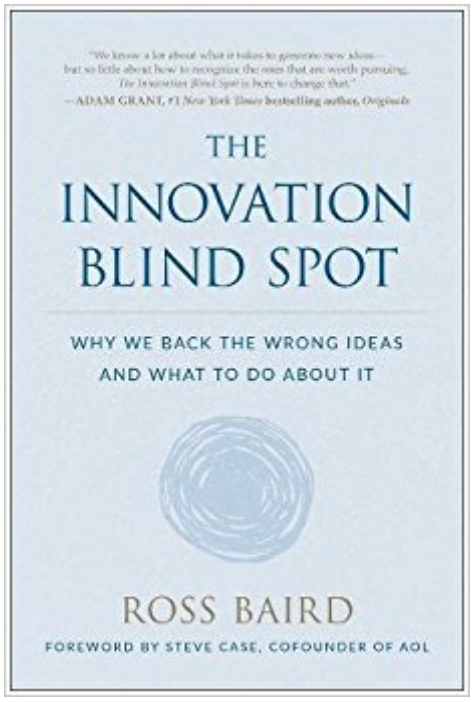
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The Innovation Blind Spot: Why We Back The Wrong IdeasÂ¢â‚¬â€¢and What To Do About It



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Synopsis

Our innovation economy is broken. But thereÃ¢â ¬â„¢s good news: The ideas that will solve our problems are hiding in plain sight.Ã Â Ã Â While big companies in the American economy have never been more successful, entrepreneurial activity is near a 30-year low. More businesses are dying than starting every day. Investors continue to dump billions of dollars into photo-sharing apps and food-delivery services, solving problems for only a wealthy sliver of the worldÃ¢â ¬â„¢s population, while challenges in health, food security, and education grow more serious.Ã Â In The Innovation Blind Spot, entrepreneur and venture capitalist Ross Baird argues that the innovations that truly matter donÃ¢â ¬â„¢t see the light of dayÃ¢â ¬â •for reasons entirely of our own making. A handful of people in a handful of cities are deciding, behind closed doors, which entrepreneurs get a shot to succeed. And most investors are what Baird calls Ã¢â ¬Å“two-pocket thinkersÃ¢â ¬Â•Ã¢â ¬â •artificially separating their charitable work from their day job of making a profit.Ã Â The resulting system creates rising income inequality, stifled entrepreneurial ambition, social distrust, and political uncertainty. Our innovation problem makes all our other problems harder to solve. In this book, Baird demonstrates how and where to find better ideas by lifting up people, places, and industries that are often overlooked. WhatÃ¢â ¬â„¢s more, Baird ultimately outlines how to create long-term success through Ã¢â ¬Å“one-pocket thinkingÃ¢â ¬Â•Ã¢â ¬â •eliminating the blind spot that separates Ã¢â ¬Å“what we do for a livingÃ¢â ¬Â• and Ã¢â ¬Å“what we really care about.Ã¢â ¬Â•

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Customer Reviews

Ã Â Ã¢â ¬Å“Ross Baird is on a mission . . . [He is] working to empower communities around the country to invest for impact.Ã¢â ¬Â• Ã¢â ¬â •Devin Thorpe,Ã Â ForbesÃ Â Ã¢â ¬Å“For the past seven years, Baird has been doggedly finding and developing successful businesses in downtrodden places.Ã¢â ¬Â• Ã¢â ¬â •Bloomberg Businessweek Ã¢â ¬Å“We know a lot about what it takes to generate new ideasÃ¢â ¬â •but so little about how to recognize the ones that are worth pursuing. The Innovation Blind Spot is here to change that. ItÃ¢â ¬â„¢s a terrific read, with vivid data and memorable examples to help you stop betting on flops and spot the hits hiding right under your nose.Ã¢â ¬Â• Ã¢â ¬â •Adam Grant, New York Times bestselling author of Originals and Give and TakeÃ Â Ã¢â ¬Å“Every entrepreneur with a great idea should have a fundamental right to start a business. But today, far too many barriers in society prevent the best people from competing. In this book,Ã Â RossÃ Â outlines compelling strategies to find the best innovationsÃ¢â ¬â •no matter where they are.Ã¢â ¬Â• Ã¢â ¬â •Wendy Guillies, president and CEO, Ewing Marion Kauffman FoundationÃ Â Ã¢â ¬Å“In this time of seismic shifts, our businesses, our governments, and our communities need to work together for our society to succeedÃ¢â ¬â •and we need new ideas to get there. Baird identifies the outliers that no oneÃ¢â ¬â„¢s betting on, and compellingly outlines how we can bring them into the mainstream.Ã¢â ¬Â• Ã¢â ¬â •Governor Deval L. Patrick, managing director, Bain Capital Double ImpactÃ Â Ã¢â ¬Å“Every single city and community has the power to change the world. But to realize that power, we have to find the ideas and entrepreneurs that people arenÃ¢â ¬â„¢t paying attention to. InÃ Â TheÃ Â Innovation Blind Spot,Ã Â RossÃ Â shows us how to do just that.Ã¢â ¬Â• Ã¢â ¬â •Brad Feld, cofounder, Foundry Group, and author of Startup CommunitiesÃ Â Ã¢â ¬Å“There's a myth that the innovation economy is a meritocracy, but unfortunately your background and your network still play a huge role in success. Ross makes a compelling case for how we can access the untapped potential in our innovation economy.Ã¢â ¬Â• Ã¢â ¬â •Donna Byrd,Ã Â founding publisher of The Root and vice president of Digital Media at Univision Communications Ã¢â ¬Å“If youÃ¢â ¬â„¢re interested in understanding the root causes of why the American economy isnÃ¢â ¬â„¢t working, read TheÃ Â Innovation Blind Spot. Ross Baird highlights how most people and capital focus on only a couple of industries and a couple of citiesÃ¢â ¬â •and how if we change how we think about solving problems, we can get better results for everyone.Ã¢â ¬Â• Ã Â Ã¢â ¬â •AndrewÃ Â Yang, founder and CEO of Venture for America and author of Smart People Should Build Things Ã Â

Ross Baird is an entrepreneur and investor who is best known for finding, developing, and investing

in entrepreneurs in places and industries where most people arenÃ¢â ¬â„¢t looking. He founded Village Capital in 2009 and has worked with hundreds of entrepreneurs in over fifty countries since then. He has visited over a hundred cities worldwide by train, plane, and bus in an effort to find new entrepreneurs and help people supporting them, and he and Village Capital have partnered with over twenty Fortune 500 companies to help large institutions uncover new innovations. Before joining Village Capital, Ross worked for a venture capital firm and was on the founding team of four different startups.Ã Â Ross and his work have been featured by more than fifty media outlets including the New York Times, Bloomberg Business Week, Inc., and FastCompany. He has also lectured in entrepreneurship at the University of Virginia since 2012. He has a MPhil from the University of Oxford, where he was a Marshall Scholar, and a BA from the University of Virginia, where he was a Truman Scholar and a Jefferson Scholar.

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