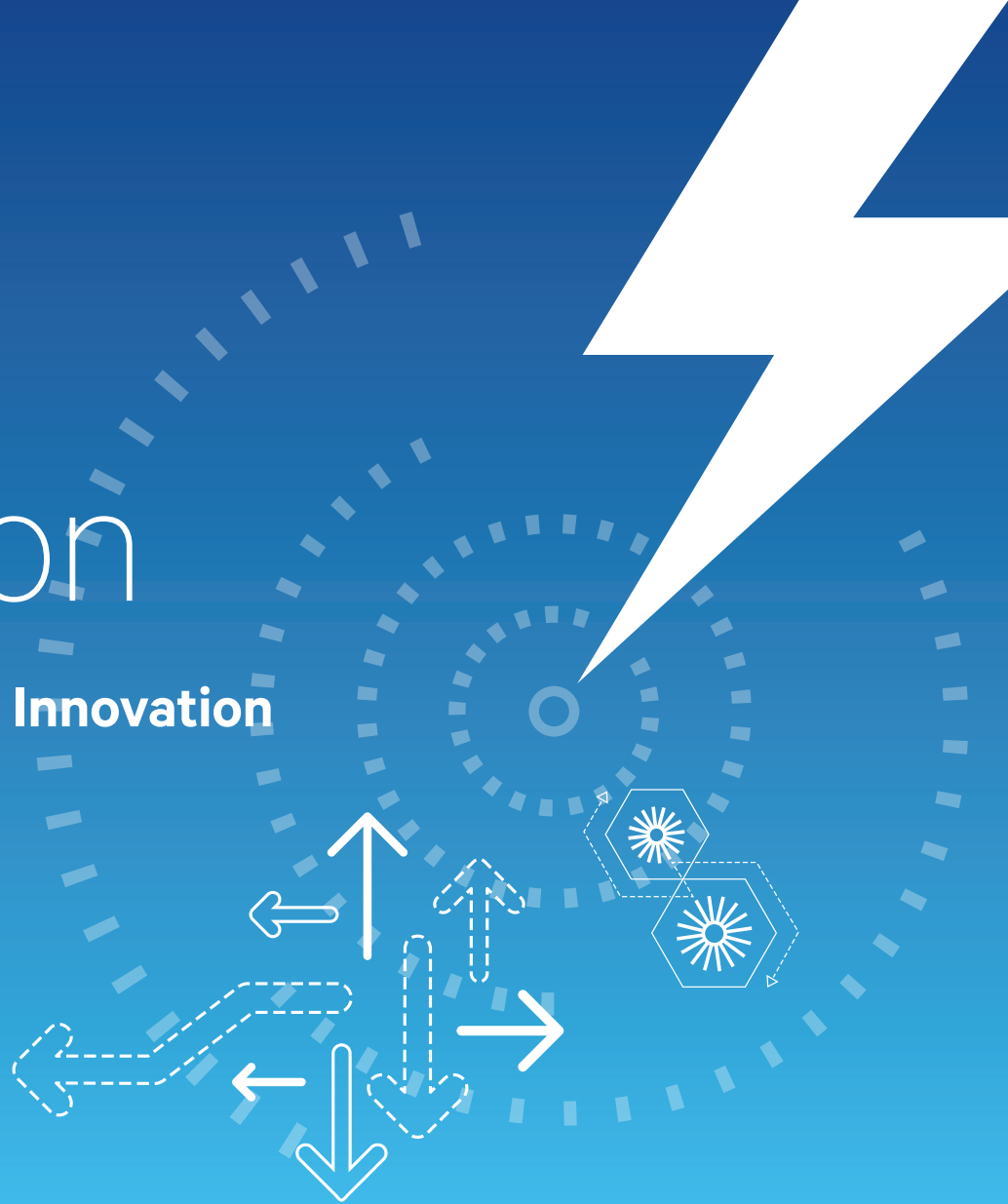


# Fast Track to Innovation

**5 Proven Points to Jumpstart Innovation**



## What's Your Idea of Innovation?

For some, innovation means developing something today that was barely conceivable yesterday, like hailing a ride in a self-driving vehicle. It grabs headlines and gets people talking.

