

ACTUALIZE

.....turning Innovation into Impactful Pharma-Solutions

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Project Catalyst, Pharmalliance

Meet the Pharma Industry Rebel!

My innovation Journey

- I lead a group of about 100 Retail Pharmacy businesses but I don't have more than 9 months retail experience
- I have promote Pharmaceutical product but i don't have a factory and I don't have reps
- I lead some of the industry's biggest tech projects but I can write a line of code

• **WELCOME TO MY WORLD!**



Once Upon





ROOM 646

TONY-TIGANA
EXCLUSIVE DESIGN
(A DIVISION OF TIGANA NIG. LT.)

Cash Receipt

Job No _____ Date 22/5/04
 Job Description 7 - Shirts
 Date of Collection 28/5/04
 Deposit N _____
 Balance N Three thousand, five hundred Naira
 Total N to pay #3,500.00
 Customer's Name Shina - Opanubi

Thanks for your patronage N.B. Please present this bill on the day of collection
 The company will not be responsible for the lost or damage of a dress not collected within three months.

Looking Good is Good Business

Paid to _____

Signature & Date _____

The Rose of Sharon

Prints & Promotions



MONOGRAM / HEAT TRANSFER / SCREEN PRINT SERVICES / PURCHASES
 13, ADENIRAN OGUNSANJA ST., P.O. BOX 5160, SURULERE, LAGOS - NIGERIA
 Tel: 5834151, 7744139, FAX: 5834432, E-Mail: roseofsharonpromo@yahoo.com

Raffle Draw
 Jan-April '04

No 0000686

Invoice No 0000686

NAME: Mr Opanubi

ADDRESS: Luth

PHONE NO: 0700-335-2259

DATE: 1/03/04

Receipt No: 1105

Sample Approval Date _____

Delivery Date 5/03/04

QTY.	DESCRIPTION	N	K
<u>10</u>	<u>Monogram Shirts</u>	<u>100</u>	<u>000</u>
	<u>Cost (50)</u>		
	<u>Per 2</u>		
	<u>1 shirt</u>		

75% deposit to confirm order
 Strictly full cash payment on collection
 Goods not collected after 30 days will be
 sold and deposit forfeited.
 Address & Telephone must be supplied

