

# innovationist

INNOVATIONIST IS THE WORLD'S FIRST ENTERPRISE CREATIVITY PLATFORM THAT LEVERAGES ARTIFICIAL INTELLIGENCE TO HELP YOU SEAMLESSLY CONNECT THE DOTS ACROSS ALL OF YOUR TEAMS.

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ENDORSEMENTS  
JULY 2017

*72% of workers say their future success depends on their ability to be creative. 83% of people say they are asked to be creative at work either weekly or daily.*

**STEELCASE STUDY, 2017**

*A recent IBM poll of 1,500 CEOs revealed that creativity is thought to be the number one leadership competency of the future.*

**IBM STUDY, 2016**

## **STATEMENT OF ENDORSEMENT**

I've known Joel Fariss and Mike Wilkerson of Innovationist for approximately six months, having been connected with them through our mutual colleague and friend, Professor Esther Meek of Geneva College in Beaver Falls, PA.

Joel and Mike are addressing an important topic in the field of innovation, how to help those who seek to innovate to know what to do. Innovation is challenging for many reasons, especially due to the often large amount of information (both breadth and depth) that must be grasped, as well as how all these "dots" must connect into a new, more powerful whole.

I was intrigued to learn that they were seeking to apply the insights of Professor Meek, a leading authority on the epistemology of Michael Polanyi, to this problem. I have long been convinced that Polanyi's understanding of how people come to know is by far the most accurate description of the patterns exhibited by breakthrough innovators, and Esther is one of only a small handful of people who understand Polanyi's insights in the most powerful way. By incorporating those insights into their offering, I believe that Joel and Mike are in the best position of anyone to develop a product that would deliver on the hope offered by such software solutions.

I also would like to add that, while only having interacted with the two a handful of times (via calls and emails), I have the unmistakable sense that they operate with the highest integrity, something that I value equally with the expertise and insight that they bring to the marketplace.

### **Bruce A. Vojak**

Managing Director

Breakthrough Innovation Advisors

Co-author of **Serial Innovators: How Individuals Create and Deliver Breakthrough Innovations in Mature Firms**

## **STATEMENT OF ENDORSEMENT**

People often think that developing valuable ideas is the key to innovation. The difficult part, in reality, is documenting, prioritizing, sharing, evolving, and daylighting these concepts. The vast, vast majority of these potentially valuable ideas never make it through the gauntlet because there isn't a platform to collect and guide inceptions, let alone a framework for connecting disparate, yet-to-be-empowered notions. Making this process zero-friction and relating seemingly unrelated ideas has unlimited value. Innovationist is the only platform that is positioned to evolve the creative process, and would certainly be a daily, go-to tool for my team of artists and designers.

### **Samuel Stubblefield**

Principal, NBBJ Studio 07  
Artist, Speaker

## **STATEMENT OF ENDORSEMENT**

Having driven a global corporate innovation network at Microsoft for the past 5 years, I can express the challenge companies face in coalescing creative ideas into a cohesive story for experimentation and development. I'm confident that Innovationist will be that virtual creativity tool that will connect ideas across an organization while letting creatives do what they do on a blank creative canvas.

### **Matt Stitz**

Director of Engagements, Microsoft Innovation Outreach Program

## **STATEMENT OF ENDORSEMENT**

One of my biggest personal challenges with innovative thinking is organization. Good ideas don't come necessarily easy, but relatively so compared to my ability to organize them, prioritize them, and ultimately mature them into something that can be executable. Innovationist sounds like a tool that can allow me to organize my efforts into a single, visually accessible, "world" rather than the disparate swirl of post-its, note pads, emails, pintrest boards, sketchbooks, and images I have scattered about my work and personal life and every stopping point in between. I want to spend the time I have being focused and have the ability to pick right up on a vein of thought I may have had to put down days, weeks, months, or even years ago. I also want my thinking transparent if needed, to show progress, collaborate with trusted allies, and prove progress.

I am stoked to be a Beta if possible.

### **Steven Rainville**

Director of Innovation, Olson Kundig

*"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. You have to trust in something—your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life."*

**– Seth Godin**