

Innovate or Die

In the era of digital disruption half of Fortune 500 companies face extinction.



UNLEASH
CORPORATE
INNOVATION WITH
THE DISRUPTIVE
POWER OF STARTUPS

Startups are innovating too fast while corporations keep moving at a slower pace.

YouTube and Netflix have challenged the TV business

Uber and Waze changed the way we move around

AirBnB disrupted the hospitality industry

Why are startups good at innovating and disrupting?

Exponential mindset

Accelerating technologies

Experimentation culture

Problem-solving conviction

User-experience centered

> Learn to think and act like a startup. Empower your organization with the right mindset, tools and platforms to embrace the era of technological disruption. Promote and implement innovation that uses your current assets and customers as a driver of unprecedented disruption.

THE COBUILD COURSE: INNOVATION ON THE EDGE

WHAT YOU'LL LEARN

Exponential thinking

How to implement innovation on the edge

The art of nimble experimentation

How to boost your current assets

CURRICULUM

Abundance and Exponentiality

We live in a world of abundance, where 3 billion additional people will be coming online in the next 5 years. The ability to effectively manage abundance and navigate this interconnectedness will be essential to your company's success. Waze, AirBnB and others stand out as examples of companies that leveraged abundance and interconnectedness to change industries. Through adapting characteristics of exponentiality, your company can also innovate like a startup to avoid extinction.

Vision

Surviving and thriving in the digital age requires your company to have a vision that is massive. Learn to create the higher, aspirational purpose of your company, which will establish the proper foundation to perform at least 10X better than competitors, while also capturing the world's imagination. Additional exponential characteristics such as converting the external crowd into an engaged community for your company, and giving the right focus and attention to the role of data will also be introduced.

Execution

Achieving at least a 10X greater impact than competitors is crucial to surviving the digital age. In order to reach this, your company needs to develop an infrastructure to empower and manage innovation. Innovating on the edge is one example of this infrastructure, where ideas can be explored at the pace of a startup, without causing chaos to established structure. Learn how established internal assets of the company can also be integrated into this evolved infrastructure.

Product

With the market constantly changing in many different ways, product market fit becomes the most important driver for validation. Learn how to create shorter cycles of experimentation

that allow for testing assumptions and adapting market feedback. This allows for continuous improvement, reducing time-to-market, while keeping costs low and minimizing risk.

Growth

Learn the new approach to marketing and engagement through key concepts of growth hacking. See what new mechanisms exist to engage users and more accurately understand and predict their habits through the most pertinent metrics. Understand the evolution of growth as moving beyond one person, or one division's job, and how it sits at the heart of a company where everyone works in-sync towards growth objectives.

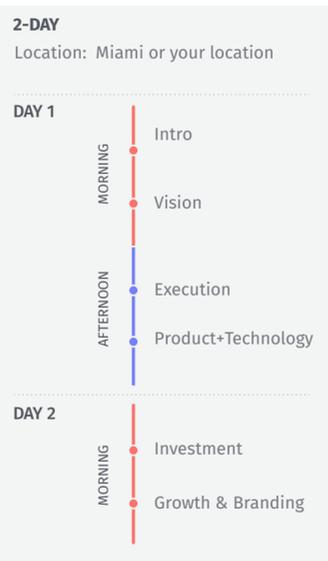
Technology

Understanding the implications of modern technologies and their fit with business goals can be a big differentiator from competitors. This entails an exploration of platforms and products, along with a modern approach to product building through rapid prototyping, APIs and integrating external products. Learn how the company can create pathways that shorten time to market, adapting lessons learned from iteration, to eventually reach the creation of scalable platforms that drive exponential impact.

Investment Strategy

Raise funds that support and can scale the innovation that is created. Understand different cycles of raising funding, diverse funding models, and how to define the appropriate funding strategy. Additionally, explore alternatives to building or creating innovation, such as acquisition of startups and startup ideas, partnerships with venture builders and accelerators and creating internships for innovation.