TOTAL ₦ 4,000
 DEPOSIT _____
 BALANCE _____

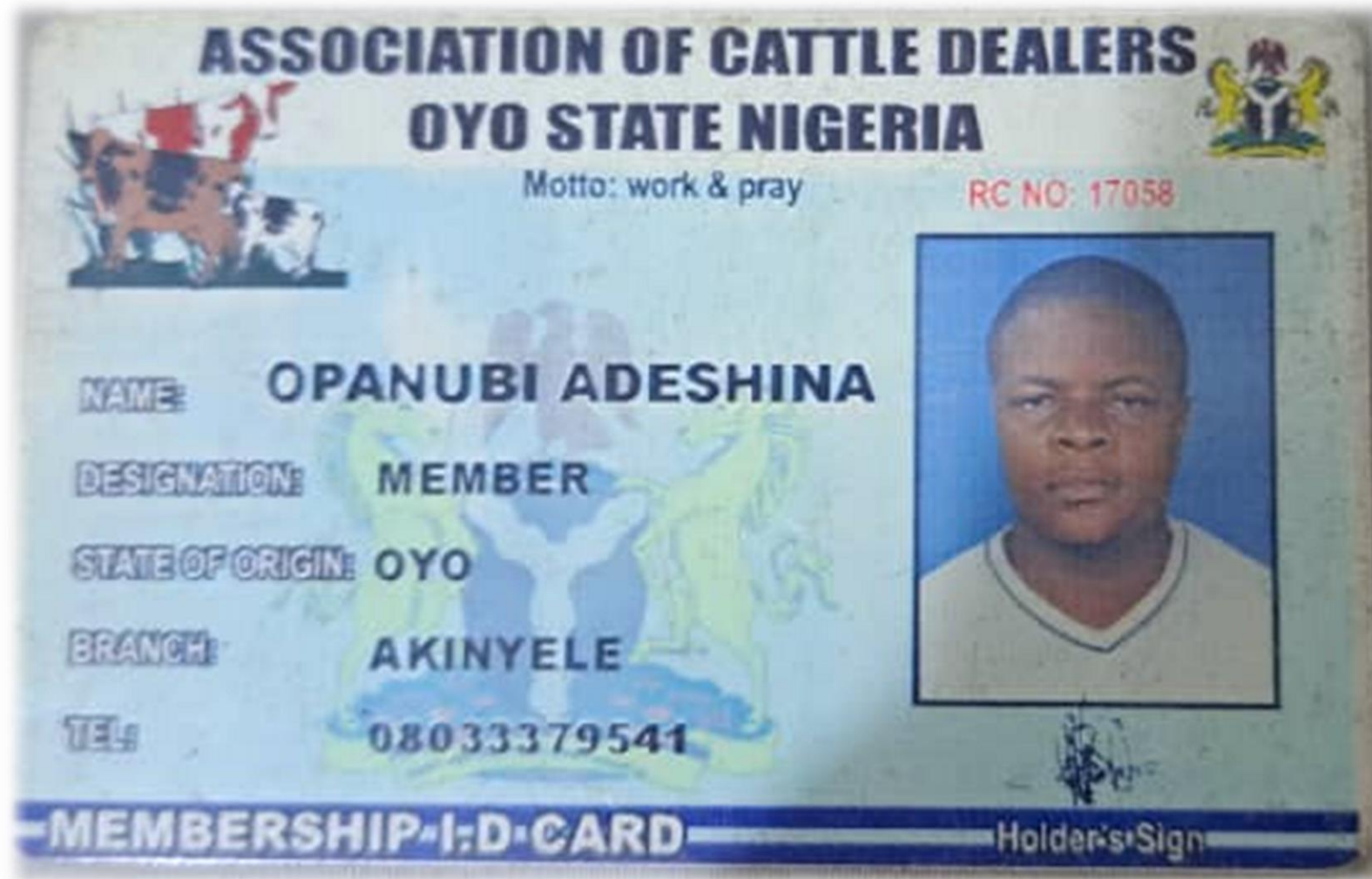
Customer's Signature _____

For: (The Rose of Sharon)
 Prints & Promotion





The Ultimate Herdsman!

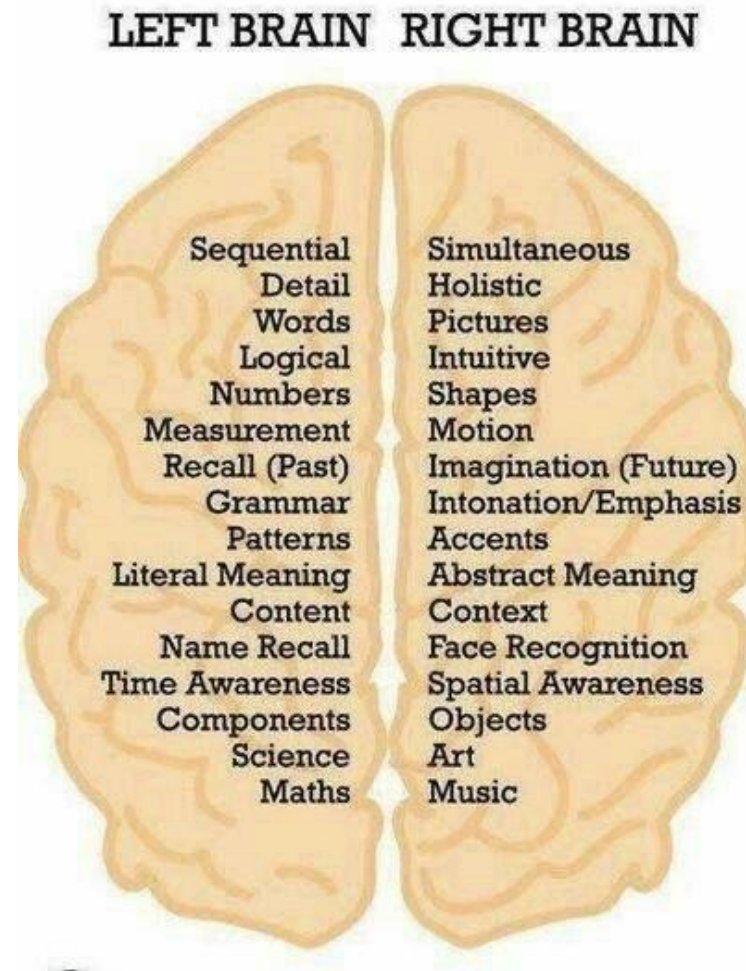


Kraal Chronicles: Iyana Oba to Akinyele



Yep! That's Me!

How is your brain wired?



Are you an ideas person or a process person?

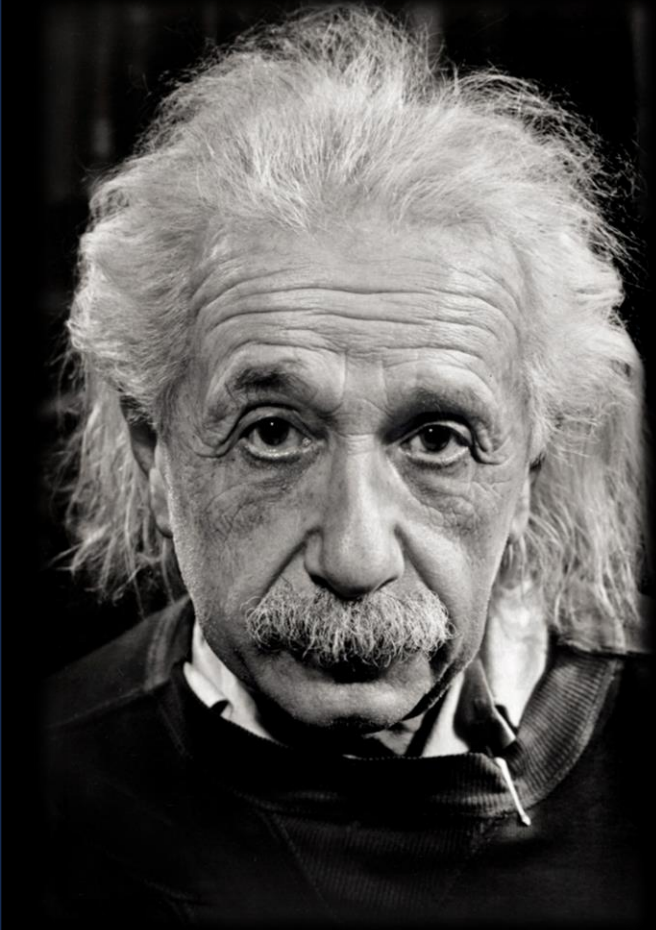
“Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo.

