Kickstarting Innovation

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WTF?
MORDAC, THE PREVENTER OF INFORMATION SERVICE

CLOUD COMPUTING IS NO GOOD BECAUSE STRANGERS WOULD HAVE ACCESS TO OUR DATA.

I TRUST ENCRYPTION WAY MORE THAN I TRUST SPOCK-EARED SOCIOPATHS.

WHEN YOU MENTION A PERSON'S EARS, HE WON'T LISTEN TO THE REST OF YOUR ARGUMENT.

MORDAC, THE PREVENTER OF INFORMATION SERVICES.

SECURITY IS MORE IMPORTANT THAN USABILITY.

IN A PERFECT WORLD, NO ONE WOULD BE ABLE TO USE ANYTHING.

To complete the log-in procedure, stare directly at the sun.
I AM MORDAC THE PREVENTER, YOUR LIASON FROM THE INFORMATION TECHNOLOGY DEPARTMENT.

I COME WITH TALES OF RESOURCE SHORTAGES. YOUR REQUEST FOR OUR SERVICES IS DENIED.

I DIDN'T REQUEST ANY OF YOUR SERVICES. DON'T TRY YOUR REVERSE PSYCHOLOGY ON ME.

MORDAC, THE PREVENTER OF INFORMATION SERVICES

MY SOFTWARE IS SO OLD THAT I CAN'T OPEN ANY FILES THAT PEOPLE SEND ME.

I CAN'T UPGRADE YOUR COMPUTER BECAUSE THEN IT WILL BE NON-STANDARD.

AND BY NON-STANDARD, YOU MEAN USEFUL?

BE GONE, WORDSMITH!
3 Innovation Cultures

- Chaotic Sandpit
  - experimental
  - build
- Healthy Hothouse
  - contribute
  - commercialise
- Disciplined Engine Room
  - sell
  - exit research

- Administration
  - not in use
  - watch
  - plan
  - pilot
- Learn / Teach
  - focused use
  - enable
- Research
  - broad use
  - leverage
Increase IT’s Cultural Range
FUNCTION MEANS NOTHING. DESIGN IS EVERYTHING.
Kickstarter is a vibrant community of people working together to bring new things to life.

Friends, fans, and inspired strangers have pledged $1.7 billion to projects on Kickstarter, funding everything from homemade postcards to Oscar-winning documentaries.

- 8.5 million people have backed a Kickstarter project
- 2.6 million people have backed more than one project
- 310 thousand people have backed ten or more projects

118 Kickstarter projects have been successfully funded near you. Take a look at projects in Brisbane.
Welcome to Kickstarter’s Creator Handbook! We hope it’ll help you get started with shaping your own project, whether it’s to make a movie, an album, a game, a play, a restaurant, or pretty much anything else that springs from the imagination.
### Recap

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<th>Chaotic Sandpit</th>
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#### Healthy Hothouse

- contribute
- commercialise

#### Disciplined Engine Room

- learn / teach
- sell
- exit research
act NOW