



WHAT MAKES FAST COMPANIES FAST?

FAST FORWARD
EXTENDED CUT
July 2015

THE PACE OF INNOVATION IS ACCELERATING

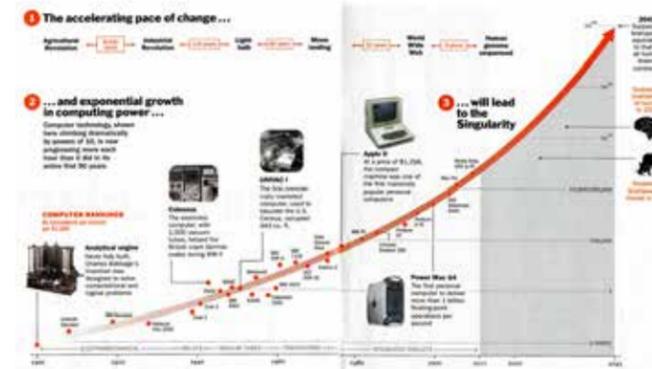
We can't say for certain what the future will bring, but we know that the pace of change isn't slowing.

— Robert Safian, Editor of Fast Company magazine

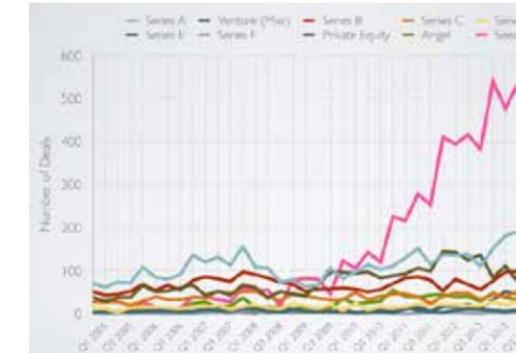
"The number of transistors per square inch on integrated circuits WILL double every year (AND AT HALF THE COST)."

— Gordon Moore, Co-Founder Intel Golden Rule for electronics industry.

Moore's Law Continues



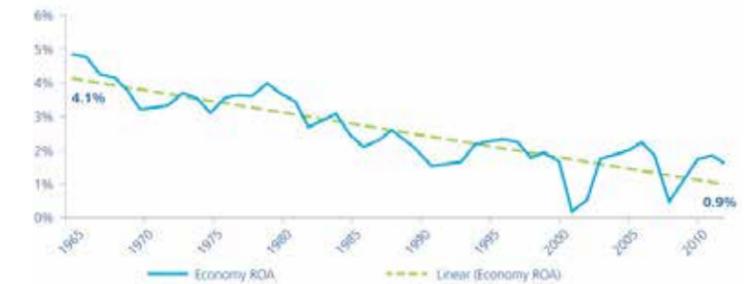
Rising Start-Up Investment



Cost of Connecting



Low Cost of Capital



Crowdfunding



5 HABITS

HIGHLY EFFECTIVE COMPANIES

1. COMMITMENT TO ONGOING INNOVATION
2. COMPETITOR PARANOIA
3. CULTURAL CLARITY/SHARED VISION
4. PERPETUAL FUELING OF MARKETING ENGINES
5. START-UP MENTALITY/ACCOUNTABILITY

COMMITMENT TO ONGOING INNOVATION

HABIT NO. 1

“Quote here cab intotatur ma natur, sit, tecto et ipsus simi, volore corro quos dit libus mossequam harum fugia quis sequi blabora nes caut estiasp eliquissi debis

-Excerpt name here



GOOGLE SELF DRIVING CAR

Google's self-driving cars have driven more than 700,000 miles in tests so far. Autonomous vehicles will be the key technology that enables us to redesign our cities and, by extension, civilization.



AMAZON KIVA SYSTEMS

Kiva Systems: Amazon's warehouse robots



MICROSOFT HOLOLENS

The world's most advanced holographic computing platform. For the first time ever, Microsoft HoloLens brings high-definition holograms to life in your world, where they integrate with your physical places, spaces, and things.



