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This Issue: New Territories are Up for Grabs

It's been two years since the last Presans newsletter. Much has happened in the meantime. Looking back all the way to 2008, the year it all started for this company, I feel a sense of pride. Back then, I started out alone. Now there is a team around me, and it is together that we gear ourselves up to take the company to the next level. Yes: new territories are up for grabs. It is my hope that Hit by a Wave will inspire you to conquer them with us.



[Albert](#), CEO & Enchanteur @ Presans

Wave of the Month



The Parrot Drone Story Visionary Entrepreneur Meets Garage-Based Genius

For innovative companies it is safer, cheaper and most importantly much faster to assemble external bricks (knowledge, technologies or talents) to put superior products on the market. Beyond the hype, Open Innovation is a reality. In this article we tell the story of how Parrot, French leader in handfree car kits became leader on the market of drones in just a few years.

[> read more](#)

Ripples



Patched in: Dominique joins Presans to take us to the next level

Dominique Lanfranchi, co-founder of the success story NetCentrex joins Presans as Business Development Director.

Dominique has developed several companies, raised funds and organized acquisitions. His track record is thus ideal for helping Presans grow to the next level.

> [read more](#)

> [check his LinkedIn](#)



Pwnage: SEB Lab – quick & dirty innovation

The date is September 21, 2015. I am once more in Lyon to work with a client on a cutting edge technology project. I use this as an opportunity to drop by our friends at Groupe Seb and pay the SebLab my first visit. Three components leave an impression on me: the team, the organization, as well as the in-house methodology. What follows is my recap of this trip.

> [read more](#)



Program Preview:

- 5 conferences on innovation and startups at École Polytechnique.

> [register](#)

- October 16-17, Paris: Annual Presans Raout.

- November 17, Paris: Innovation Ecosystems Agora annual Forum.

> [register](#)

- October 21-22, *Journées des Hydrocarbures* on the energy transition theme.

> [read more](#)

If you think Hit by a Wave should include your event, shoot us an email.

Pattern catching: are Chief Innovation Officers hired from inside or outside?

The emergence of the Chief Innovation Officer is an ongoing corporate trend in the innovation function. A question that popped up recently is the following: do companies hire inside or outside

for this position? At Presans, we've observed a 50/50 situation among our clients. Do you see the same landscape as us?

> [what is your opinion?](#)

Impressum

Please Opt Out of Presans' newsletter

Let's be honest: I no longer have the original "opt in" mailing list of the newsletter. So I have prepared a new mailing list using my contacts from when I was a researcher in plasma physics, from when I was an MBA student at HEC, combined with the people from Presans' ecosystem etc. If you do not want to receive our newsletter, I will be sad to see you leave, but I would be even more sad to bother you, so please [unsubscribe](#), and I will not bother you again :-).

Follow us on LinkedIn

We regularly organize free events related to innovation (Panel Discussion around Design Thinking, Conference of Jean Botti CTO Airbus etc.). The best way to hear about these events before they are booked out is to follow Presans on LinkedIn.

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Latest trends in innovation management

In this book, the authors provide an up-to-date overview of recent, disruptive trends that induce changes in the way large companies deal with innovation.

> [Buy on Amazon](#)



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