You can quote them, disagree with them, glorify or vilify them.

About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius.

Because the people who are crazy enough to think they can change the world, are the ones who do.”

Its okay to be a little weird!



Innovation and Change agility



“It is *not* the *strongest* of the species that survives, nor the *most intelligent* that survives. It is the one that is the most adaptable to change.

”

—*Charles Darwin*

Evolution of Weaponry

Club

Spear

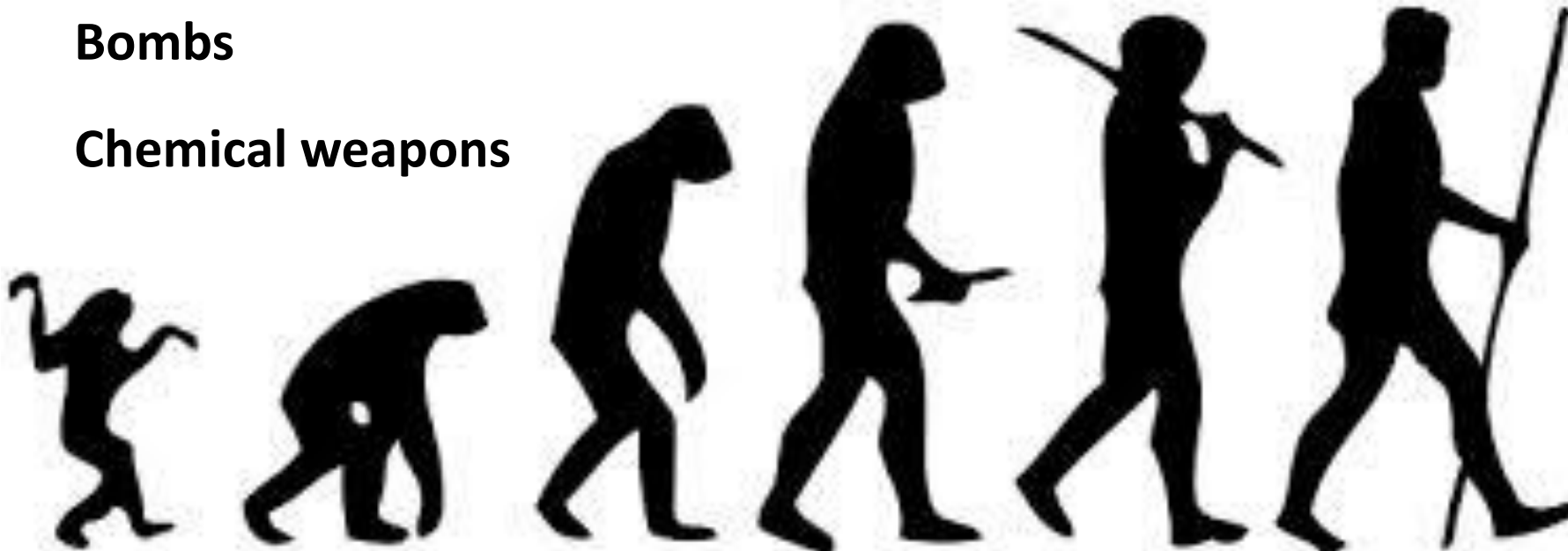
Arrow

Gun

Missiles

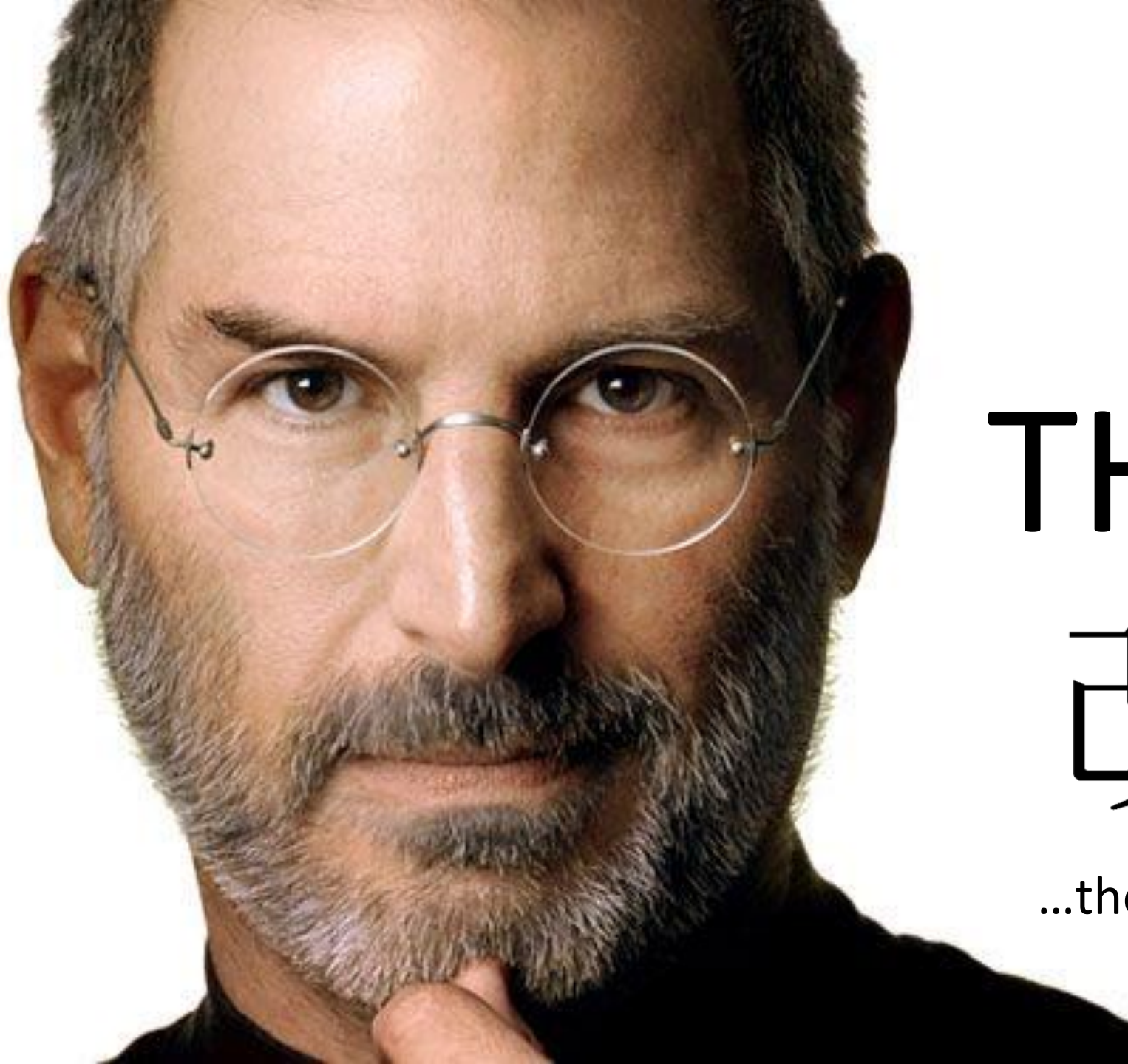
Bombs

Chemical weapons









THINK!

改善

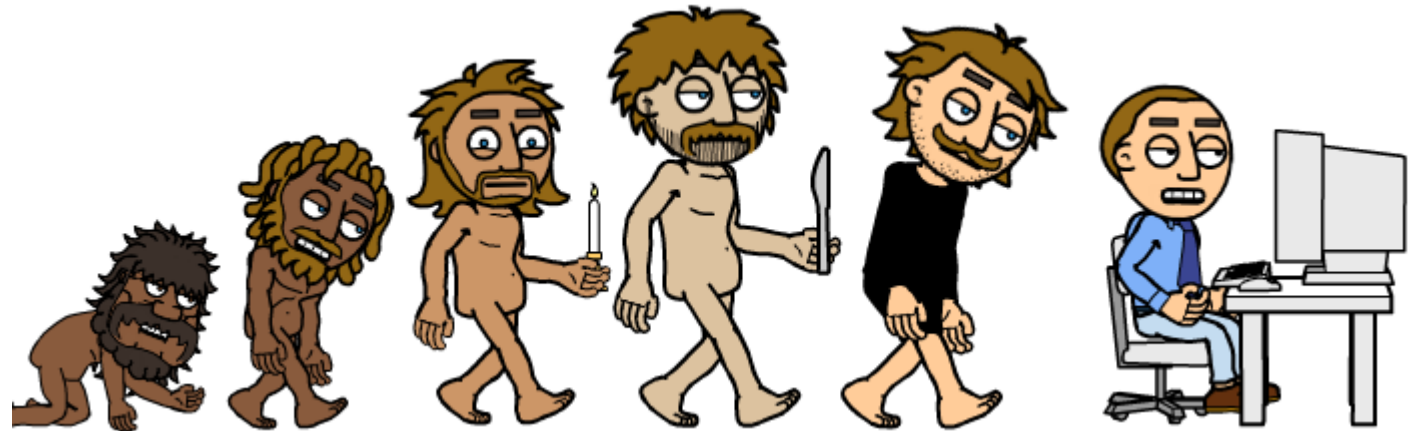
...the Power of KAIZEN

EVOLUTION

Banking

Telecoms

Commerce





TELEPHONE











Adobe Stock | #514822115



alamy

alamy

alamy

WHAT IS INNOVATION?