In others, innovation means optimizing an old process to run more efficiently, like streamlining a 6-hour software test cycle down to 45 minutes.

Your business and development workflows will determine the innovation processes you'll use. But as a developer, you know that you can't force innovation. But maybe, there are some new approaches that may help you get the creative juices flowing.



# 5 Proven Points to Jumpstart Innovation

**Tapping into Innovation Experts** · This eBook contains inside perspectives shared by three prominent innovators: Andreas Gal, Ryan Peterson, and Mike Ogrinz. Read the best tips and takeaways recommended by these visionary developers to kick start innovation and maintain your competitive edge.



**Andreas Gal**  
CEO of Silk Labs and  
former CTO of Mozilla  
(@andreasgal)



**Ryan Peterson**  
CEO of Finger Food  
Studios and former  
strategic consultant to  
video game companies  
worldwide (@angreal99)



**Mike Ogrinz**  
R&D Lead at a major  
financial institution  
and maker/inventor  
(@mogrinz)

**ROI analysis isn't  
always easy in  
innovation efforts,  
but if you think  
about it creatively  
enough, you can  
measure anything.**



# 1

## Think and do things outside of *your* box.

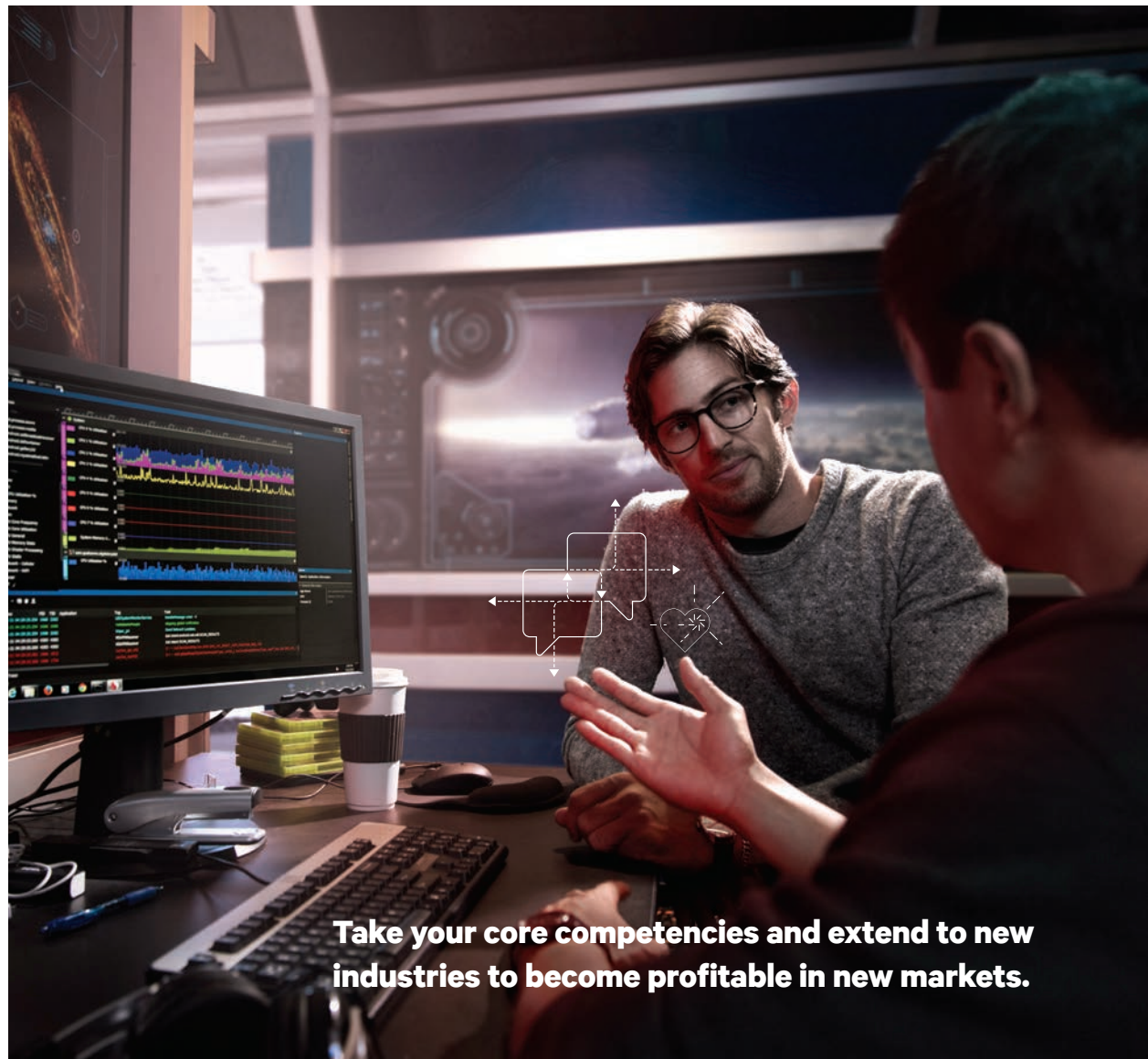
Innovation isn't difference for the sake of difference. But alternate perspectives can certainly light creative fires or be a great source of new and varied thought streams. Elicit help or brainstorm power from those you don't normally consult with: artists, creative directors, operations personnel. They will provide you with different points of view and inputs than those you would usually get and your project may go in some exciting new directions.



