

## This month in Tech

by CherylAnn Falconer CEO of DeZolve Inc., and board member of AACC



We're Aussie expats working in the tech scene here in the Bay area. We have a people friendly tech approach to making you the smartest person in the room. This month we focus on innovation, enterprise tech and we highlight some of the big tech events scheduled for September.

The buzzword around innovation just keeps popping up. But what is innovation? It turns out there is no universally accepted definition of innovation. In 2013, Consult4you, my Australian based consultancy had just finished two massive projects. One for Australia's largest ever defence program and one which taught 1000 engineering graduates all the soft skills they needed to succeed in their careers.

We mentored 255 tech projects over 4 years so we had a good understanding of what innovation was and was not. We defined innovation as something both **radically better** and **radically different**. If you just had something that was radically better then it was an improvement. If something was radically different it was change. But innovation is both. It was part way through an 80 day roadtrip that we finally understood what innovation is. You can read more about Innovation [here](#).

When we first arrived in Silicon Valley in January 2013 everybody seemed to be building, selling or pitching an app of some sort. Typically they were either music or game focused. Over the last 18 months we've seen a gradual move away from consumer apps to enterprise, wearables and hardware. The Internet of Things (IoT) is also gaining in popularity and credibility. Next month we'll highlight some of the best and most innovative tech ideas from 2014.

There are a number of high profile events in and around Silicon Valley in the month of September. We're likely to see some good examples of innovation at SFdisrupt Sep 8 to 10, Atlassian Summit Sep 9 to 11, Beglobal 2014 Sep 12, Retail Tech Summit at the San Francisco Fashion Week Sep 24, Digital Marketing Innovation Summit Sep 25 & 26 and Java One Sep 28 to Oct 2.

What good tech ideas have you seen this month? Let us know your thoughts. You can find us on twitter @dezolvedecisions or on Facebook. Just search for DeZolve.

[Make sure the link to the article on innovation is included. It is <http://www.consult4you.biz/index.php/news-and-views/96-innovation-what-is-it.html>  
REMOVE this section before posting]