



1997

2011

. . . Greece as the Apple of the Mediterranean? It's a crazy idea. In fact, it's an idea that is just about crazy enough to succeed.



Here's to the crazy ones. The misfits, the rebels. The trouble makers. The round pegs in the square holes. The ones who see things differently. They are not fond of rules and they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them.

Here's to the crazy ones. The misfits, the rebels. The trouble makers. The round pegs in the square holes. The ones who see things differently. They are not fond of rules and they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. **Because they change things. They push the human race forward. Whilst some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world are the ones who do.**

The human side of innovation

A bicycle for your mind







The human side of innovation



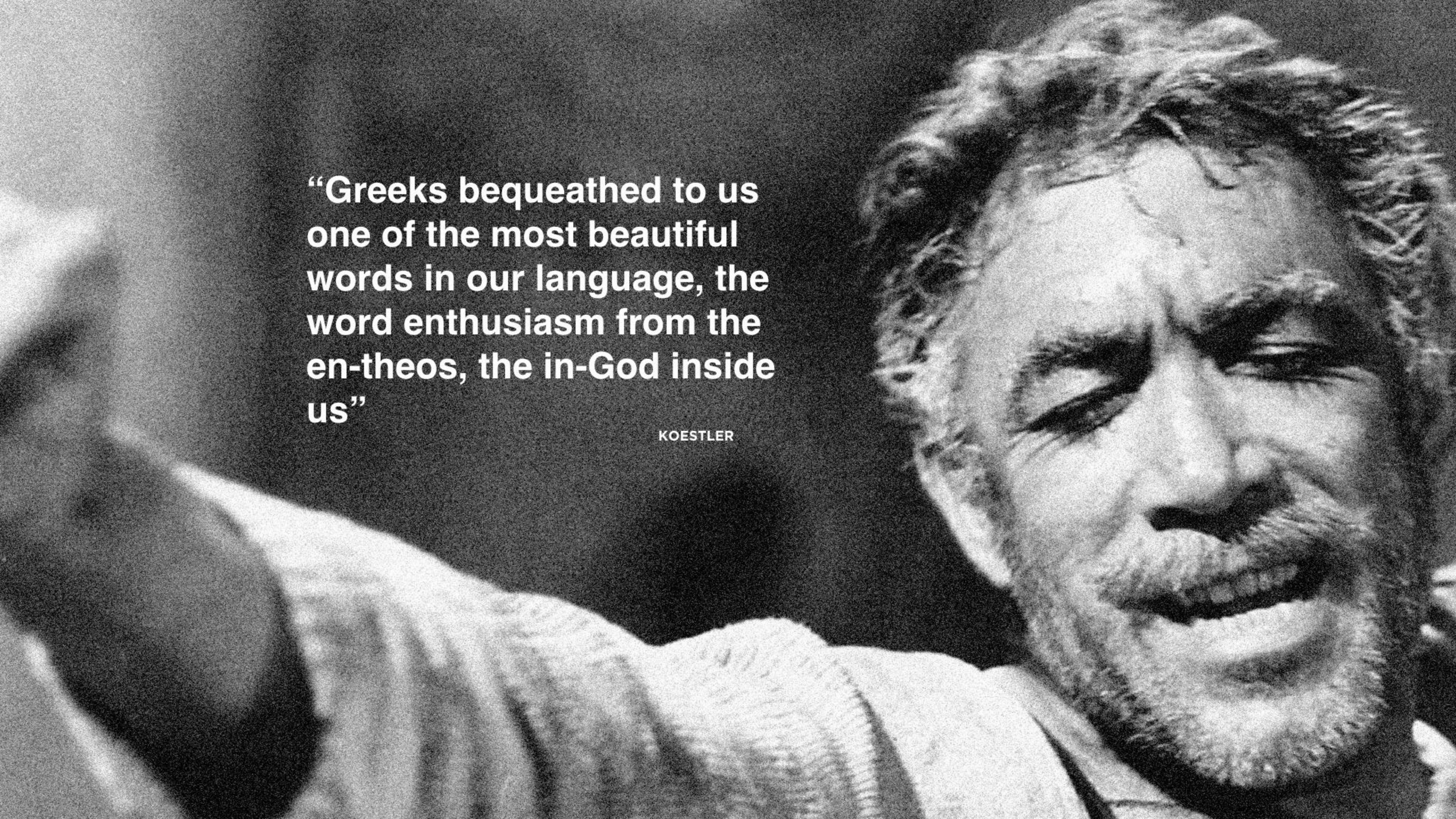
“Of all people the Greeks have dreamt the dream of life best.”

GOETHE

“It seems that there are simple pleasures in life that only the Greeks truly understand. In today’s noisy world, this may be the greatest gift the Greeks have to give - the love of life in its simplest form.”

THE NEW YORK TIMES





**“Greeks bequeathed to us
one of the most beautiful
words in our language, the
word enthusiasm from the
en-theos, the in-God inside
us”**

KOESTLER



Only a Greek like Paul Evmorfidis would serve creamy yoghurt and honey in his Soho store.

And if you want to try out a mattress, you are welcome to stay overnight in the private bedroom downstairs.

Best of all, when you buy a mattress it's delivered to you by bike.

**Greeks are crazy.
And we love it.**

NEW YORKER MAGAZINE

Elderly Greek Woman Feeds Refugee Infant

By Philip Chrysopoulos - Oct 20, 2015



The picture of three elderly ladies from [Lesvos](#) with one of them feeding a refugee infant has become viral and discussed on social networks as a depiction of compassion.

**WE'LL NEVER BE
GOOD GERMANS
BUT WE MUST BECOME
EXCEPTIONAL GREEKS**

ΠΙΤΕΡ ΟΙΚΟΝΟΜΙΔΗΣ

ΣΤΡΑΤΗΓΙΚΟΣ ΑΝΑΛΥΤΗΣ

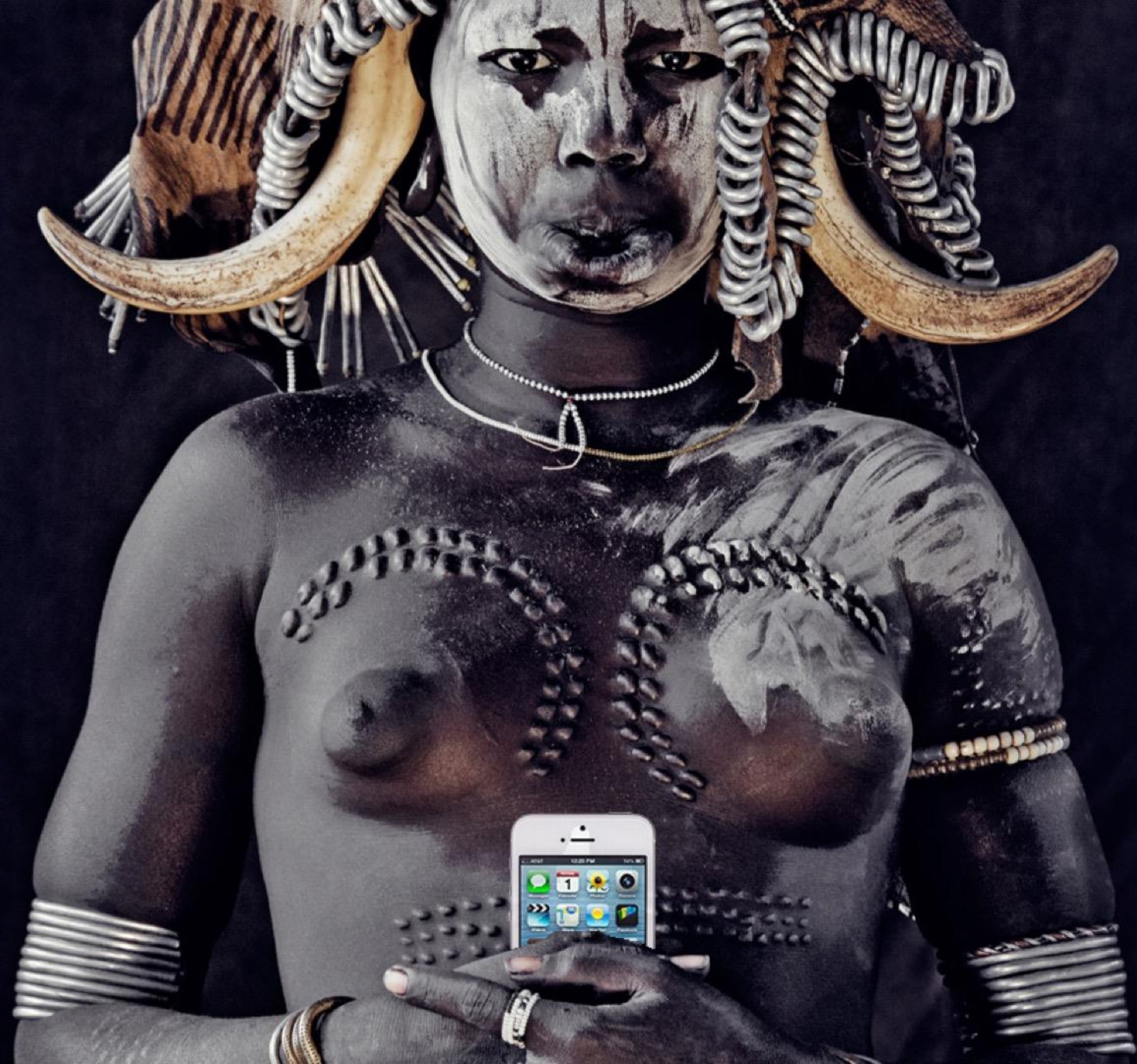
«Η ΕΛΛΑΔΑ ΘΑ ΜΠΟΡΟΥΣΕ ΝΑ ΕΙΝΑΙ Η ΚΑΛΙΦΟΡΝΙΑ ΤΗΣ ΕΥΡΩΠΗΣ»

Ενας γκουρού της επικοινωνίας και του branding μιλάει για τις αναξιοποίητες ευκαιρίες του brand «Ελλάδα» και εξηγεί γιατί «ποτέ δεν θα γίνουμε καλοί Γερμανοί, αλλά πρέπει να γίνουμε εξαιρετικοί Έλληνες»!



