

SID 2024

Sibiu Innovation Days

24-25 October, Sibiu - RO



IDEATION WITHOUT BOUNDARIES

R&D & Manufacturing



OVIDIU BAZAREA

R&D Innovation Responsible



Continental
EXPERT

COSMIN BIRIS

*Senior Expert Camera Inspection Systems and
Methods*

Innovation is transforming how we think about transportation, **pushing beyond traditional** boundaries in design, technology, and sustainability

R&D

Innovation must improve **efficiency, productivity, and competitiveness** through the implementation of new ideas, processes, and technologies in manufacturing operations.

MANUFACTURING

Talent and Culture

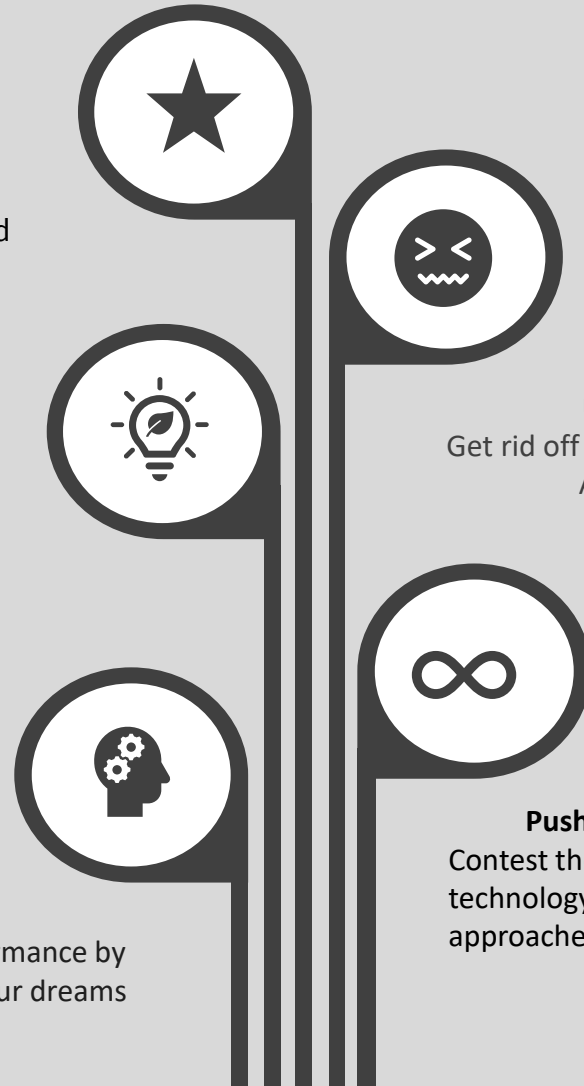
Foster a work environment that encourages and utilizes collective intelligence to innovate

Idea to Impact

Use ideation methods that can help you to “see around corners”, implement processes to explore and scale ideas

Mindshift

Do courageous choices and optimize your performance by discarding self-limiting beliefs and actualizing your dreams



Using AI Assistant

Get rid off “I know better, I’m the best” Almighty approach

AI Assistant
based on Microsoft Azure OpenAI Service

Direct Feedback

Instructions

Using this tool is only allowed under the following conditions:

- Confidential or strictly confidential information must not be entered
- Personal data must not be entered
- The usage of this tool is limited to trained participants

what companies are gone due to lack on innovation

There are many companies that have failed or gone bankrupt due to a lack of innovation and failure to adapt to changing market conditions and customer preferences. Here are a few examples:

1. Kodak - Kodak failed to embrace digital photography and continued focusing on traditional film, which ultimately led to its decline and bankruptcy in 2012.
2. Blockbuster - Blockbuster failed to pivot to digital streaming and fell behind competitors like Netflix, ultimately leading to bankruptcy in 2010.
3. Borders - Borders failed to adapt to the rise of online book sales and e-readers like Amazon's Kindle, leading to bankruptcy in 2011.
4. Sears - Sears struggled to keep up with the rise of online shopping and shifting consumer preferences, leading to bankruptcy in 2018.
5. Nokia - Nokia failed to innovate and keep up with competitors in the smartphone market, ultimately leading to its acquisition by Microsoft in 2014.

Pushing and redefining the limits
Contest the status quo (traditional technology, regulations, development approaches)

Google search results for "what companies failed due to lack of innovation".

Companies that failed to innovate

Blockbuster	Kodak	Nokia
Xerox	Myspace	Yahoo!
BlackBerry	Polaroid	Borders Group
Motorola Mobility	Pan Am	Segway
Toys "R" Us	Compaq	Sears
IBM	JCPenney	Pets.com
Tie Rack	Concorde	Enron
General Motors	Google Glass	Macy's

WHAT DOES IT MEAN?

WHY?