Innovation is anything that proposes an alternative to something that is done in a certain way, brings economic and behavioral benefits, solves problems, or makes people's daily lives more practical

Innovation involves the **whole process** from

- opportunity identification
- ideation or invention
- development,
- prototyping,
- Production
- marketing and sales



Drivers for innovation

- Financial pressures to reduce costs, increase efficiency, do more with less, etc
- Increased competition
- Shorter product life cycles
- Value migration
- Demographic, social and market changes
- Rising customer expectations regarding service and quality
- Changing economy



“Innovation is the implementation of something new which is also of value”

CONCEPT OF VALUE



Characteristics of value

- **It is about perception- It is what the customer/recipient says it is**
- **It is dynamic- Coke in different conditions**
- **It is a product of processing – Sand/glass,
carbon/diamond,crude/petrol**
- **Independent of Location- RCGG, Winners, LBS**
- **Value is transient not permanent- that you have value today doesn't
suggest you will have value tomorrow**

LETS START FROM THE BEGINNING



IN THE BEGINNING.....



£1

FEDERAL REPUBLIC OF NIGERIA

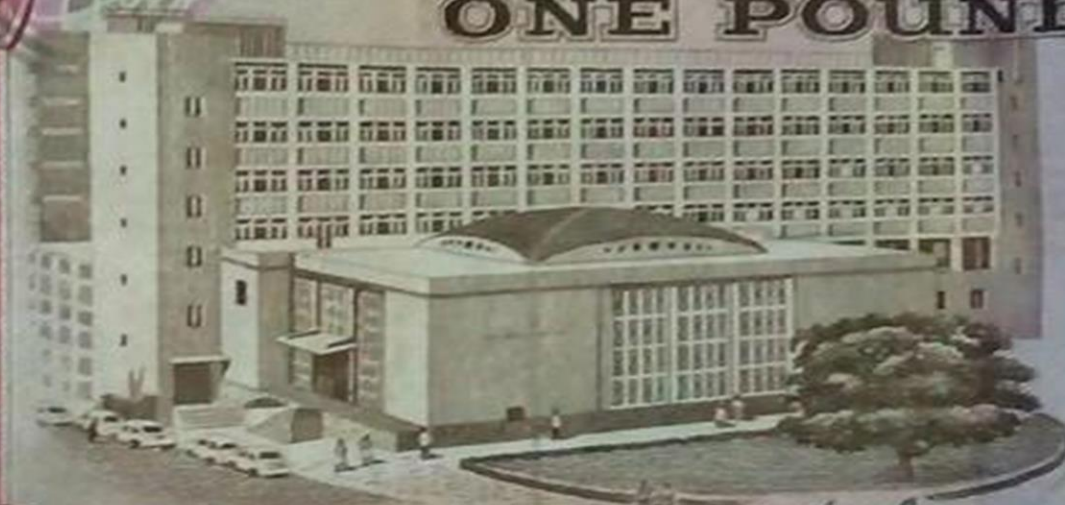
£1

CENTRAL BANK OF NIGERIA

promise to pay on demand the sum of

A
95 817882

ONE POUND



ONE POUND

£1

A
95 817882

A. K. Bawa
GOVERNOR
E. I. Ayende
DIRECTOR
Yakubu Dantata
DIRECTOR

واحد جنيه

£1

£10

Bank of England

I PROMISE TO PAY THE BEARER ON DEMAND THE SUM OF

TEN

Pounds

10

EK07 443278

EK07 443278

London

For the Gov^{ty} and Company
of the BANK OF ENGLAND

Andrew Bailey
Chief Cashier



How much is this?

HOW MUCH DO THEY SELL IT?

In Shoprite

In Traffic

In a Supermarket

In Mr Biggs

In Marriot



HOW MUCH WILL YOU BUY IT?