## 2

### Empathize with your customers.

Most of your customers or end users don't look at problems through the lens of developer tools and APIs, the way you do. You can fix a few problems for them, but if you want to truly innovate, then supplement your technical skills with more business-specific insight into those problems. Don't start with technology and try to figure out where to apply it; start with the customer's pain-point.



**Take your core competencies and extend to new industries to become profitable in new markets.**





**Always find something to measure.**

### 3

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## Use innovation to build your brand.

Every company needs to stand out from the competition and as a developer you play a vital role in driving differentiation. By continuing to innovate, you provide a powerful platform to build brand and create loyalty. Whether it's better, faster service or a completely new offering, your innovation efforts move the brand needle.

# 4

## Identify your two percent and innovate there.

Look for sparks of innovation in the least likely places. If you spend 98% of your time writing code, dive into the other two percent for nuggets of genius. Things like getting higher performance or more efficiency, a different twist on UI... they may appear less interesting at first, but may bear the fruit of innovation.



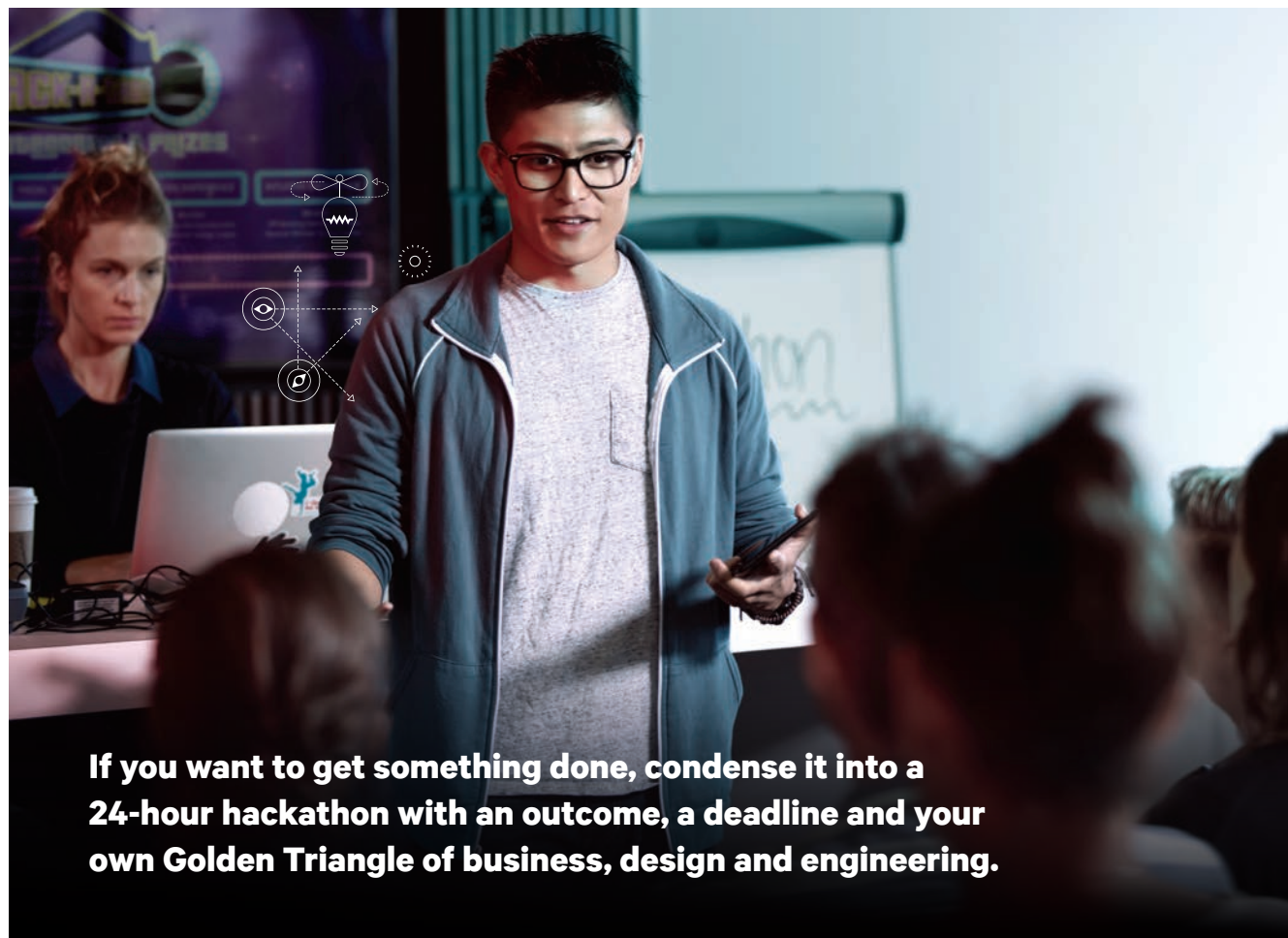
**Find snippets  
of innovation  
along the way  
rather than  
concentrate on  
'The Big Idea'.**

# 5

## Find the Golden Triangle.

Hackathons have sprung up as an unstructured, resource-rich means of bringing developers together to innovate. But why restrict hackathons to just engineers? Extend your hackathon team to include colleagues and friends from Design and Business.

