

CREATING UNICORNS WITH SIMPLE INNOVATIONS: THE PISA METHOD

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The power of simplicity

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The untold story: creating simple *high-value* innovations.

This book presents a **five-step method** to create **high-worth nontechnical** innovations through:

1. Focusing on **simplicity** (which as said is the ultimate sophistication);
2. Opportunities that **come to us** (instead of having *actively* to look for them);
3. **Adapting solutions** already in use elsewhere (rather than *constructing* them anew);
4. Testing consumers' **actions** and **emotions** (in lieu of *words or thoughts*); and finally
5. **Entering the market** in a *nonexpensive* way and with minimal *risk*.

Examples are **numerous**. Some are **unicorns** (valued at \$1 billion or more): Spanx, Rent the Runway, Dollar Shave Club, GymShark, Gousto, Athletic Greens, Havaianas, and so on. Others are in the **multitude of millions**: Knix, Drop Stop, Pouchee, Lisa Gable Accessories, Readerest, SafeGrabs, Chawel, and so on.

This book presents *what is common among hundreds of such innovations*, shared by all in a *sequence of steps* called the **PISA method**.

So, in a certain sense, this book was written by those entrepreneurs who achieved financial independence and changed the lives of others by **solving complexity through simplicity**.

That is the *quiet revolution* underway that falls below the radar and therefore is an **untold story**.



Jorge Sá, PhD, is an expert on **Peter Drucker** and **Phillip Kotler**, founders of modern management and modern marketing, respectively, with whom he studied and who offered letters of recommendation for his books and endorsements for his work.

His **doctorate** is in Business Administration from Columbia University and he was awarded the **Jean Monnet Chair** by the Jean Monnet Foundation in Brussels.

His books have been translated into **12 languages** and he has worked as a **private consultant**, **nonexecutive director**, or taught in the **executive programs** of **multinational companies**, among others, of: Coca-Cola, IBM, Johnson & Johnson, Pfizer, Henkel, McDonald's, UnitedHealth Group, Merck, Volkswagen Group, and Microsoft.

Entrepreneurship and Small Business Management Collection
Scott Shane, Editor

SUMMARY SENTENCES

The **glamour** of technical sophistication has overshadowed a present second major source of high value innovations: **simplicity**.

In the past when life was plainer and its pace smoother, simplicity was not so much valued. Today it is the source of innumerable **unicorns**.

The **PISA method** organizes in a sequence of steps what there is of common among entrepreneurs who touched the lives of others through 1) *simplicity*, 2) *opportunities* which *came to* them (instead of having actively to look for them) and 3) *solutions adapted* from other uses (rather than creating them anew).

SYNOPSIS

THE UNTOLD STORY

The increasing **complexity** of modern life has created an opportunity for innovations which are as important as has been untold: **simplicity**.

Simplicity is complexity solved. The greatest sophistication. And so it constitutes the second great venue for highly valuable innovations, together with the technical sophisticated ones, brought by Elon Musk, Steve Jobs, Bill Gates, Mark Zuckerberg or Pierre Omidyar.

The **glamour** of the latter has overshadowed the value and frequency of the former: be they unicorns (Spanx, Rent the Runway, Dollar Shave Club, GymShark, Gousto, Athletic Greens or Havaianas); or valued in the multitude of millions (Knix, Drop Stop, Pouchee, Lisa Gable Accessories, Readerest, SafeGrabs or Chawel).

They are simple products and services. Frequently adapted from those serving other needs. And opportunities which came to the entrepreneurs instead of they having to look actively for them.

But simple innovations does not mean that they are **easy**. And therefore a process is necessary and that is what the **PISA method** does with its five basic characteristics:

- 1st: Extremely **valuable** and technologically **simple** innovations;
- 2nd: The opportunities **came** to the entrepreneurs (instead of they having actively to **look for** them);
- 3rd: **Tests**: two types and only two are worthwhile; to rely in people's **emotions** and **actions** (not on their **thoughts** and **words**);
- 4th: The **solutions** already exist elsewhere (instead of having to be **created** from scratch); and finally
- 5th: **Action** (implementation) can be non-expensive while minimizing risk.

As the essence of the **PISA method** is what there is of **common** among the *hundreds* of the book examples, it can be said that the book was written by the multitude of entrepreneurs who touching and improving lives with simplicity created highly financially valuable innovations.