ΓΕΝΝΗΘΗΚΕ ΚΑΙ ΜΕΓΑΛΕΥΣΕ στην Αφρική ως Έλληνας τρίτης γενιάς (οι παππούδες του δεν μιλούσαν ελληνικά). Η καριέρα του σε μετατόπισε σε μιστικούς οργανισμούς ταξιδιού, στο Χονγκ Κονγκ, στο Μεξικό και στη Νέα Υόρκη με πελάτες όπως η Coca-Cola, αλλά εδώ και από 15 χρόνια ζει στην Ελλάδα όπου εξακολουθεί να συμβουλεύει μεγάλες και μικρές εταιρείες σε στρατηγικές και branding. Η συνάντησή του με αφορμή τα δύο βραβεία στην Ελλάδα του Grove, του συνεργάτη της ολλανδικής προετοιμασίας start up εταιρείας του The Squeeze, ενισχύθηκε κατά τη διάρκεια οκτώ από τις πιο πολλές νεοφυείς επιχειρήσεις του Grove προβάλλουν την ιδέα στα σε κοινό. Ο Πίτερ Οικονομίδης είναι επικεφαλής των κριτών και φασίζουν ποιες δύο start ups θα δώσουν χρηματικά έπαθλα 15.000 και 10.000 ευρώ. Είναι επίσης πρόεδρος του διοικητικού συμβουλίου της Εταιρείας ΜΚΟ Make-A-Wish.

Οι start ups είναι μόδα ή ανάγκη; Δεν μπορεί να είναι μόνο μόδα! Πρέπει να ενθαρρύνουμε την καινοτομία και την επιχειρηματικότητα, αλλιώς θα παραμείνουμε μια χώρα με... πολύ επιρριστημένους δημοσίους υπαλλήλους. Εχουμε δει πολλά επιτυχημένα παραδείγματα νεοφυών επιχειρήσεων στην Ελλάδα.



A close-up photograph of a person's hand holding a black smartphone. The phone's screen is lit up with a solid yellow background. Centered on the screen is the text 'The New York Times' in a large, black, gothic-style serif font. Below this, in a smaller, black, sans-serif font, is the quote '“Mobile media is the most powerful media ever invented”'. The hand is positioned to hold the phone from the sides, with fingers visible at the top and bottom. The background is a soft, out-of-focus grey.

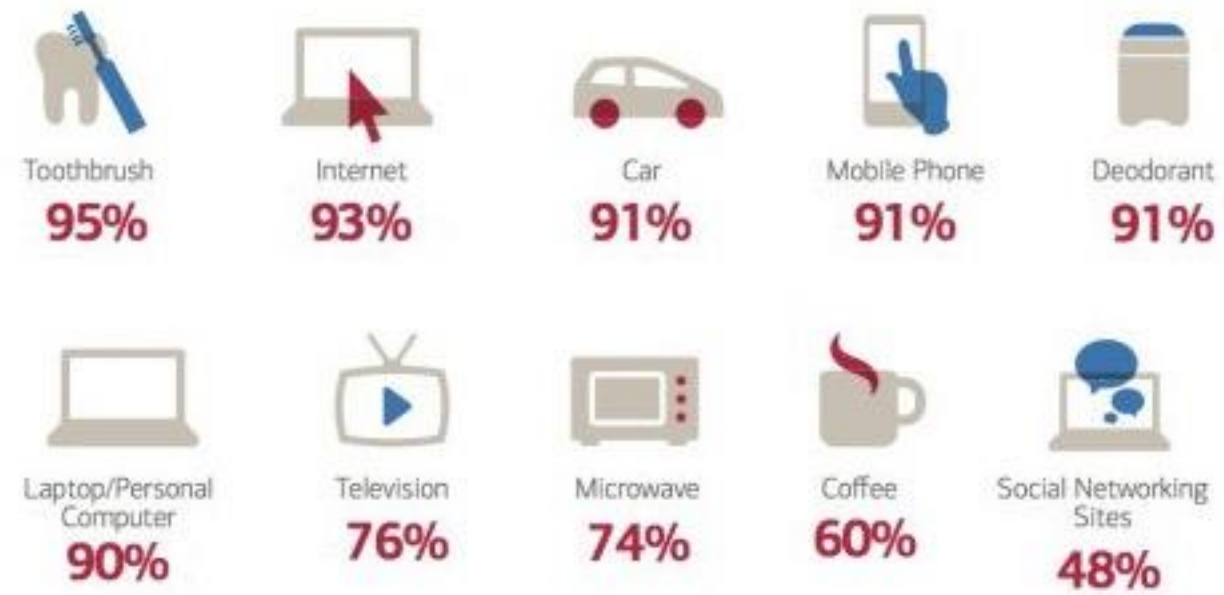
The New York Times

“Mobile media is the most powerful media ever invented”

Americans are Constantly Connected to their Phones

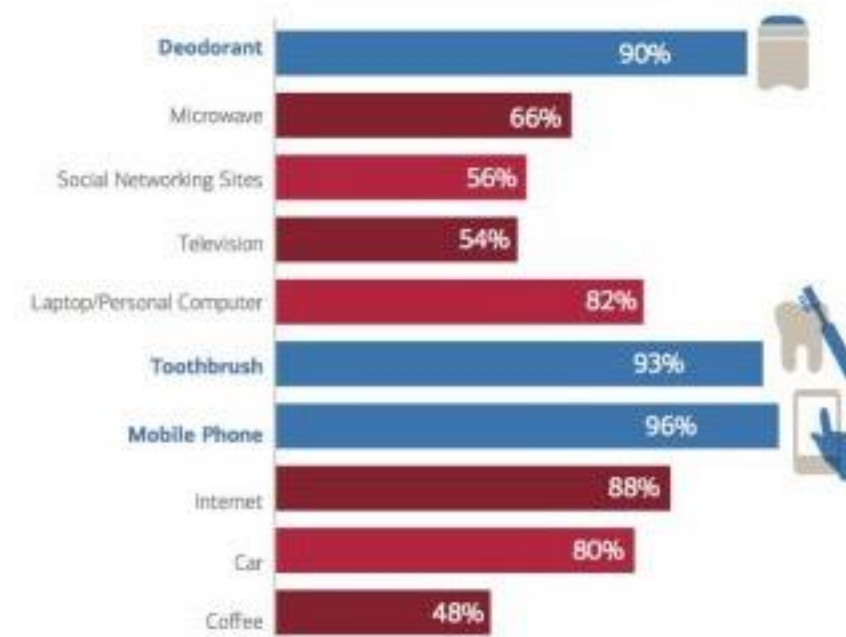
An indispensable companion

When ranked by importance to daily life, mobile phones rank higher than TV and coffee for most. As it relates to daily hygiene, respondents said mobile phones are just as important as deodorant, but thankfully not as critical as the toothbrush!



Lifeline

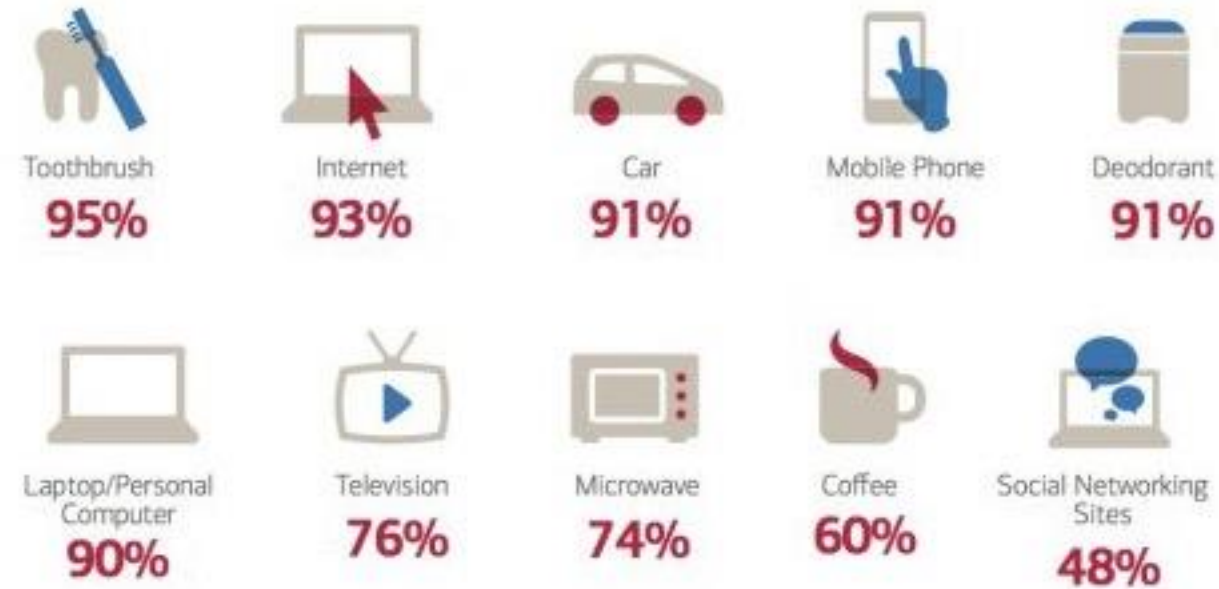
The youngest Millennials (ages 18-24) view their mobile phone as most important to their daily lives (96%)—even more than the Internet (88%), deodorant (90%) and their toothbrush (93%).