Then, take it a step further and attend hackathons with your customers for a quick, deep dive into innovation. Working together out of the office and away from structure is artificial, but it has the potential to lead to both a closer relationship and a batch of new ideas.





## Your Turn – How Will You Innovate from Here?

Continuing to innovate can be like trying to grab water. Always remember, innovation has the best chance of thriving when it (1) incorporates others, because new and fresh perspectives help spawn new and different ideas, (2) focuses on solving real-world problems instead of merely trying out new technologies and tools, and (3) when it isn't forced—because there's no simple, deliberate process for achieving innovation.

Some innovations are as simple as doing old things more efficiently; others catch entire industries by surprise. In both cases, the seeds of innovation are in the way you lay the foundation for curiosity to flourish—the process of creating a new mindset to find something remarkable.

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**Ideas and innovation are very different things. You need the mental freedom to have an idea, but innovation is the ability to translate it into reality.**

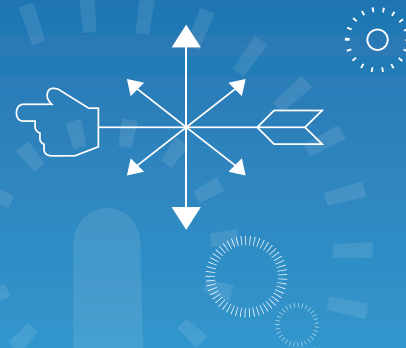


# Innovate with Us

Qualcomm Developer Network is a collection of software and hardware tools, inspiring our community of developers to push the boundaries of mobile. We're continuously creating some of the most innovative, powerful and disruptive technologies in the world, and Qualcomm Developer Network is the gateway through which you can discover the tools you need, whether you're building high-performance apps, smart Internet of Things (IoT) devices, immersive virtual reality experiences or for other emerging technologies.

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business problems  
and technology  
opportunities.**



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