COCA-COLA COLA LIFE

Started as an online movement in 2008 then became an independent charity in 2011 as a partnership between Coca Cola, SABMiller, UNICEF and health agencies. Coke is so widely distributed that in some places, it's easier to get cola than clean water.



VIRGIN HOTELS

Banking, Books, Commercial spaceflight, Consumer electronics, Films, Health care, Internet, Jewelry, Mobile Phones, Music, Radio, Retail, Travel



MARRIOTT HOTELS

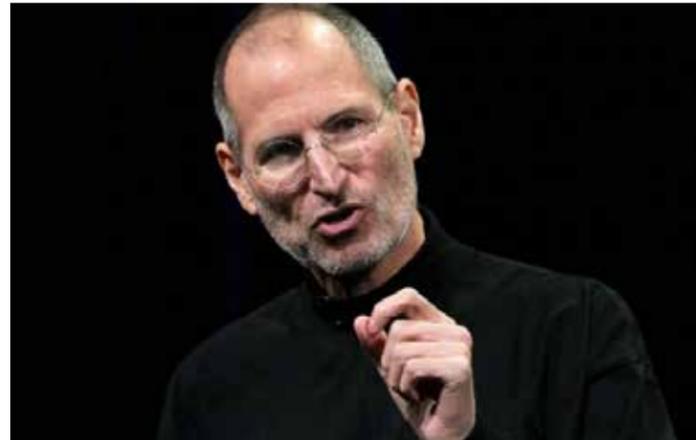
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STARWOOD HOTELS

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COMPETITOR PARANOIA



APPLE

WORKING at Apple is like being a member of a cult, where talking about your work even to colleagues and family members is likely to result in instant expulsion, according to a new book by Fortune journalist Adam Lashinsky. Inside Apple: How America's Most Admired - and Secretive - Company Really Works



GOOGLE PLUS VS. FACEBOOK

The world's most advanced holographic computing platform. For the first time ever, Microsoft HoloLens brings high-definition holograms to life in your world, where they integrate with your physical places, spaces, and things.



AA VS. JETBLUE

While American Airlines has one of the best status recognition programs geared towards business travelers, JetBlue had more timely flights, more free baggage options and less delayed flights. How does JetBlue try to take the market? JetBlue just launched its 'Status match promotion' aimed at members of competing carriers' loyalty programs.



SMARTWATCHES

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MARRIOTT HOTELS

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CURIO BY HILTON

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CULTURAL CLARITY/ SHARED VISION

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-Excerpt name here



FACEBOOK

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YELP

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COCA COLA

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ZAPPOS

Believe customer service shouldn't be a department; it should be a whole company. You company's culture and brand is one of the same



PATAGONIA

Patagonia has 'Let my people go surfing' time—a period during any work day where employees can head outdoors to get their creative juices flowing. They also feature photography from trips their employees take in stores and marketing materials.



ANDAZ

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HARD ROCK HOTEL

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PERPETUAL FUELING OF MARKETING ENGINES



UBER

Uber kicked off their media campaign with event sponsorship. Uber was highly active at local-area tech and venture capital events and provided free rides to attendees. They knew these people were connected and would share their experiences with friends, tech press and social media audiences.

SAME DAY DELIVERY



TWITTER: PERISCOPE

Twitter has launched a new app called 'Periscope'— a new way to peer into the thoughts and day of someone on twitter by getting a video stream of exactly what they're doing, saying and thinking, live. While their video is being recorded, you can ask questions, interact with what you're seeing and share your own channel to exchange experiences with others.



TWITTER: CONTENT MANAGEMENT

Twitter is a comparable force to Facebook but extends to a much larger base. This site is so large, so full of information, there are many features and apps created weekly to make the scale of it more manageable.



LINKEDIN

364 million acquired users.



MARRIOTT

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HARD ROCK HOTEL

In this experimental phase, Lindlbauer invited teams of hotel employees and local entrepreneurs to focus on ideas for their particular hotel's food and beverage services

START-UP MENTALITY ACCOUNTABILITY

HABIT
NO. 5



TESLA

In 2014, Tesla announced the planned opening of its 'Giga-Factory' where it produces lithium-ion batteries needed for its next line of cars. This is the biggest battery-making facility in the world, heavily powered by renewable sources of energy like wind and solar, set to open in 2017.