Americans are Constantly Connected to their Phones

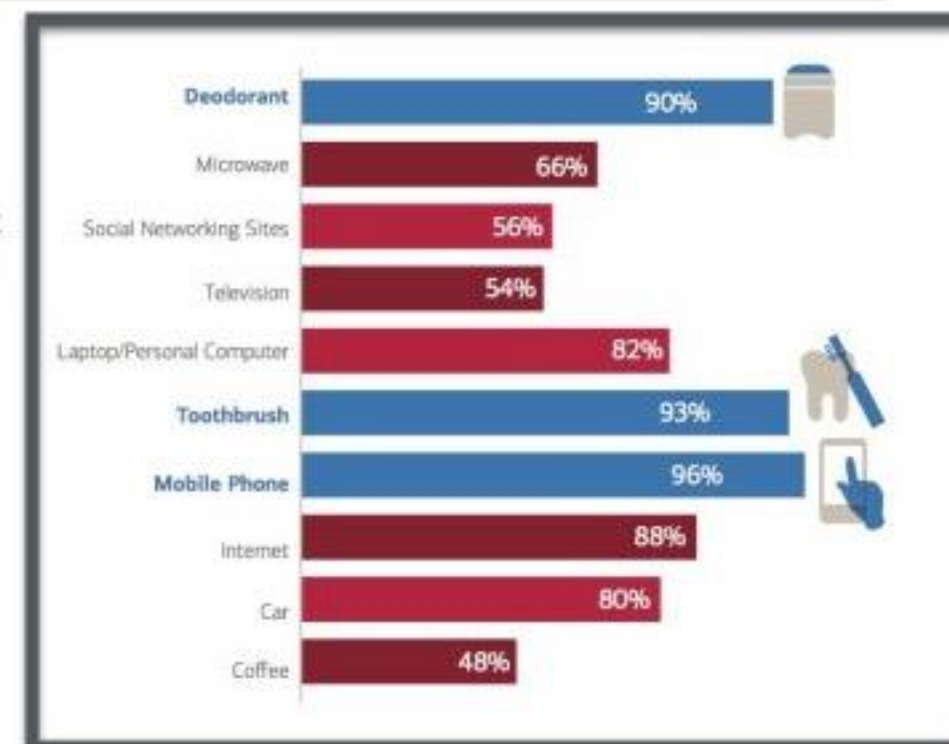
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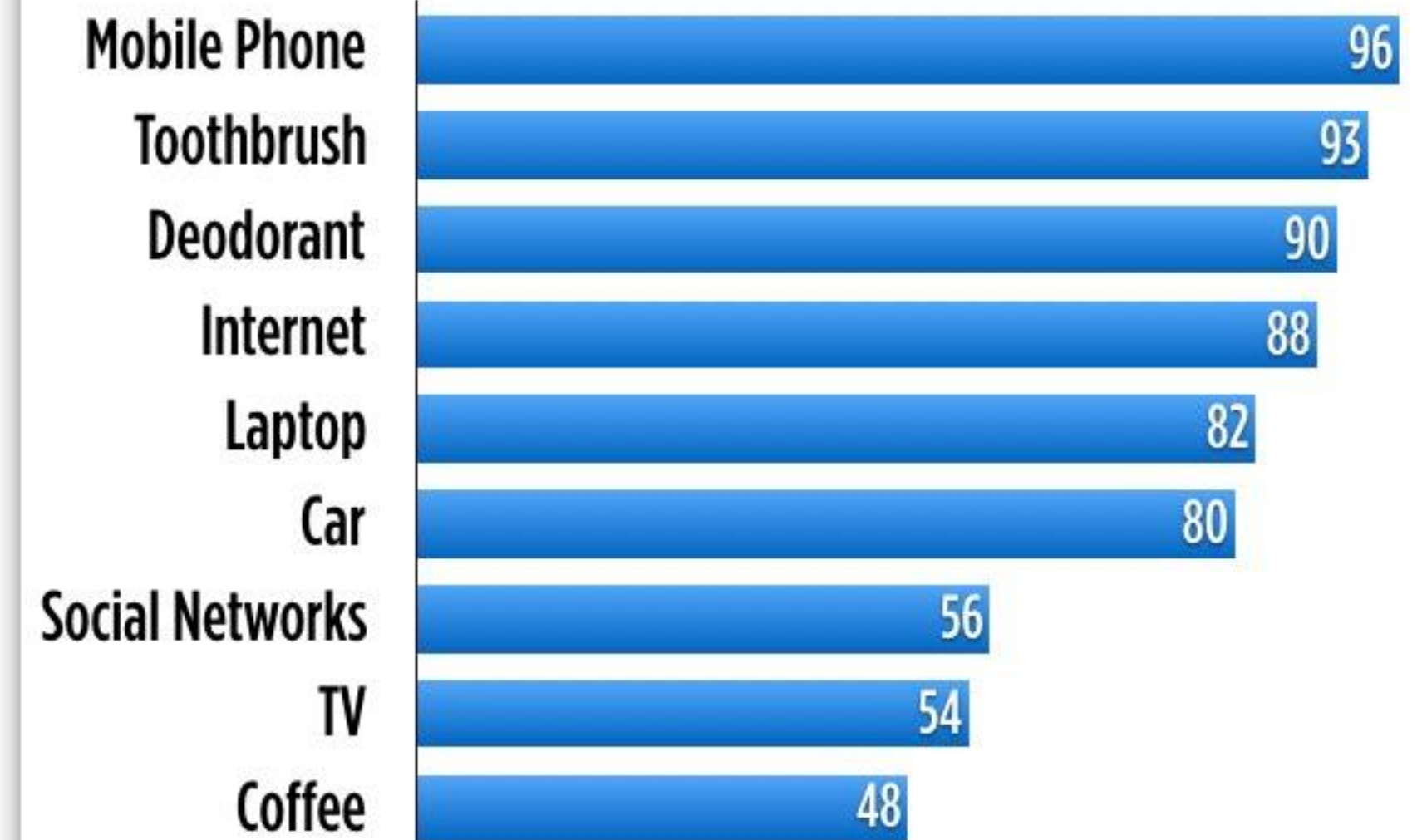


