

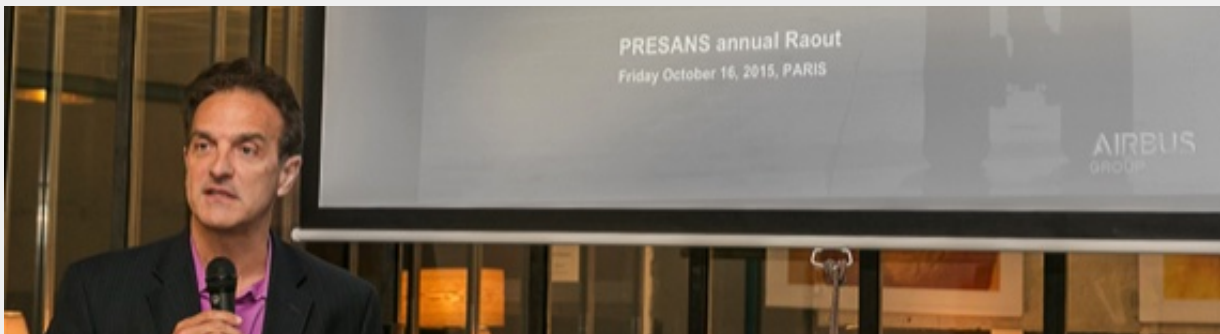
## This Issue: Off the Beaten Track

Innovation is about business. Innovation is also about exploring new territories, wilderness, desert, abandoned urban structures etc. Innovation takes place outside the beaten track. The land of innovation enchants and entices. Once you're in it, it becomes the place to be. This year's Presans Raout tried to capture this aspect. I wanted it to become the place to be, off the beaten track. And here I wish to thank all those that made this event possible: Jean Botti (CTO Airbus Group), Rémi Larrouse (Magician), Philippe Laviolle (Chamber of Commerce Essonne), our 100 guests from innovation headquarters, and of course my wonderful team.



Albert, CEO & Enchanteur @ Presans

## Wave of the Month



### Garage Renaissance: Jean Botti, CTO Airbus Group @ Raout Presans 2015

Last Friday, Presans brought in an innovation heavyweight for its Annual Raout. After being introduced by Albert Meige, CEO of Presans, and Philippe Laviolle, President of the Chamber of Commerce of Essonne, Airbus Group Chief Technical Officer Dr Jean Botti delivered a series of powerful punches to the gut of corporate complacency. Airbus tripled its revenue and now employs 130 000 people, however, to quote from Botti's presentation, "death is something that can happen to people in good health". Indeed, it is a rough and tumbling world out there. Barbarians are coming for the established businesses, and they are coming fast.

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## **Pwnage:** **Perils of the Honey Pot**

Albert gets Didier Roux, Director of R&D and Innovation of Saint-Gobain talking, filter set on zero corporate waffle-speak. Find out why American startups are overrated, and why collaborative honey pots sometimes turn out to be startup deathtraps.

> [read more](#)



## **Powered** **by Presans: Raout 2015**

Our write-up of this year's main Presans event covers every angle. Not an easy task with so much going on. Albert has literally gone mental on this year's edition, but who knows what he'll come up with next time.

> [read more](#)



## **Pattern Catching:**

A couple of Raout participants were asked the following question: does digitalization really accelerate innovation with regards to 1) accessing state of the art knowledge, top startups and top talents, 2) the compact or ephemeral character of innovation projects? Their on-the-spot replies are now posted on the [Presans LinkedIn page](#).

> [what is your opinion?](#)

## **Program Preview:**

- November 5: [Panel discussion on incubators](#), organised by HEC Advanced Technology.
- November 17: [Innovation Ecosystems Agora Annual Forum](#). Albert Meige is booked as a speaker and will also sign copies of [Innovation Intelligence](#).
- February 11, 2016: [Techinnov](#), organized by the CCI Essonne, Raout 2015 partner.
- Magician Rémi Larrousse and Albert Meige are teaming up to deliver innovation magic seminars. Our Raout write-up has [more details](#). Hit us up if you feel the need to be enchanted.

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

## Follow us on LinkedIn

We regularly (co)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.



> [Follow Presans on LinkedIn](#)

## 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. The book is currently selling like hot pancakes at innovation headquarters all over corporate France and beyond.



> [Buy on Amazon](#)

Presans - REMIX - 57 rue Turbigo - 75003 Paris - France.  
Presans - X-Technologies - Ecole Polytechnique - 91128 Palaiseau Cedex - France.  
[infos@presans.com](mailto:infos@presans.com)

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