COURSE FORMATS



WHO'S THIS COURSE FOR



- C-level executives & innovation leaders at established companies and organizations
- Government and public organizations
- Educational organizations



- Large corporations and established businesses
- Organizations looking to embrace innovation
- Innovation teams at corporations

PROGRAM DESIGNERS



GERMÁN MONTOYA
Chief Strategy & CCO
Rokk3r Labs

Germán is an economist with over 10 years of experience as a consultant in multiple countries. He started in the mobile marketing arena, before cellphones became smart. Eventually sold his agency to a multinational corporation and co-founded Rokk3r Labs in 2012.



LORENZO DE LEO
Manager Director
Rokk3r Labs

Lorenzo has a PhD in Pure Mathematics. He led the Technology Transfer Division of the European aerospace company that spun-off 4 startups, and has extended experience in a variety of industries.



BRIAN SANCHEZ
CTO
Rokk3r Labs

Brian has an engineering degree from FIU. Co-founder of two tech companies. He has helped in the creation of over 20 software products and platforms for enterprises and small-to-medium sized businesses across multiple industries.



ANDREA ARNAÚ
Chief Growth Hacker
Rokk3r Labs

Andrea is an entrepreneur with more than 20 years of experience in digital marketing. She has worked in Latin America and the US with corporate clients as well as startups in a wide range of industries. Andrea has spoken at Ad Tech New York and been a member of the Jury for Advertising Age's Hispanic Creative Advertising Awards and Cannes Young Lions.



SARI AZOUT
Entrepreneur in residence
Rokk3r Labs

Investment banking specialist and natural-born entrepreneur and investor. Founded Bid + Tuck marketplace, named one of the 50 companies revolutionizing retail by Business Insider. It was later acquired by Crossroads Trading. Sari invests in disruptive digital companies and venture funds in NYC, San Francisco/Palo Alto, and Latin America.



SAMANTHA LEDEZMA
Senior Strategist
Rokk3r Labs

Samantha has a masters in International Business from the University of Miami. Before joining Rokk3r Labs she held positions with multinational organizations like LG Electronics and Sony Pictures where she lead brand and product strategy as Marketing Manager and Ad Sales.



MANE RODRIGUEZ
Product Architect
Rokk3r Labs

A psychology graduate from Florida International University, Mane began her career as a behavior analyst; where she affected the lives of more than a hundred individuals through her behavior modification strategies. She focuses on user research & user experience.

CONTACT US

For more info and scheduling:
courses@rokk3rlabs.com

Our website: courses.rokk3rlabs.com/corporate

ABOUT ROKK3R LABS

Rokk3r Labs is a unique platform where we partner entrepreneurs with our strategists, creatives and engineers to design, build and launch exponential organizations.

Rokk3r Labs has built 41 companies and has partnered with some of today's most recognizable brands to implement innovation. We have taken the most important, relevant and actionable lessons from this track record and created a course to help organizations approach innovation from the entrepreneurial mindset. Learn more at rokk3rlabs.com

WHAT THEY SAY

DDB



Technology is changing by the second and this not only spurs new kinds of businesses, but also affects how companies currently do business – the best way to stay cutting edge, is to combine the innovation and creative processes. The Rokk3r Labs learning platform has allowed our media and marketing teams to implement and harness our creative nature in this new digital age."

Isaac Mizrahi
Co President, COO at Alma

DLA Piper



As technology and innovation rapidly evolves society, agency and industry, lawyers are forced to ask what this means for the future of the law and the legal landscape. Rokk3r Labs helped us to understand how new approaches to innovation can be executed at our gathering of 300 intellectual property and technology attorneys. By covering technologies such as the blockchain and its impact, Rokk3r Labs' approach showed us to think not just as lawyers but as entrepreneurs and innovators within our own industry.

Jeremy Elman
Partner, DLA Piper

PADF



As our platform is focused on generating awareness on healthcare issues for millions of women, we wanted to ensure our management team's vision was in-sync with the new digital age. Learning from Rokk3r Labs allowed us to understand how we could implement a deeper focus on data within our maternal mortality toolkit, while also increasing our organization's understanding of aligning social programs with technology to reach out to more beneficiaries.

Maria Paula Cardona
Manager, Corporate Partnerships
Pan American Development Foundation

OTHER PARTNERS