Lifeline

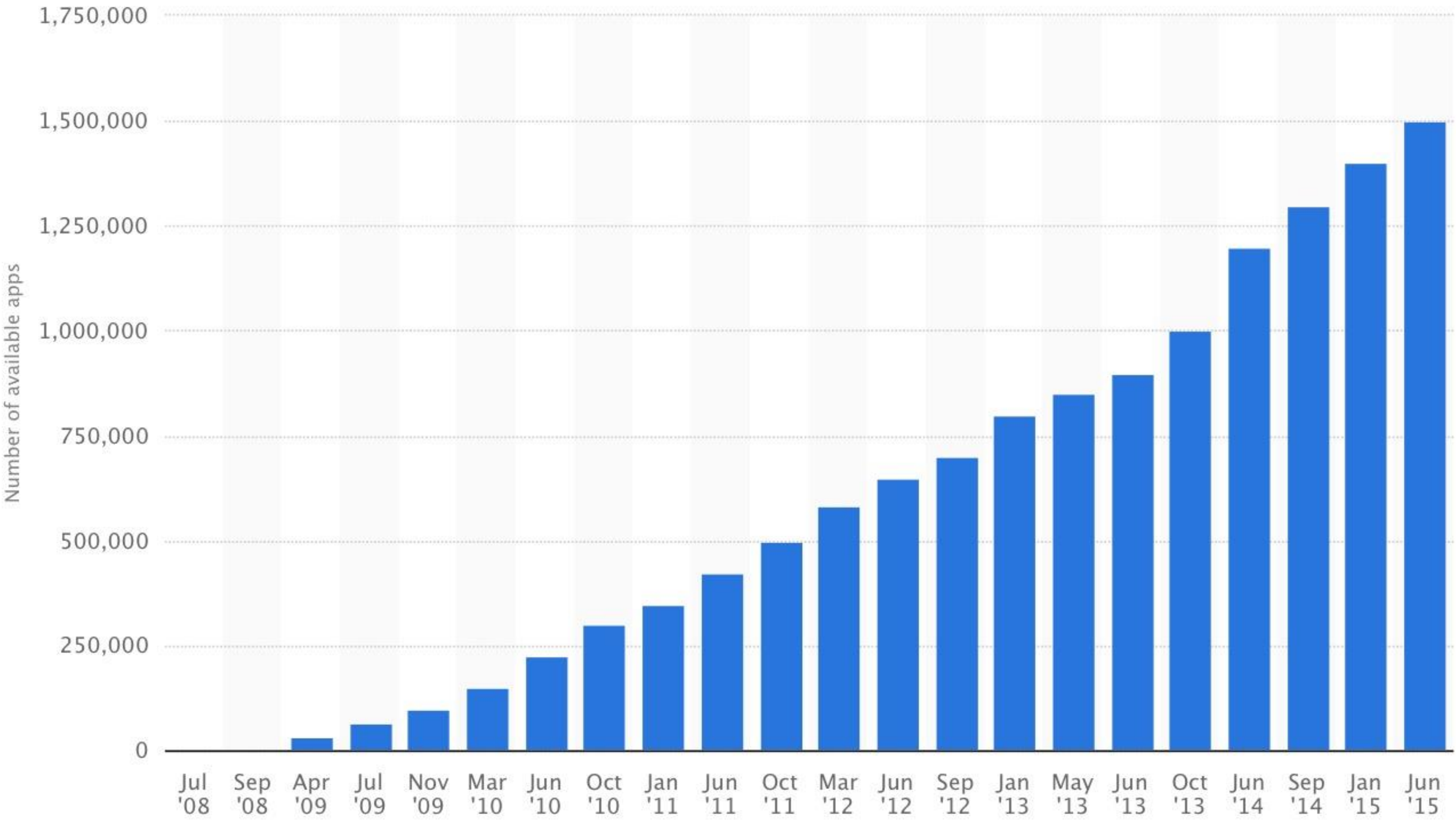
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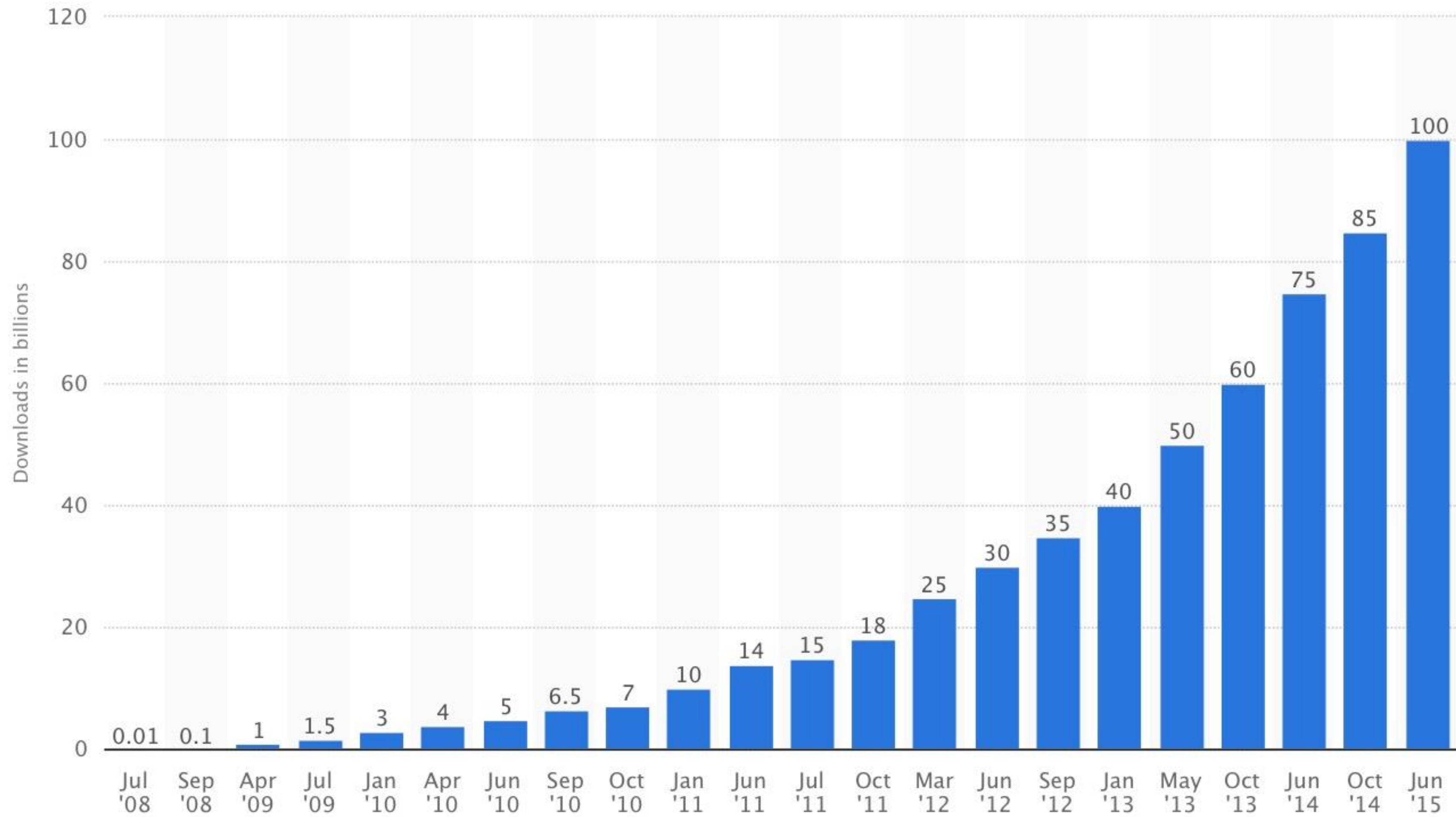
Millennials - 18-24



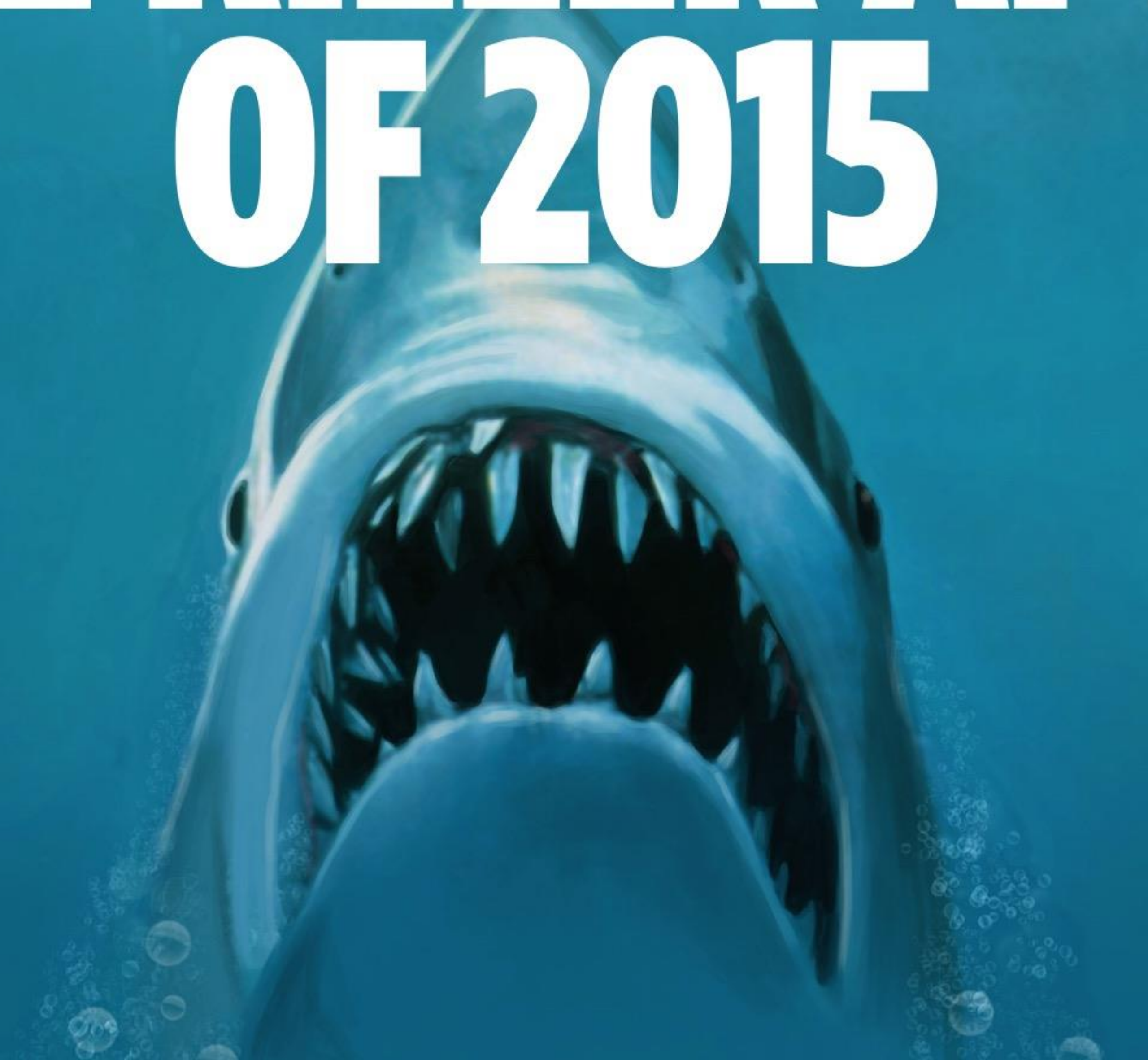
Number of available apps in the Apple App Store from July 2008 to June 2015

