

# the illusion of innovation

How to escape “efficiency”  
and unleash radical progress



**Elliott Parker**  
elliott@highalphainno.com  
@erparker

# High Alpha Innovation co-creates advantaged startups that solve compelling problems.

We partner with corporations, universities, governments, and entrepreneurs to **co-create** startups using our “venture studio” playbook.

Since 2021, we have launched 20 startups.



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

COX



# Overview

**01.**

The illusion of  
innovation

**02.**

Recapturing  
progress

**03.**

Winning the  
future

# Interactive poll

## **Corporate Leaders: What is your organization's primary innovation priority right now?**

- a. Increase organizational efficiency, including by finding ways to reduce cost
- b. Create incrementally innovative new offerings to support core business unit(s)
- c. Develop brand new ventures to transform core business unit(s)
- d. Build new business models to launch externally
- e. Other (please share in the chat)

A photograph of the Golden Gate Bridge in San Francisco at sunset. The bridge's steel structure is silhouetted against a bright orange and yellow sky. The water below is dark with white foam from the waves. In the foreground, a paved walkway with a chain-link railing runs along the water's edge. A person in a green jacket is seen from behind, taking a photo of the bridge. To the left, a man and a woman are posing for a photo. A small building is visible on the hillside under the bridge's arch.

# the illusion Of innovation

A lush tropical jungle scene with a stream flowing through large trees and dense foliage. The text "recapturing progress" is overlaid in the center.

recapturing  
progress

# Interactive poll

**Culturally, how comfortable is your organization with experimentation?**

- a. Not comfortable
- b. Somewhat comfortable
- c. Situationally comfortable
- d. Moderately comfortable
- e. Very comfortable



winning  
the future



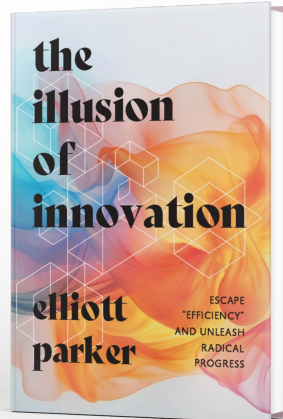
# Get in touch



**Elliott Parker**

elliott@highalphainno.com

@erparker



**the illusion of innovation:**

escape “efficiency” and unleash radical progress

Hardcover and ebook available everywhere books are sold! Audiobook coming Fall 2024.