ZERO TO PROVE · BUSINESS INSIGHTS GUIDE

# The Innovation Framework

A repeatable approach to innovation, drawn from the founders and technologists featured on Zero to Prove.

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Compiled from real conversations with founders, CEOs and innovators on the Zero to Prove podcast.
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## Step 1 — Spot the Shift Early

### 1 Recognise genuine technology inflection points

Real innovators build a repeatable discipline for telling a genuine shift — wireless, cloud, AI, commercial space — from a passing trend. — *Phil Frank, Founder & CEO, Rendezvous Robotics*

### 2 Look for markets before they're obviously real

Spotting a shift before the market does is a skill built through pattern recognition across multiple ventures, not a single lucky bet. — *Charles Grimsdale, Co-founder, OD2*

## Step 2 — Build the Unglamorous Infrastructure

### 3 Treat execution as the real innovation

The idea is rarely the hard part — durable value comes from the licensing deals, partnerships and engineering work that turn an idea into a working product. — *Charles Grimsdale, Co-founder, OD2*

### 4 Back people obsessed with a problem, not just a plan

The most resilient innovation comes from individuals consumed by a specific question or mission, willing to keep going despite uncertainty. — *Terry Garcia, Former Chief Science & Exploration Officer, National Geographic*

## Step 3 — Persist Through Resistance

### 5 Expect years of industry resistance before adoption

Meaningful innovation is often resisted by incumbents for years before it becomes obvious in hindsight — persistence is a strategic asset, not just a personality trait. — *Charles Grimsdale, Co-founder, OD2*

### 6 Solve problems instead of chasing opportunities

Innovators who stay focused on solving a real problem — rather than jumping toward whatever looks like the next opportunity — build more durable companies. — *Jay Samit, Author & Serial Entrepreneur*

## Step 4 — Know When to Pivot

### 7 Be willing to move from investing back to building, or vice versa

The most effective innovators shift roles — investor to founder, operator to advisor — when it best serves the mission, rather than protecting a fixed identity. — *Charles Grimsdale, Co-founder, Eden Ventures*

### 8 Apply lessons from one industry wave to the next

Innovation compounds across a career when lessons from one technology transition (e.g. wireless) are consciously reapplied to the next (e.g. commercial space). — *Phil Frank, Founder & CEO, Rendezvous Robotics*

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