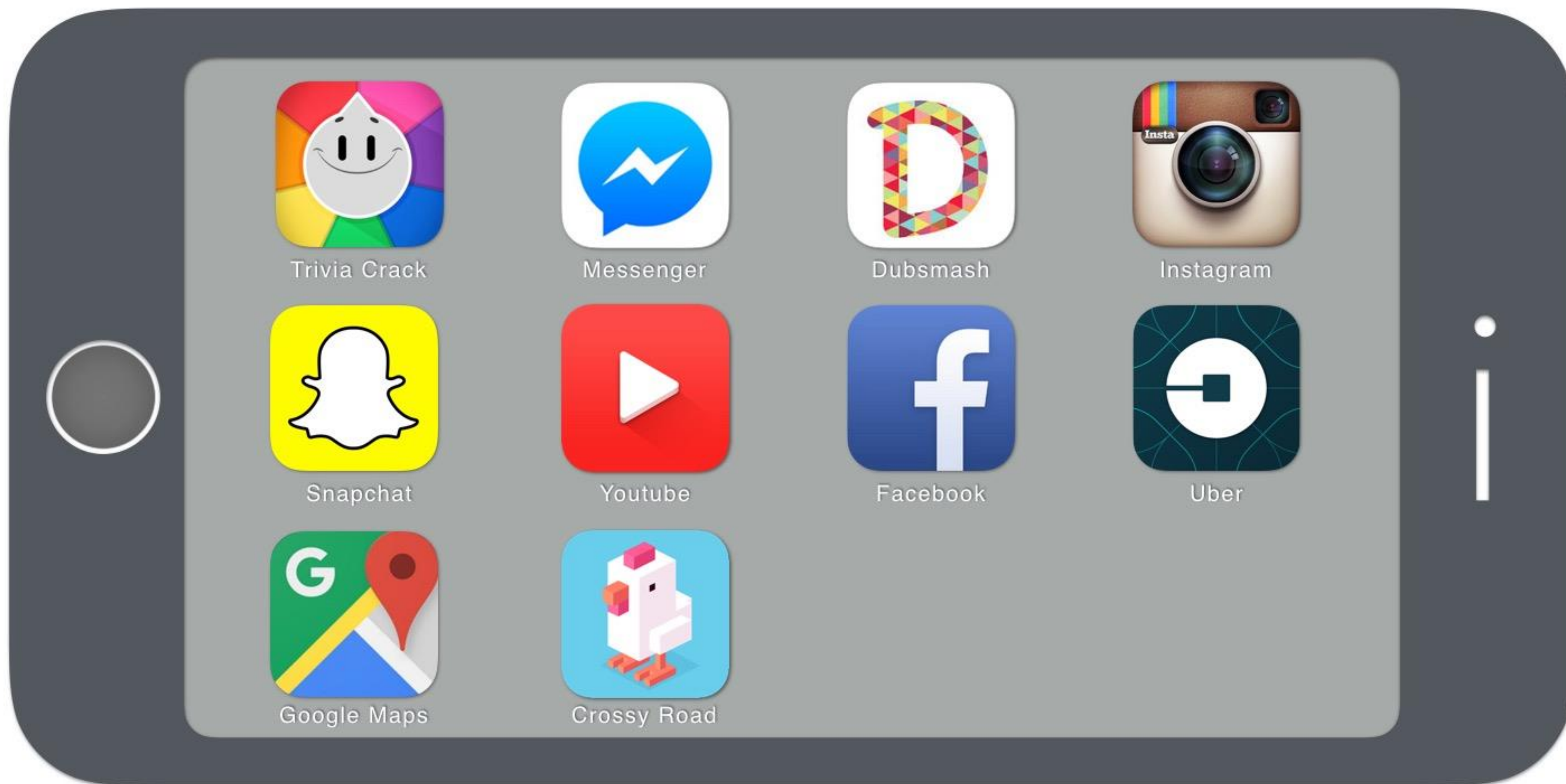


Cumulative downloads from July 2008 to June 2015



THE KILLER APPS OF 2015





Trivia Crack



Messenger



Dubsmash



Instagram



Snapchat



Youtube



Facebook



Uber



Google Maps



Crossy Road





200 MILLION
NETWORKED
DAILY USERS

A high-angle, wide shot of a massive, dense crowd of people, likely at a large-scale event such as a music festival or a public gathering. The crowd is composed of individuals of various ages and ethnicities, filling the entire frame. The text "ZERO REVENUE" is superimposed in large, white, sans-serif capital letters over the center of the image. The background is a sea of people, with many individuals looking towards the camera or slightly away, creating a sense of scale and anonymity.

ZERO REVENUE



"Come to Menlo Park
and let's get to know each other"

“I’m happy to meet you...
If you come to me in LA”



THE WAR TO CONTROL AMERICAN GAMBLING • UBS REINVENTS WALL STREET

Forbes



30
UNDER
30

450 GAME-CHANGERS
IN 15 INDUSTRIES
WHO ARE BUILDING
TOMORROW—TODAY

SNAPCHAT'S
EVAN SPIEGEL

THE 23-YEAR-OLD WHO
TOLD ZUCKERBERG TO
TAKE HIS \$3 BILLION
AND SHOVE IT.
"SHORT-TERM GAIN,"
HE SAYS, "ISN'T VERY
INTERESTING."

SNAPCHAT'S EVAN SPIEGEL

THE 23-YEAR-OLD WHO
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AND SHOVE IT.
"SHORT TERM GAIN,"
HE SAYS, "ISN'T VERY
INTERESTING."

**\$580 MILLION
FINANCING**

**\$16 BILLION
VALUATION**



T H E



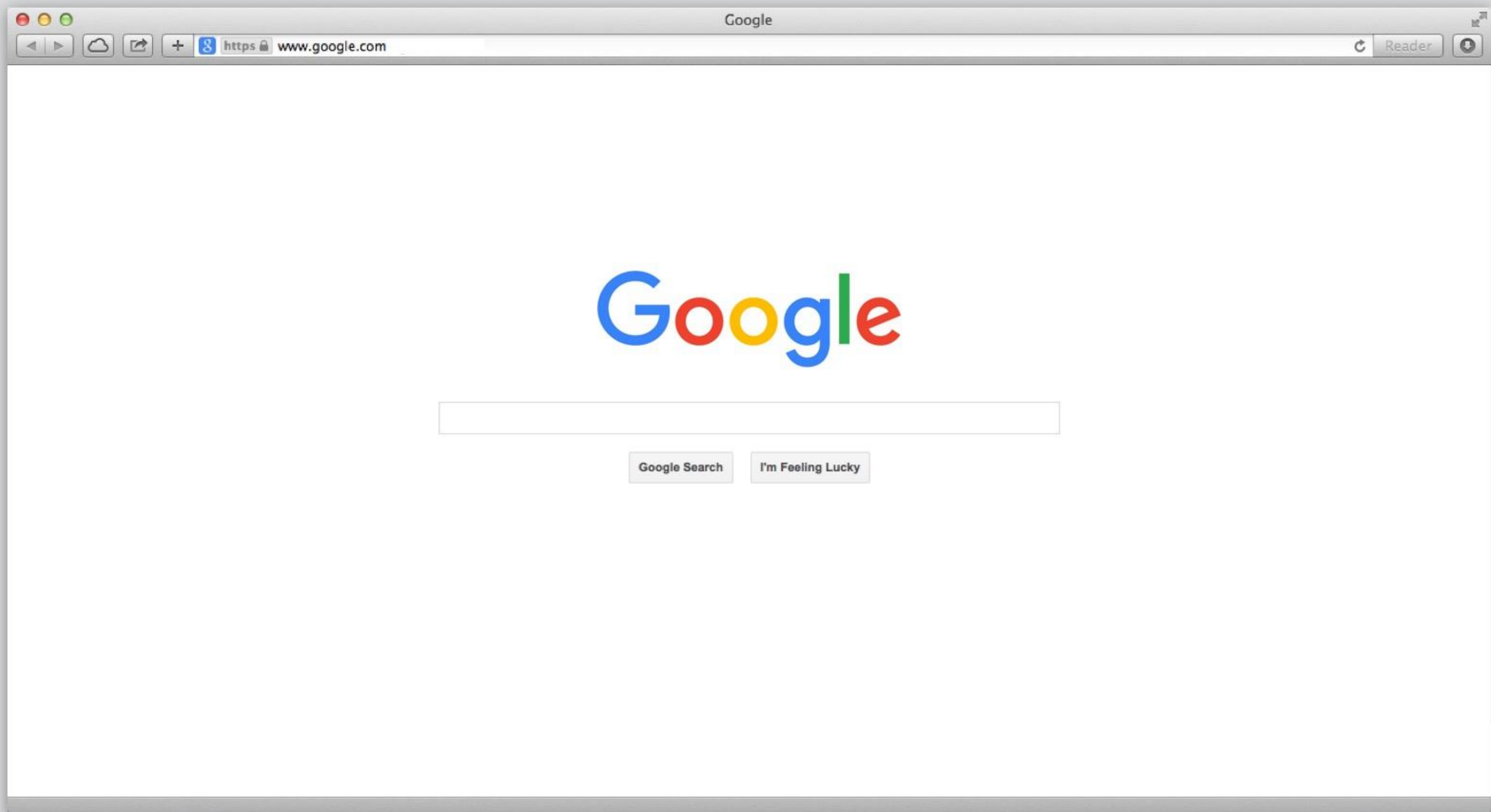
F A C T O R

RULES FOR THE CRAZY ONES

**EVERY
BUSINESS
STARTED
AS A
STARTUP**







When in doubt, waffle



**Select boutiques only*

WAFFLE RACER

Initial Launch: 1977

The Oregon Waffle evolved into the Waffle Racer, a wider, more stable shoe owned and revered by distance runners everywhere, further establishing

