



The  
**SIMA**  
Journey

# The **SIMA** Journey and the Future of Innovation

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# You have a **SIMA** Journey

- ▶ What is your **STORY**?
- ▶ What is your **IDEOLOGY**?
- ▶ What is your **METHODOLOGY**?
- ▶ What will your **AMAZING INNOVATIONS** be?

# Our **STORY**



“Believe in the power of innovation”

“Challenges come to make you grow, not to stop you”

**12 years of innovation and overcoming obstacles**

▶ Change your mindset:

From a difficult start to a very powerful start

# Our **IDEOLOGY**

“No one decides your future but you”

“Step outside the box, Take risks, **Break** the rules”

## **12 years of risk-taking and rule-breaking**

- ▶ If you don't know the rules, how can you break them?
- ▶ If you don't break the rules, how can you be different from others?

# Our **METHODOLOGY**

“Be a voice, not an echo” -Einstein

“Raise your voice and gather your team”

**12 years of raising our voice and developing  
team work**

▶ To the Global Stage!

# Our **AMAZING INNOVATIONS**

“You are an innovator from birth”

“Become *yourself* to *transform* your world”

**12 years of using innovation through technology to transform ourselves, our country and our world.**

SIMA GRID, SIMA CITY, SIMA HOME, SIMA UNIVERSE. SIMA BIG DATA



# SKILLS or VOICE?

You need skills that you can learn in school

- ▶ Research Skills
- ▶ Technological Skills
- ▶ Marketing Skills
- ▶ Time Management Skills

**BUT, you need a voice even more than skills**

**4 P's of a voice—a powerful, persuasive, positive, particular voice**

▶▶▶▶ ***You need your OWN voice.***

***You already have it. Learn how to raise it!***

- ▶ If you have amazing innovations, and you already do, and you have skills, and you already have those too, and you have your own voice, and of course, you do,

**You have everything you need to succeed.**

So, why do most people and most companies fail?

- ▶ Because they never dare to be themselves.



# THANK YOU!