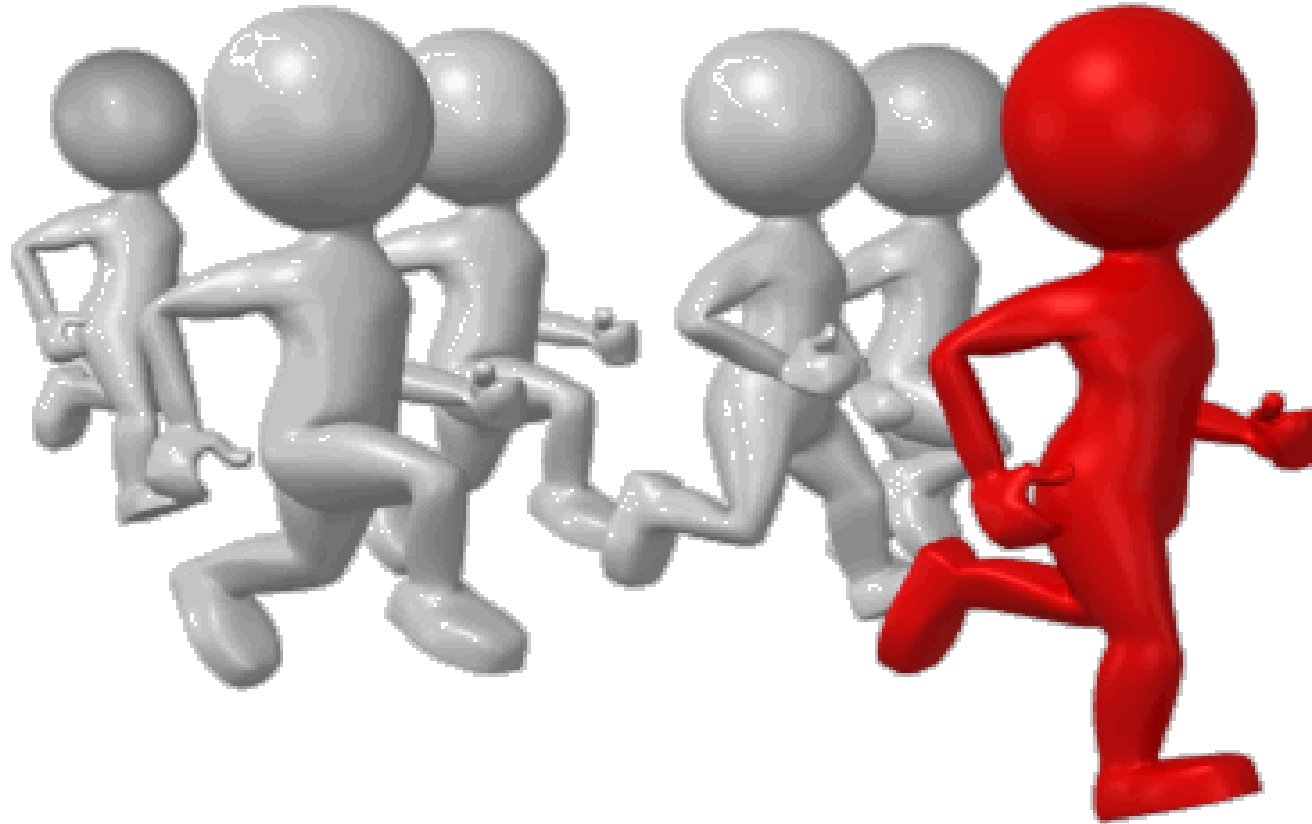
While in 8 hour traffic

After taking 2 bottles

At a Party



ARE YOU READY COMMAND VALUE?



How do we create value?



All value is tied to a Problem

THE CONCEPT OF THE PROBLEM

WHAT IS A PROBLEM?

DO YOU HAVE PROBLEMS?

DO YOU LOVE PROBLEMS?

Problem

prob•lem

noun

1. A matter or situation regarded as unwelcome or harmful and needing to be dealt with and overcome.

THE CONCEPT OF THE PROBLEM

**The bigger the problem the bigger the reward Paracetamol
versus Cytotoxic medication**

Every time solution is found to a problem value is created

Every time value is created, wealth is given as a reward

THE CONCEPT OF THE PROBLEM

Every time wealth is created, maintained and sustained over generation, It becomes prosperity

If the problem can stand in the face of solutions, then value, wealth and prosperity turn to poverty

THE CONCEPT OF THE PROBLEM

A profession with abundant problems with no one solving them has an abundance of poverty

A poor profession is one with abundance of people who command little or no value

THE CONCEPT OF THE PROBLEM

To break the hold of poverty, we need a burst of solution providers

A wealthy profession is one with an abundance of people commanding superior value. That is why we are all eager to practice the same pharmacy in USA, UK, Canada and Australia

How to begin to deliver value

- What are people always complaining about
- What bugs you
- What are your strengths
- What do you do that people complement
- What can you do effortlessly even without pay
- What need do you see
- What are your strengths
- What problems can you identify in this compound, your class, your lectures

A sneak
peek into my
Pharma
Innovation
Journey



Rxevolution



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63

DAYS

01

HOURS

40

MINUTES

10

SECONDS

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LOGIN

 Chat with tech support

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Practical | Relevant | Impactful