APPLE

COMPUTER





THINK BIG

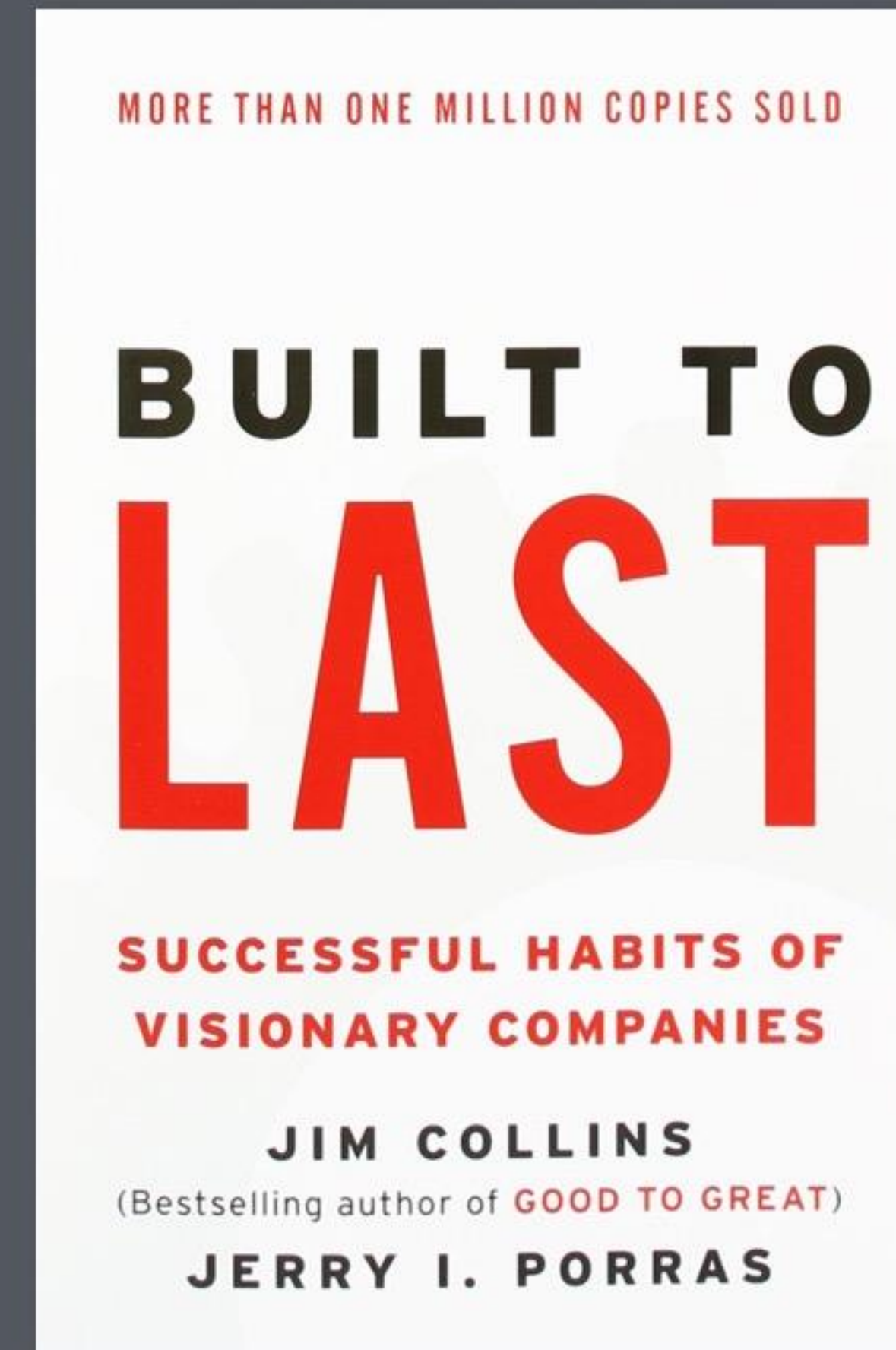


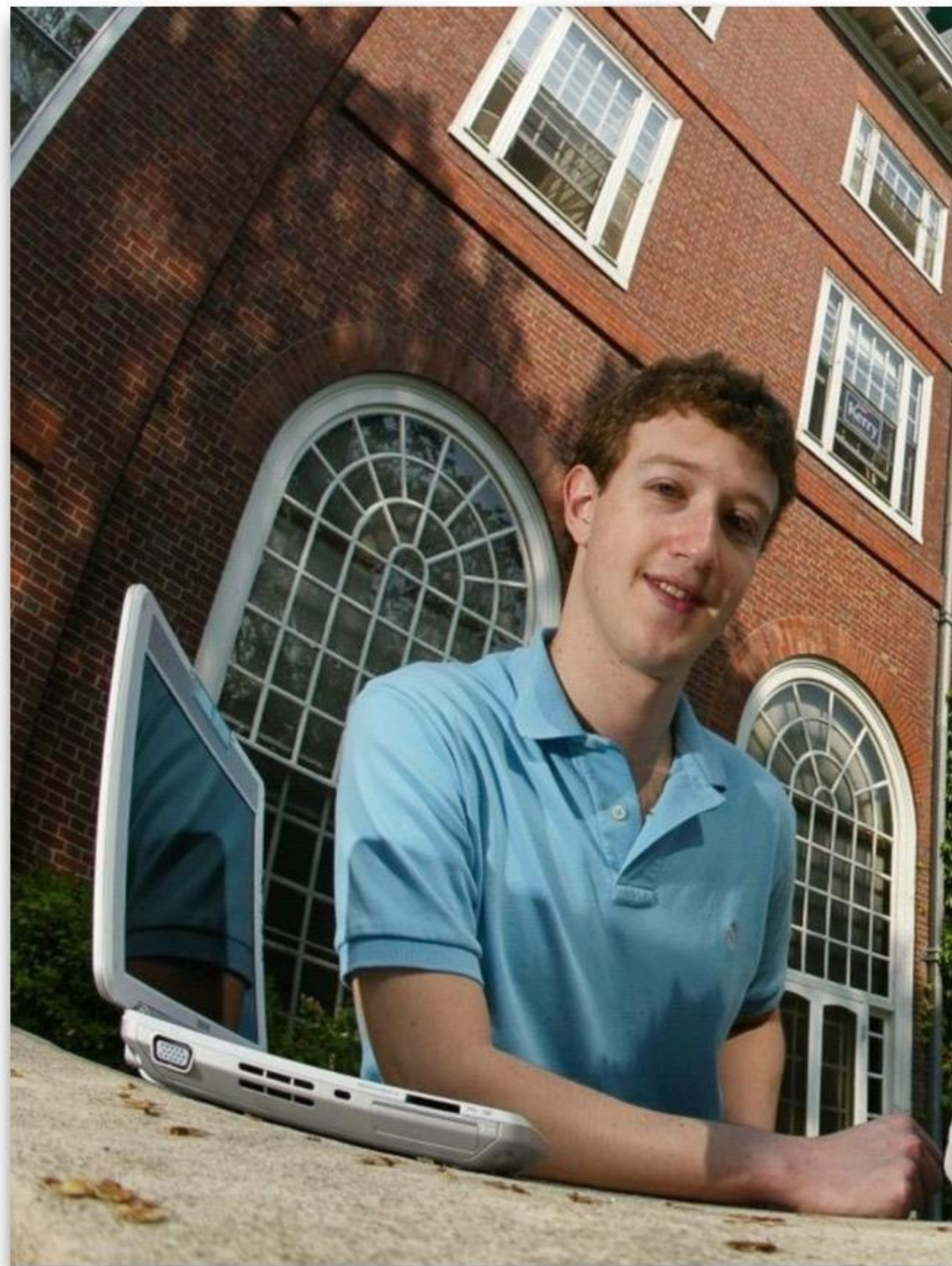
A photograph of a gorilla standing in a lush green forest. The gorilla is looking towards the camera. Overlaid on the image is the word "BHAG" in large, white, bold, sans-serif capital letters. The letters are positioned across the middle of the frame, partially obscuring the gorilla's body. The background consists of dense green foliage and trees. The ground is covered in grass and small plants.

