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How to Identify Innovation Opportunities Simply and Quickly – SMU Infographics

Singapore Management University

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ADD A FEATURE



WATCH WITH CHRONOGRAPH



WATCH

Did you know?
QaDIM was developed by
Professor Desai Arcot Narasimhalu,
founding Director of SMU's
Institute of Innovation and
Entrepreneurship.

HOW TO IDENTIFY

INNOVATION OPPORTUNITIES

SIMPLY AND QUICKLY

CONTRARY TO POPULAR BELIEF, IT TAKES MUCH MORE THAN JUST AN ABUNDANCE OF GUTS AND AN ACUTE DESIRE FOR GLORY TO BE AN ENTREPRENEUR—IT REQUIRES A KEEN EYE FOR IDENTIFYING NEW BUSINESS OPPORTUNITIES. FIND OUT HOW QADIM™, OR QUICK AND DIRTY INNOVATION METHOD, CAN HELP YOU TO SPOT AND CAPITALISE ON FRESH OPPORTUNITIES EASILY!

FIND OUT MORE!

To learn about how SMU can help you to realise your dream of becoming an entrepreneur, visit SMU's Institute of Innovation and Entrepreneurship website at iie.smu.edu.sg. Also, be sure to find out more about the SMU Innovation and Entrepreneurship Area of Excellence at www.smu.edu.sg/area-of-excellence/innovation-entrepreneurship/

SEPARATE EXISTING PRODUCT INTO TWO



CAMERA BODY AND CAMERA LENS

REMOVE A FEATURE



LOW COST CAMERA

REDUCE SIZE



COMPACT CAMERA



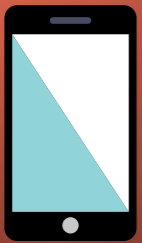
CAMERA

EMBED ANOTHER PRODUCT INTO EXISTING PRODUCT



CAMERA WITH EXTRA BATTERY

INCREASE SIZE



MOBILE PHONE WITH INCREASED SCREEN SIZE



MOBILE PHONE

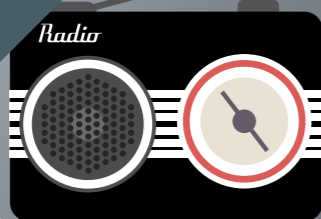
Did you know?

QaDIM is now used by C-level executives from Small and Medium Enterprises to plan the innovation portfolios for their companies.

COMBINE TWO PRODUCTS INTO ONE

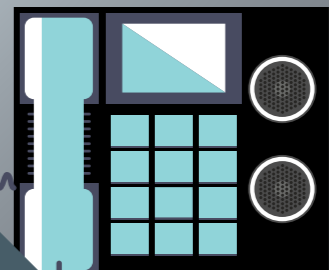


RADIO



RADIO WITH CLOCK

EMBED EXISTING PRODUCT INTO ANOTHER PRODUCT



SPEAKER PHONE



PHONE

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Content courtesy of Professor Desai Arcot Narasimhalu, founding Director of the Institute of Innovation and Entrepreneurship, Singapore Management University

Accurate as of 20-01-2014.