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State

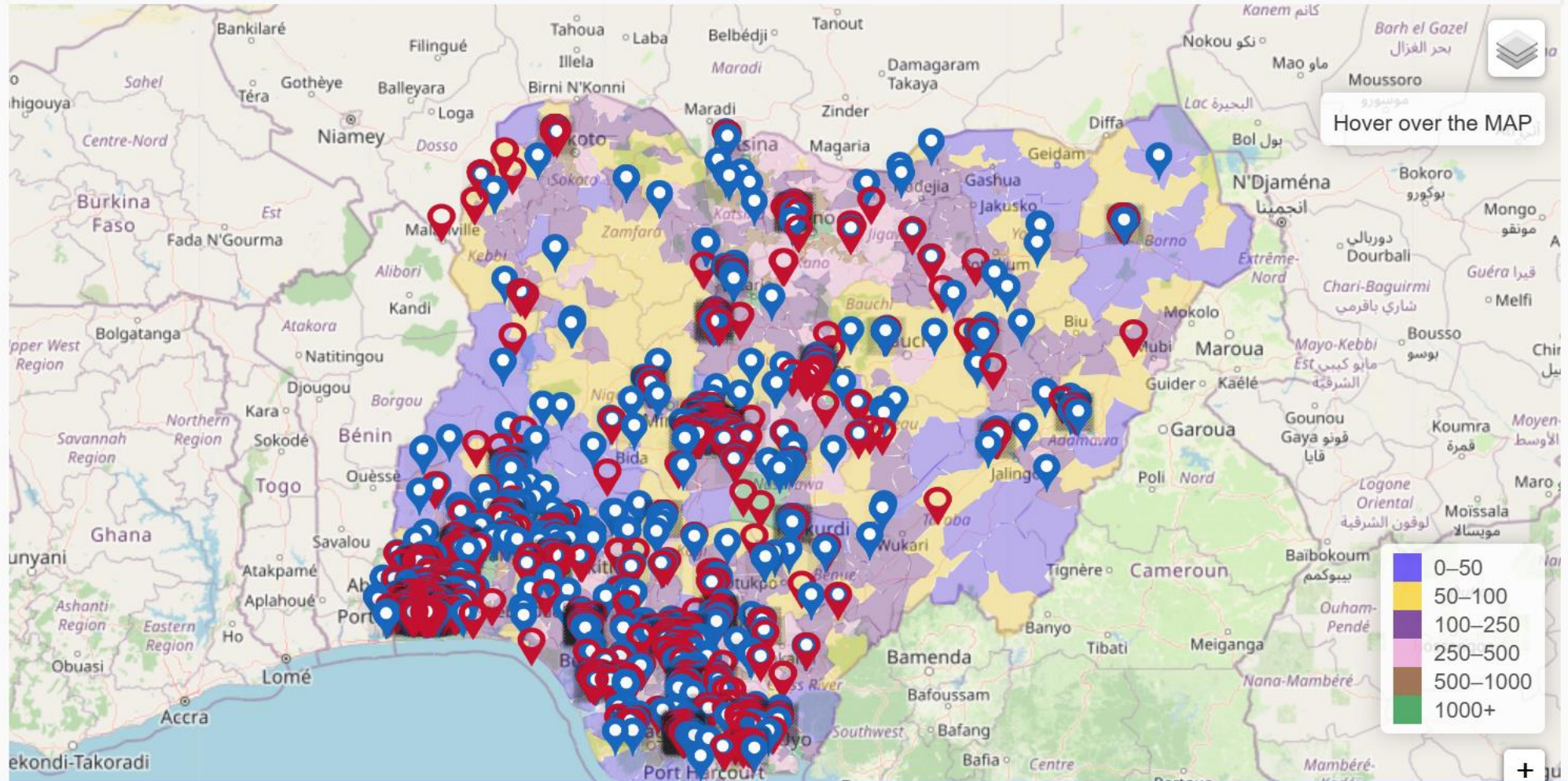
All

Local Government Area

All

Pharmacy Name

Currently Displaying: 0 Pharmacy(ies)



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www.pharmacymapng.com

How to cultivate ideas

- 1. Get an idea**
- 2. Create a journal**
- 3. Refine the idea**
- 4. Confirm existence of the problem**
- 5. Estimate the market size-**
- 6. Crunch your numbers**
- 7. Talk to people**
- 8. Do a prototype**
- 9. Test the idea- free service, free sample**
- 10. Go to market**

Key considerations

Is the market big enough?

Is the problem big enough?

Is the solution easy to replicate?

Does the problem have a future?

Why ideas fail

- **Bad timing- Your idea may be ahead of its time. Nothing as strong as an idea whose time has come- Pounded yam**
- **Competition- Flourish**
- **Entry and exit barrier**
- **Lack of subject matter expertise- Cow Business**
- **If it is successful, it will be copied**
- **Poor execution**
- **Numbers don't add up**
- **Not paying attention to customer feedback**

The rich also cry

Fanta pineapple, chapman, Lemon, gingerale

Peppersoup cubes- Cadbury and Maggi

Dawadawa cubes

Lacaseria cola and orange

Dansa Juice

Dangote noodles



The new gold is in the platforms

A world of relentless change



	Facebook	World's largest media company	Owns no content
	Alibaba	World's largest merchant	Owns no inventory
	Google	World's largest software vendor	Doesn't write most apps
	Uber	World's largest taxi company	Owns no cars
	Airbnb	World's largest hotel chain	Owns no property
	Skype	World's largest phone company	Owns no telco infrastructure
	Netflix	World's largest movie house	Owns no theaters

Even here, we are not short of innovators

Welcome to the
Grand Teavolution!
AFRITES Herbal Teas revitalize your daily life



- It's tea tradition
- Finer than Finest tea
- Give life more Flavours
- A sip filled with delight
- Awaken your senses
- Detoxify your body
- Solve everything with tea