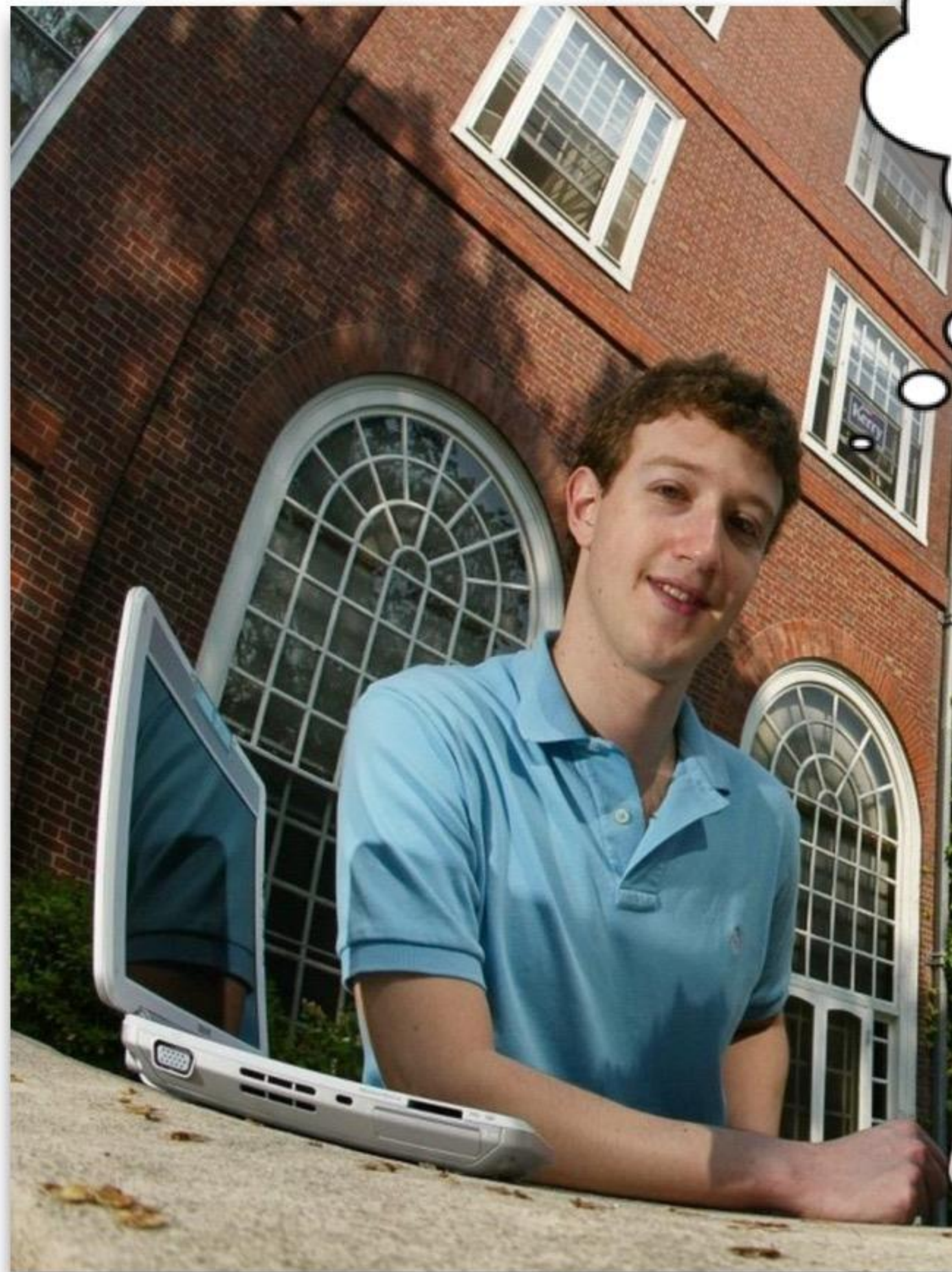
BHAG

The power of the BHAG is that it gets you out of thinking too small. A great BHAG changes the time frame and simultaneously creates a sense of urgency. It's a real paradox. So on the one hand, you're not going to get a BHAG done in three years. You're not going to get it done in five years. A really good BHAG probably has a minimum length of about a decade, and many take longer than that. Two decades. Three decades. So time frames extend to where you are no longer managing for the quarter but for the quarter century.

On the other hand, because it's so big and so audacious and so hairy it increases the sense of urgency. **Because the only way you can achieve something big is an absolutely obsessed, monomaniacal, overwhelming intensity and focus that starts today and goes tomorrow and the next day and the next day and the next day** for 365 days and then for 3,650 days - that's how you do it.







DOUBLE ISSUE

DECEMBER 27, 2010 / JANUARY 3, 2011

Person *of the* Year

TIME

Facebook's
Mark
Zuckerberg
THE CONNECTOR

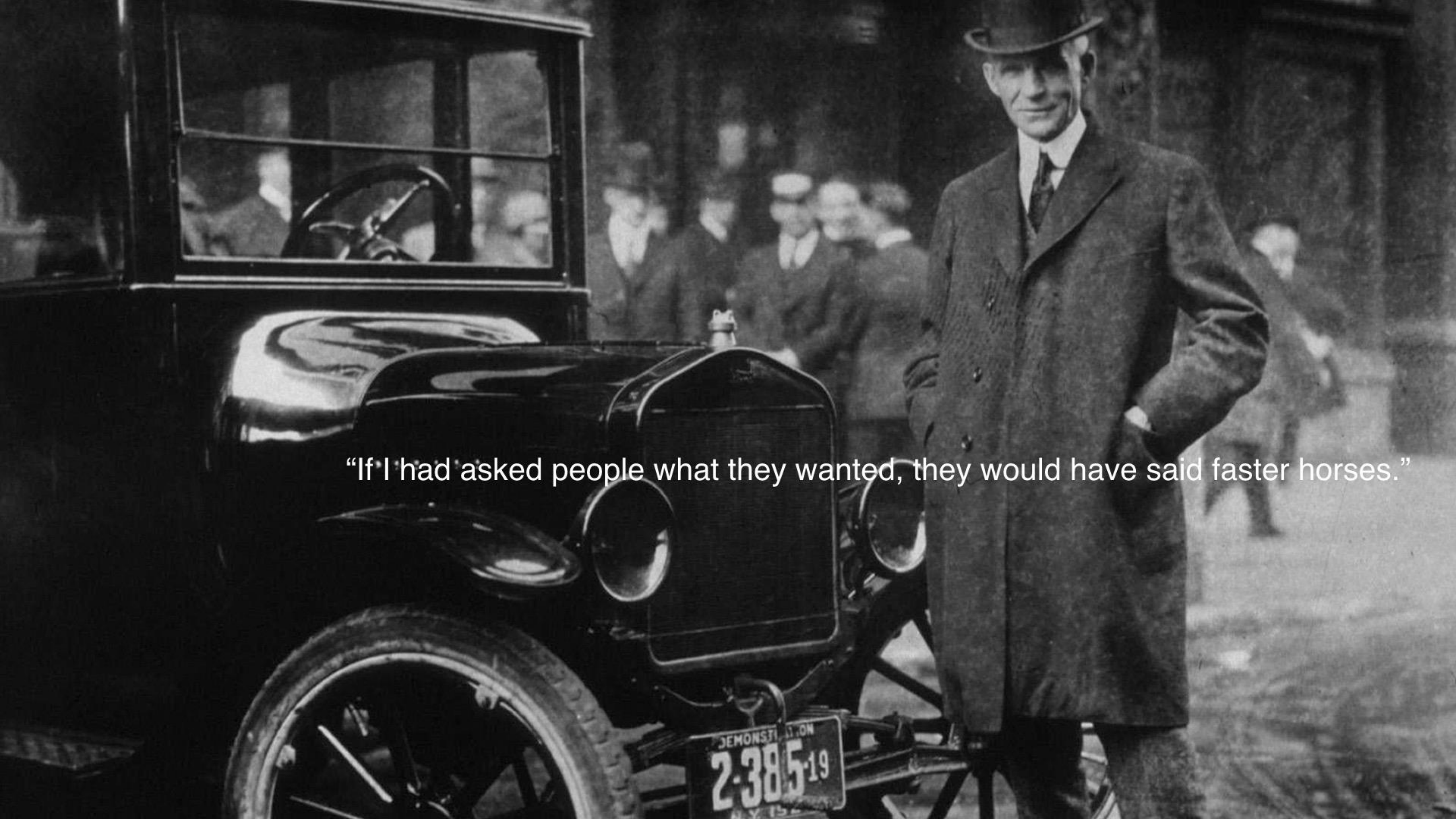
www.time.com

**FIND A
SOLUTION TO
A PROBLEM
NO-ONE KNEW
THEY HAD**





“The perfect search engine understands exactly what you mean and gives you back exactly what you want.”



“If I had asked people what they wanted, they would have said faster horses.”



“People don't know what they want until you show it to them”

**IT'S NOT
ABOUT
THE SHOES
STUPID**



A high-angle, wide shot of an outdoor swimming pool. In the foreground, a young boy with dark, curly hair stands on a concrete diving board with a yellow safety line. He is seen from behind, looking down into the pool. The pool is divided into lanes by yellow and blue lane lines. Several other people are visible in the pool and along the edges. The background shows bleachers and a concrete deck. The text "FIND YOUR GREATNESS." is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

FIND YOUR GREATNESS.

FIND YOUR GREATNESS.

