COLLABORATING FOR GLOBAL SUCCESS

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Michael Ruggier

Gamechanger,
Shell International

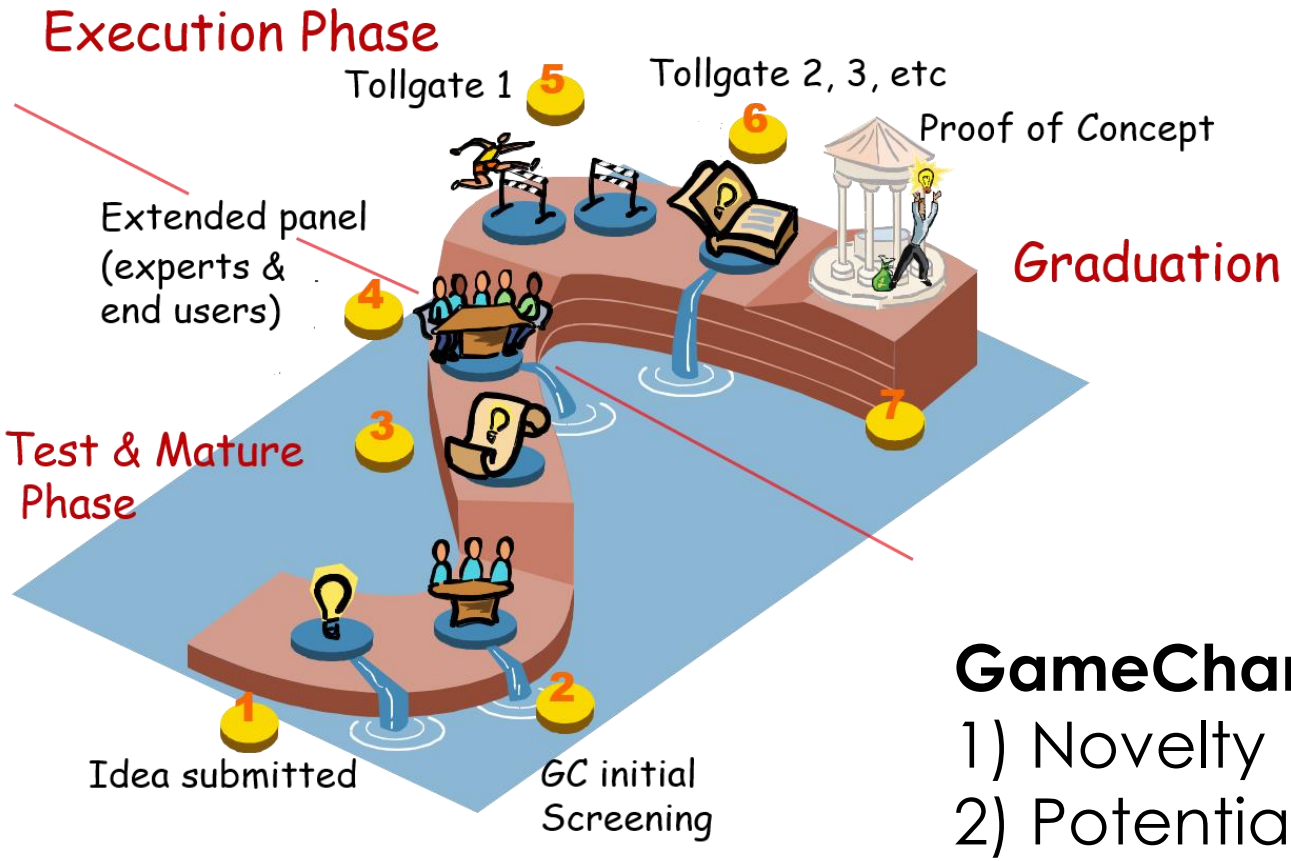
WHAT IS GAMECHANGER?

"Bringing Silicon Valley Inside" (large corporation)

- If you want different ideas, you need a different space
- Create people-centric social process – not spreadsheets
- Learn by doing - small, quick steps (not big launches)
- Shortest route to failure

- *A simple, flexible, and real-time innovation process*
- *Run by a global small autonomous team within shell*
- *To "invest" in people and their revolutionary ideas*
- *Stimulate, capture, nurture & mature these ideas*
- *Provide seed funding to 'prove the concept'*
- *Help with business take-up & deployment*

GAMECHANGER PROCESS



GameChanger Criteria

1) Novelty
2) Potential value
2) Doable plan
4) Why shell?

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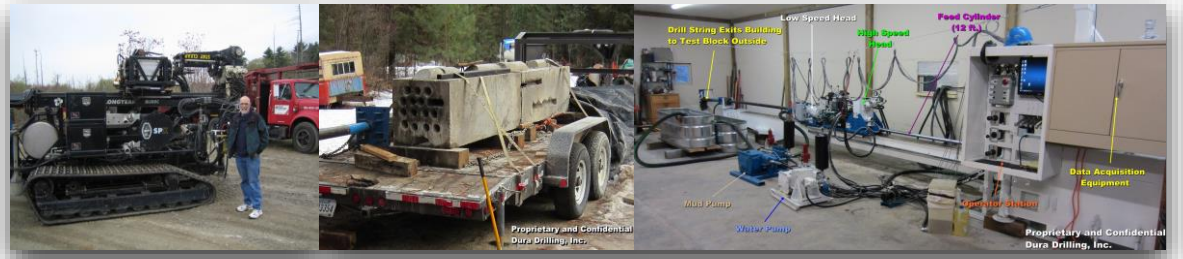
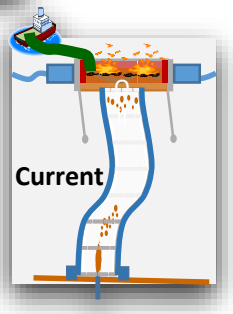
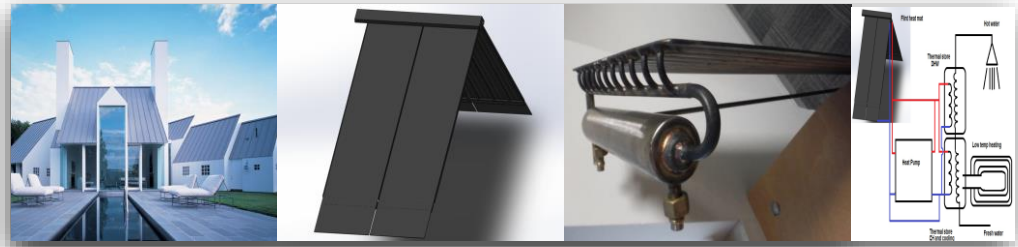
THE GLOBAL SPOTLIGHT
ON UK INNOVATION

EXAMPLES







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