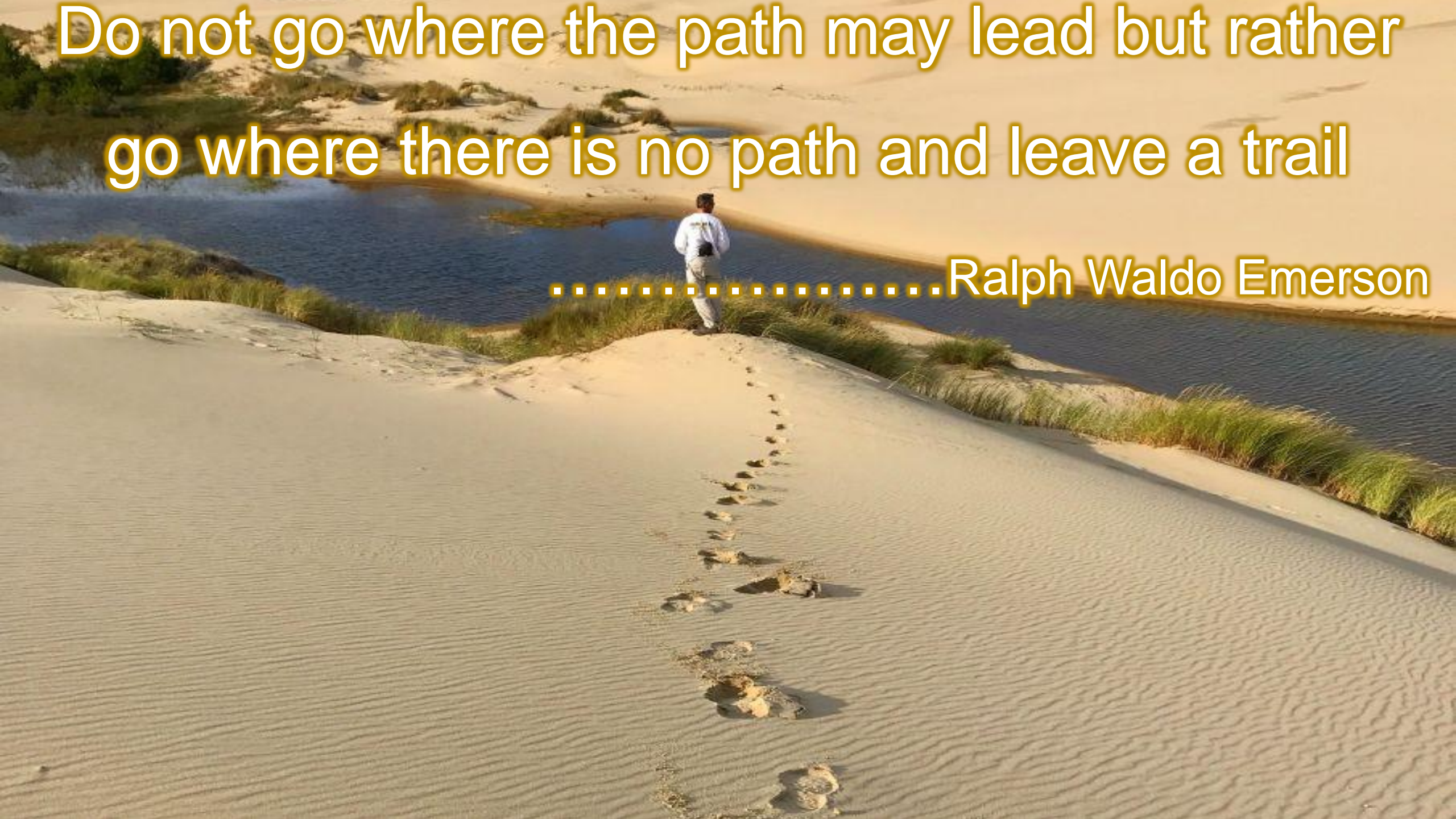

African Tea Solutions
The Creators of Premium Herbs & Perfect Tea Blenders
121, Wale Famutimi Way, Peace Estate, Aboru, Lagos
Tel: 07088532839, 08109446524
Email: afrites@yahoo.com, afreteas@gmail.com

Parting shot

- Ideas rule the world
- You are not too young to innovate: Facebook, Google, Paystack
- Anything worth doing at all, is worth doing badly
- Start from where you are with what you have
- It doesn't have to be your original idea- copy, paste and tweak

Do not go where the path may lead but rather
go where there is no path and leave a trail

.....Ralph Waldo Emerson



**If a man can write a better
book, preach a better
Sermon, make a better
mouse trap than his
neighbor, though he lives
in the woods, the world will
make a beaten path to his
door step**





When the end comes for us, let it meet us conquering new mountains and not sliding down old ones Jim Rohn

A close-up photograph of a person's hand holding a white rectangular card. The hand is positioned on the left side of the frame, with the thumb and index finger gripping the edges of the card. The card is held vertically and contains text. The background is a plain, light-colored surface.

Signed, Sealed & Delivered

By

ADESHINA OPANUBI

www.adeshinaopanubi.com