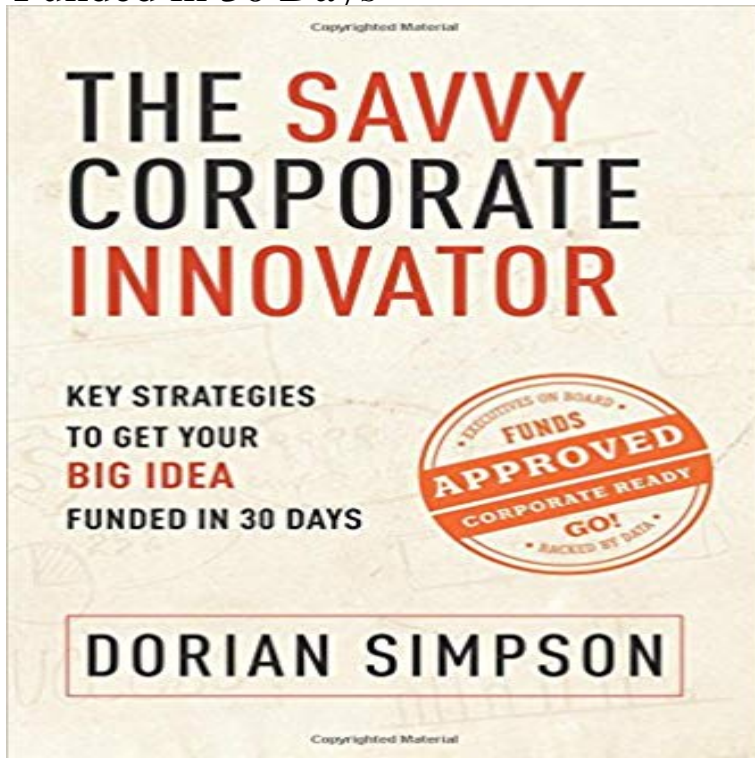


The Savvy Corporate Innovator: Key Strategies to Get Your Big Idea Funded in 30 Days



Are you an innovator seeking funding for your big ideas in the corporate setting? Innovation starts with ideas. However, many innovators have great ideas, but fail to get project funding for even the most promising opportunities. Why? They fail to meet the needs of notoriously risk-averse executives. Words are heard you must present a business case with market analysis, customer research, revenue forecasts, etc. but innovators often struggle to build proposals that executives find compelling enough on which to stake corporate funds and their reputation. The Savvy Corporate Innovator provides an insiders view of how innovators can succeed in complex corporations and successfully pass the ultimate test for funding, the executive inquisition. Through Simpsons twenty years of working with dozens of large (E.g. IBM, AT&T, Motorola, Tyco) and small companies as well as managing hundreds of innovation projects, he shares the secrets of selling ideas to those who control the resources. Using compelling stories, dialogs, and extended case studies, he systematically addresses the challenges innovators face when seeking support and funding for their big ideas. By using the strategies and steps found in the book, innovators learn to turn these challenges into successfully funded opportunities. Are you seeking project funds for your next BIG idea? The Savvy Corporate Innovator will enable you to:

- Get your ideas heard and funded in complex corporate environments
- Systematically transform ideas into real business opportunities
- Powerfully communicate ideas in a way that executives need to hear
- Present the exact information executives expect during a funding request
- Prepare for the ultimate funding meetingthe executive inquisition
- Build your career and brand as a respected innovator

What reviewers say: Ideas are fragile things and conveying them to

others, especially executives, can be painfully difficult. Dorian delivers just what you need to sell your idea with success. - Greg Gudorf, Sony, Technicolor, The Gudorf Group I wish I had this book years ago. More of my ideas and suggestions would have been approved. Dorian clearly knows of what he speaks. - Richard Fast, Plant Manager and Captain, US Navy, Retired

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