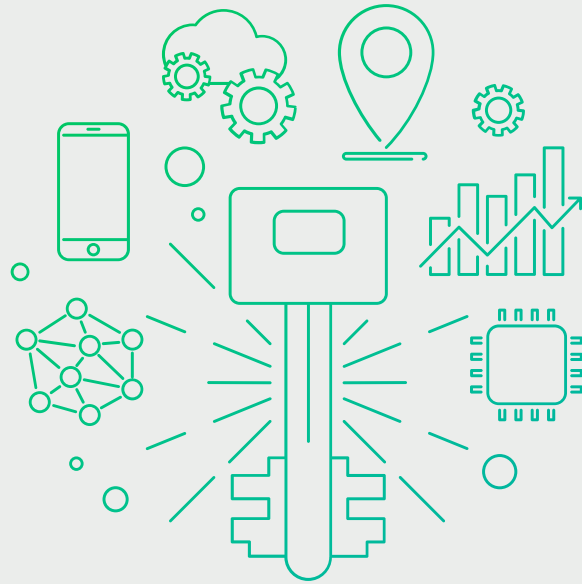




INNOVATION

— IS THE —

KEY



HOW DO WE **INNOVATE**

— ? —

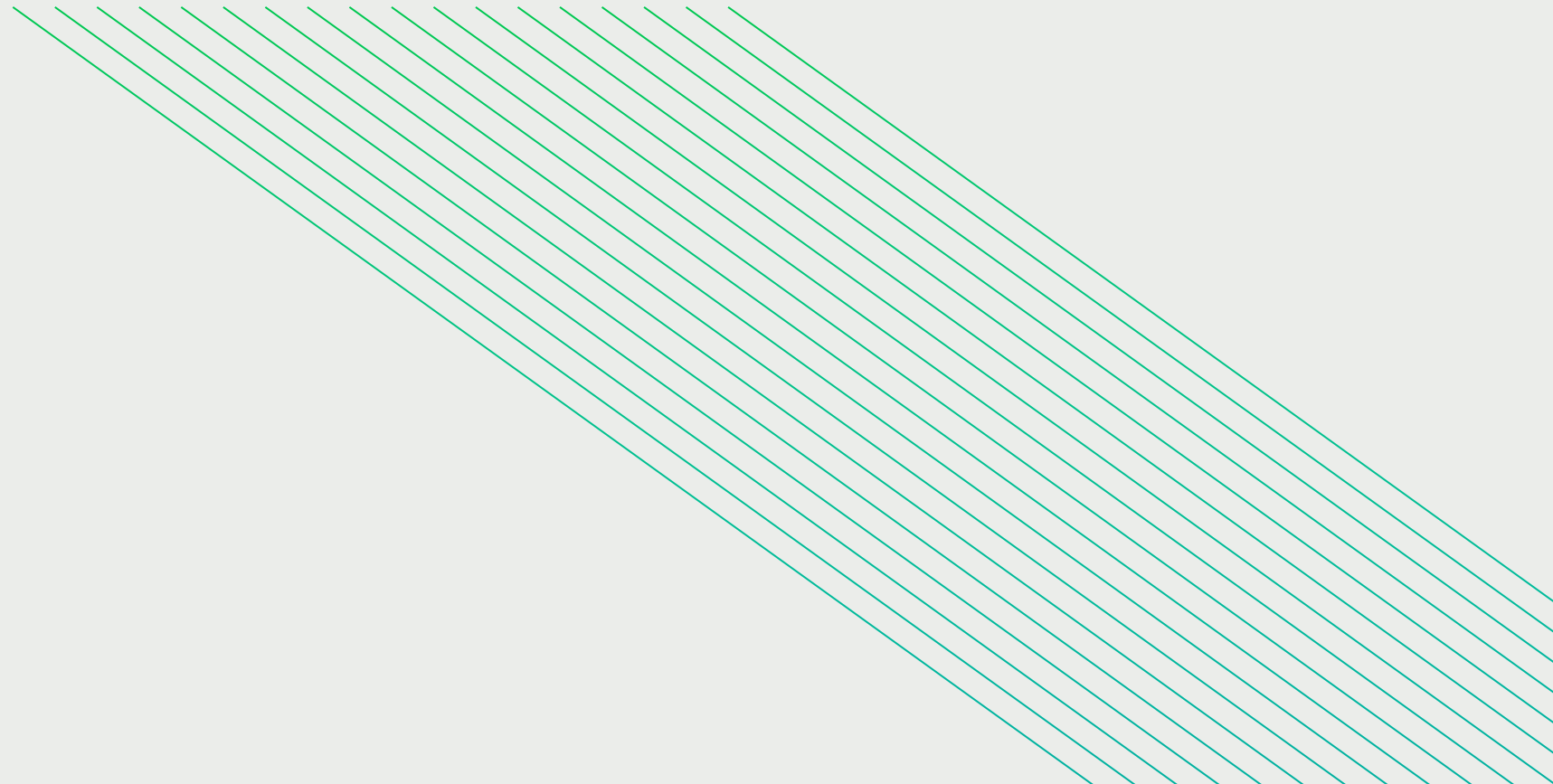
VENTURE

futurist

futurist



VENTURE



P3

VENTURE

POSSIBILITY

PARTNERSHIP

PIVOT



POSSIBILITY



POSSIBILITY



AiRXOS
a GE venture



PARTNERSHIP



PARTNERSHIP

adidas[®] [®] + Carbon

PIVOT





PIVOT

Instagram





FIRST TASTE OF
VENTURE THINKING
NIGERIA

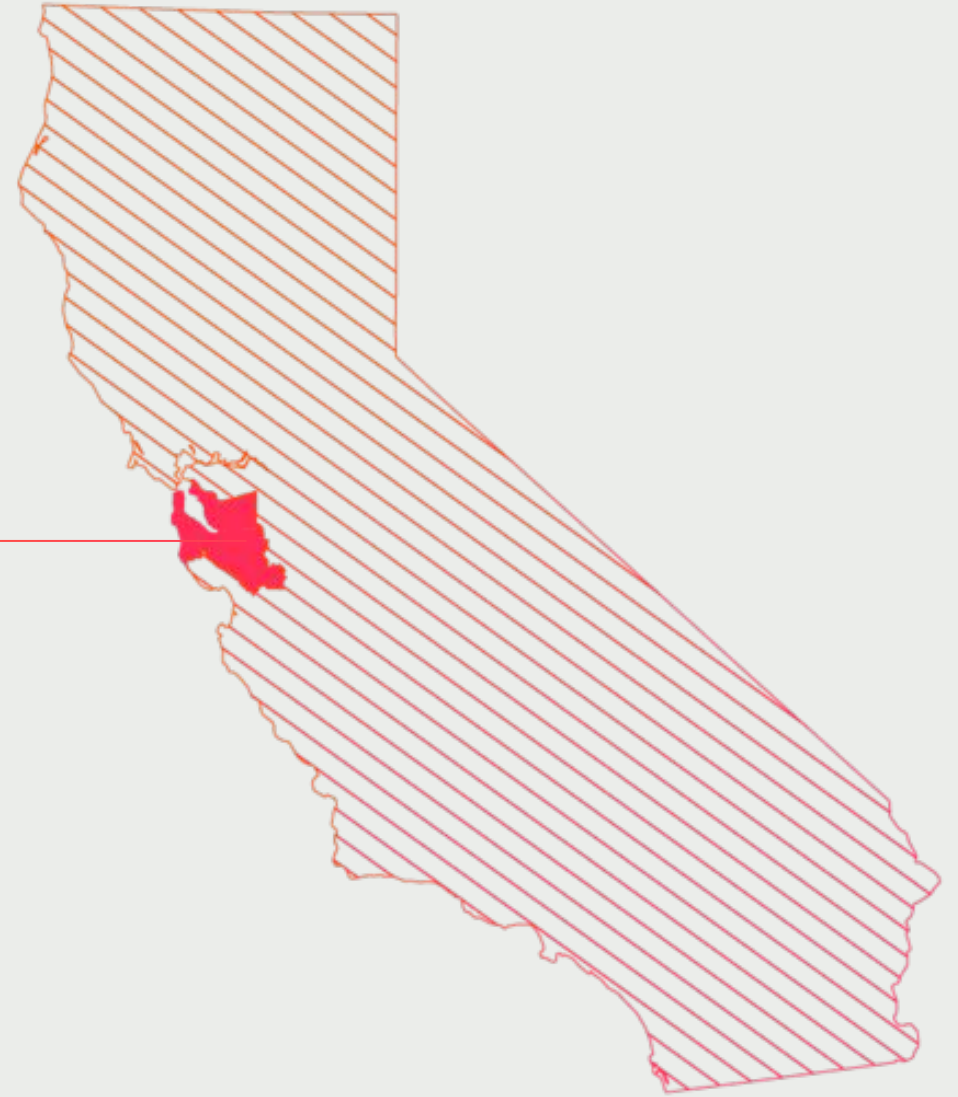
BORN
IN NIGERIA

MOBILE
COMPLETELY
TRANSFORMED
MY COMMUNITY

SOLAR POWER
TRANSFORMED
MY LIFE

THE MOVE TO
**SILICON
VALLEY**

CMO AT
GE VENTURES





WHAT IS A CMO?



A diverse group of six people, three men and three women, are standing in a row. From left to right: a young woman with long dark hair wearing a grey t-shirt and blue jeans; a man with short dark hair wearing a brown blazer over a white shirt and white pants; a woman with short curly grey hair wearing a dark blue sweater and beige pants with her arms crossed; a man with grey hair and a beard wearing a grey blazer over a white shirt and dark pants with his hands in his pockets; a man with short dark hair wearing a light blue button-down shirt and dark pants with his arms crossed; and a woman with short dark hair wearing a green t-shirt and dark pants with her hands on her hips. The background is split diagonally from the bottom left to the top right, with a teal upper-left section and a white lower-right section. Thin yellow diagonal lines are scattered across the teal section.

CUSTOMERS

ROCK

Kurzweil

VENTURE

futurist