WHOLE FOODS

Every Whole Foods Market store allots a portion of its budget to employee development and evaluation. Each employee has access to the online "Whole Foods Market University", an online information portal that provides information to connect employees to the core values of the company and further knowledge about products.



DELTA

A mentoring program at 35,000 ft, Delta Innovation class pairs you to sit next to an industry leader. You select an upcoming Innovation Class flight, apply with your LinkedIn profile, and if you're selected, you will receive a free flight to the event you both are going to and unlimited access to that mentor.



3M

Valuation of over \$100b. The company's R&D investments are on a growth trajectory and innovations will be the key growth drivers.



SEMCO

This is a complicated company with thousands of employees, hundreds of millions of dollars of business that makes rocket fuel propellant systems, runs 4,000 ATMs in Brazil, does income tax preparation for dozens of thousands. So this is not a simple business.



CITIZEN M

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APPENDIX

For your convenience and reference, please click on the hyperlinks for more information on these trends.

HABIT NO. 1 COMMITMENT TO ONGOING INNOVATION

GOOGLE AUTONOMOUS VEHICLE

<http://www.wired.com/2015/05/google-wants-eliminate-human-driving-5-years/>

AMAZON KIVA SYSTEMS

<http://www.cnet.com/news/meet-amazons-busiest-employee-the-kiva-robot/>

MICROSOFT HOLOLENS

<https://www.microsoft.com/microsoft-hololens/en-us/experience>

COCA COLA

<http://weburbanist.com/2013/04/30/symbiotic-design-life-saving-meds-hide-in-spare-space/>

<http://www.colalife.org/about/colalife-about/>

HABIT NO. 2 COMPETITOR PARANOIA

JET BLUE

<http://skift.com/2014/03/18/jetblue-takes-on-other-airlines-loyalty-programs-with-its-trueblue-match-offer/>

<http://loyaltylobby.com/2014/03/18/jetblue-trueblue-mosaic-status-challenge-match/>

<http://blog.jetblue.com/index.php/2014/03/19/its-time-for-a-status-update-trueblue-issues-the-mosaic-challenge-and-status-match/>

SMARTWATCHES

<http://www.wearable.com/smartwatches/the-best-smartwatches-in-the-world>

HABIT NO. 3 CULTURAL CLARITY/ SHARED VISION

FACEBOOK

<http://www.corporate-eye.com/main/how-to-build-a-company-culture-that-supports-your-brand/>

ZAPPOS

<http://blogs.zappos.com/blogs/ceo-and-coo-blog/2009/01/03/your-culture-is-your-brand>

PATAGONIA

<http://www.entrepreneur.com/article/219509>

HABIT NO. 4 PERPETUAL FUELING OF MARKETING ENGINES

UBER

<https://growthhackers.com/companies/uber/>

TWITTER PERISCOPE

<http://www.cio.com/article/2849262/twitter/9-new-twitter-features-and-tweaks-coming-in-2015.html#slide10>

TWITTER CONTENT ORGANIZATION

http://calacanis.com/2015/06/17/what-i-would-do-if-i-were-ceo-of-twitter-a-seven-part-plan/?utm_source=GrowthHackers.com&utm_medium=Community&utm_campaign=Submission

<http://www.adweek.com/news/technology/5-hottest-twitter-innovations-brands-160212>

HABIT NO. 5 START-UP MENTALITY/ ACCOUNTABILITY

TESLA

<http://qz.com/179318/teslas-most-disruptive-product-may-not-be-its-cars/>

<http://www.thefiscaltimes.com/2015/04/28/Tesla-s-New-Battery-Can-Be-Game-Changer-Global-Energy>

<http://www.teslamotors.com/gigafactory>

<http://www.teslamotors.com/powerwall>

WHOLE FOODS

<http://www.wholefoodsmarket.com/careers/why-were-great-place-work>

DELTA

<http://qz.com/179318/teslas-most-disruptive-product-may-not-be-its-cars/>

SEMCO

<http://www.semco.com.br/en/#>