

**T H E** **ART**

**O F**

**INNOVATION**

**T H E**  
**ART**  
**O F**  
**INNOVATION**



**Guy Kawasaki**

**Managing Director**  
**Garage Technology Ventures**

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**1. Make meaning**

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## **2. Jump to the next curve**

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**ART**  
**O F**  
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**3. Don't worry, be crappy**

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**ART**  
**O F**  
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## **4. Churn, baby, churn**

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**5. Polarize people**

**T H E**  
**ART**  
**O F**  
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## 6. Niche thyself

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**Ability  
to provide  
unique  
product or  
service**

**Value to customer**

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**ART**  
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**Ability  
to provide  
unique  
product or  
service**

**Price**

**Value to customer**

**T H E**  
**ART**  
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**INNOVATION**



**Ability  
to provide  
unique  
product or  
service**

**Stupid**

**Price**

**Value to customer**

**T H E**  
**ART**  
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**INNOVATION**



**Ability  
to provide  
unique  
product or  
service**

**Stupid**

**Dotcom**

**Price**

**Value to customer**

**T H E**  
**ART**  
**O F**  
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IT'S EITHER FANDANGO  
OR CLUBBIN.



Ability  
to provide  
unique  
product or  
service

Stupid

X

Dotcom

Price

Value to customer

**T H E**  
**ART**  
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**7. Make mantra**

**T H E**  
**ART**  
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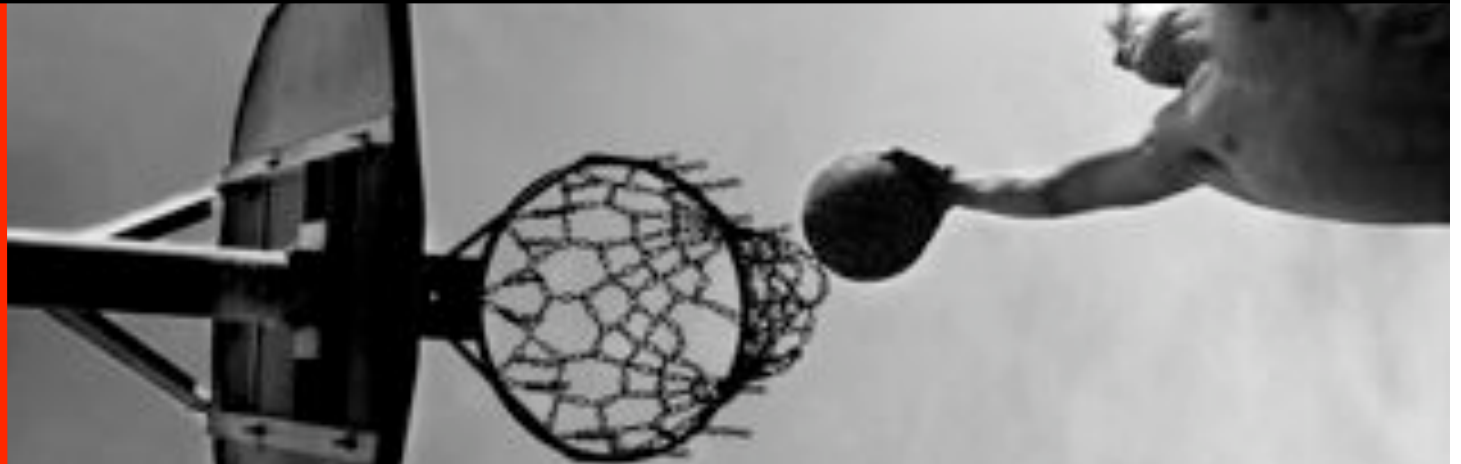
**“The mission of Wendy’s is to deliver superior quality products and services for our customers and communities through leadership, innovation, and partnerships.”**

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- **Wendy's**      **“Healthy fast food”**

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- **Wendy's**      **“Healthy fast food**
- **Nike**         **“Authentic athletic performance”**

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- **Wendy's**      **“Healthy fast food”**
- **Nike**      **“Authentic athletic performance”**
- **FedEx**      **“Peace of mind”**

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- **Wendy's**      **“Healthy fast food”**
- **Nike**      **“Authentic athletic performance”**
- **FedEx**      **“Peace of mind”**
- **Target**      **“Democratize design”**

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**“We exist to professionally build long-term high-impact sources so that we may endeavor to synergistically leverage existing effective deliverables to stay competitive in tomorrow’s world.”**

**Dilbert Mission Statement Generator**

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**8. Follow the 10/20/30 rule**

**T H E**  
**ART**  
**O F**  
**INNOVATION**



**10 slides**

**T H E**  
**ART**  
**O F**  
**INNOVATION**



**20 minutes**

**T H E**  
**ART**  
**O F**  
**INNOVATION**



**30 point font**

**This is 20 points**

**This is 14 points**

**This is 12 points and what you're using now**

**T H E**  
**ART**  
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**9. Make evangelists, not sales**

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**A woman is often measured by the things she cannot control. She is measured by the way her body curves or doesn't curve.**

**By where she is flat or straight or round. She is measured by 36-24-36 and inches and ages and numbers. By all the outside things that don't ever add up to who she is on the inside.**

**And so if a woman is to be measured, let her be measured by the things she can control, by who she is and who she is trying to become because as every woman knows, measurements are only statistics, and statistics lie.**

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**10. Let a hundred flowers blossom**

**T H E**  
**ART**  
**O F**  
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**11. Don't let the bozos grind  
you down**

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**“I think there is a world market for maybe five computers.”**

**Thomas Watson**  
**Chairman, IBM**  
**1943**

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**“This telephone has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.”**

**Western Union internal memo  
(1876)**

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**“There is no reason why anyone would want a computer in their home.”**

**Ken Olsen**  
**Founder, Digital Equipment Corp.**  
**1977**

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**“It’s too far to drive, and I don’t see how it can be a business.”**

**Guy Kawasaki**  
**Bozo**

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## **The Art of Emailing**

For copies, send an email to:  
[guy@garage.com](mailto:guy@garage.com)

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# THE ART OF THE START

The Time-Tested, Battle-Hardened Guide  
for Anyone Starting Anything

"Guy has done it again—  
evangelized something  
useful and meaningful.  
This time, it's a bottom-  
up business approach  
profound in its simplic-  
ity: Focus on what's real  
and forget the fluff.  
And, please, read the  
last chapter first."

—Pierre Omidyar,  
founder of eBay,  
co-founder of  
Omidyar Network



**Guy Kawasaki**  
Author of *Rules for Revolutionaries*