SOMEHOW WE'VE
COME TO BELIEVE THAT
GREATNESS IS ONLY
FOR THE CHOSEN FEW,
FOR THE SUPERSTARS.
THE TRUTH IS, GREATNESS
IS FOR US ALL. THIS IS
NOT ABOUT LOWERING
EXPECTATIONS; IT'S
ABOUT RAISING THEM
FOR EVERY LAST ONE
OF US. GREATNESS IS
NOT IN ONE SPECIAL
PLACE, AND IT'S NOT
IN ONE SPECIAL
PERSON. GREATNESS
IS WHEREVER
SOMEBODY IS TRYING
TO FIND IT.

FIND YOUR GREATNESS.



We create inspired moments in each customer's day.
ANTICIPATE CONNECT PERSONALIZE OWN



**BUILD
YOUR
BRAND**






**YOUR REPUTATION IS
YOUR MOST VALUABLE ASSET**



BRAND IS REPUTATION

EVERYTHING COMMUNICATES

WHAT YOU SAY AND DON'T SAY
WHAT YOU DO AND DON'T DO

A black and white portrait of Tony Hsieh, a man with short dark hair, wearing a plaid button-down shirt over a dark t-shirt. He is looking directly at the camera with a slight smile. The background is a textured wall with a strong diagonal shadow cast across it from the left.

“Every phone call is a chance to develop the Zappos brand.”

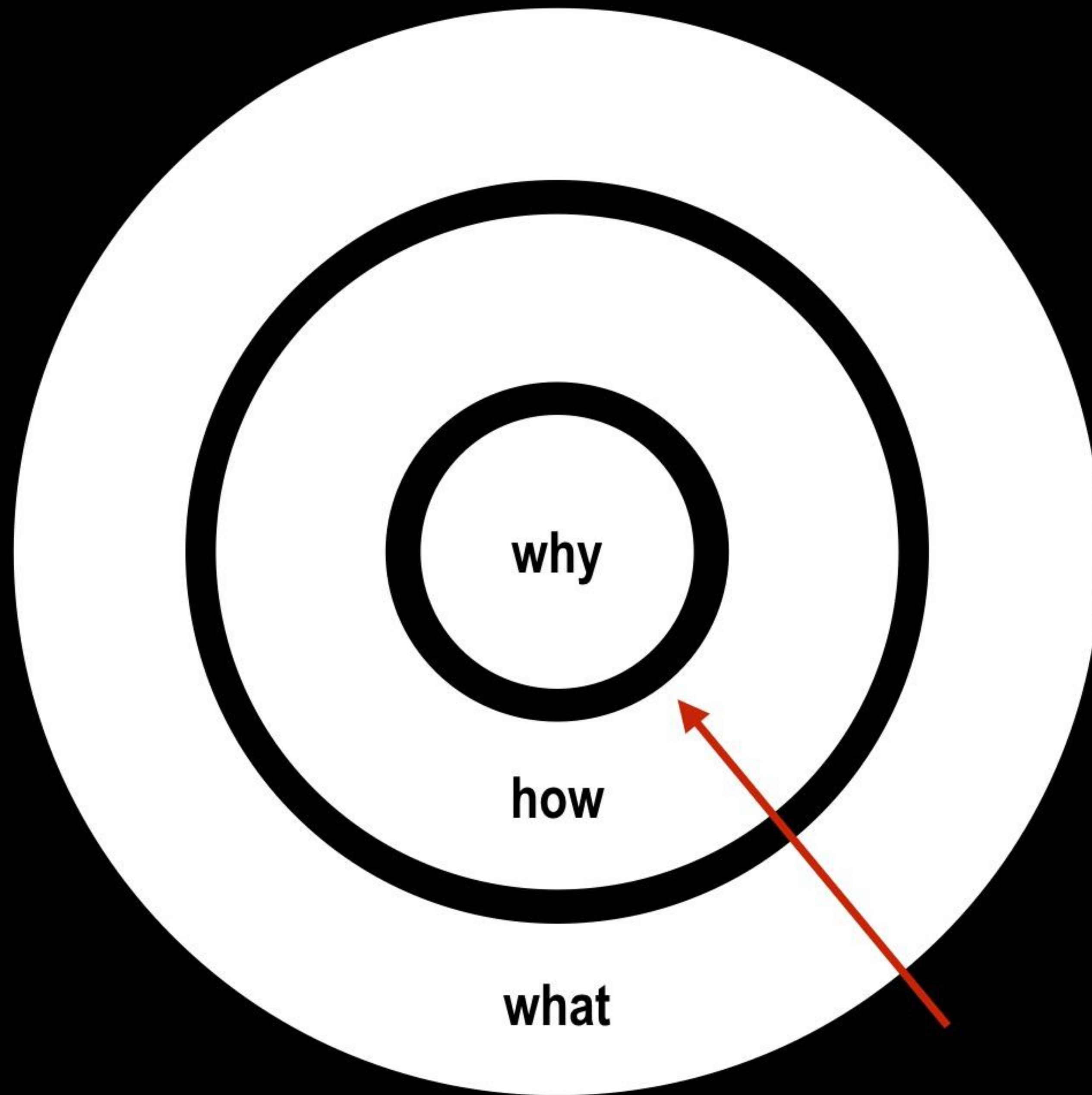
Tony Hsieh

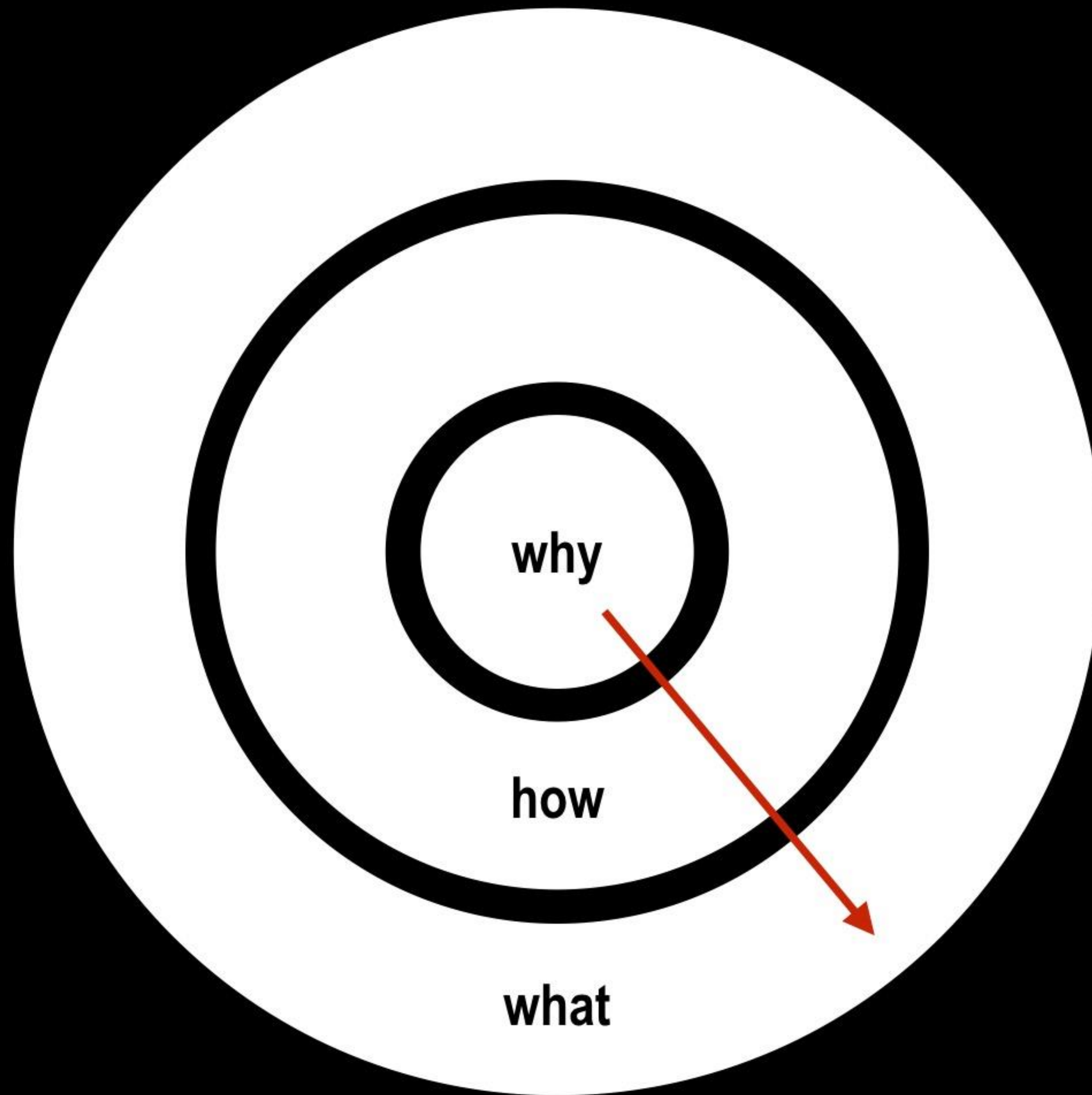
Brand is something a startup cannot afford to think about

~~Brand is something a startup cannot afford to think about~~
Brand is something a startup cannot afford not to think about.

**START
WITH
WHY**

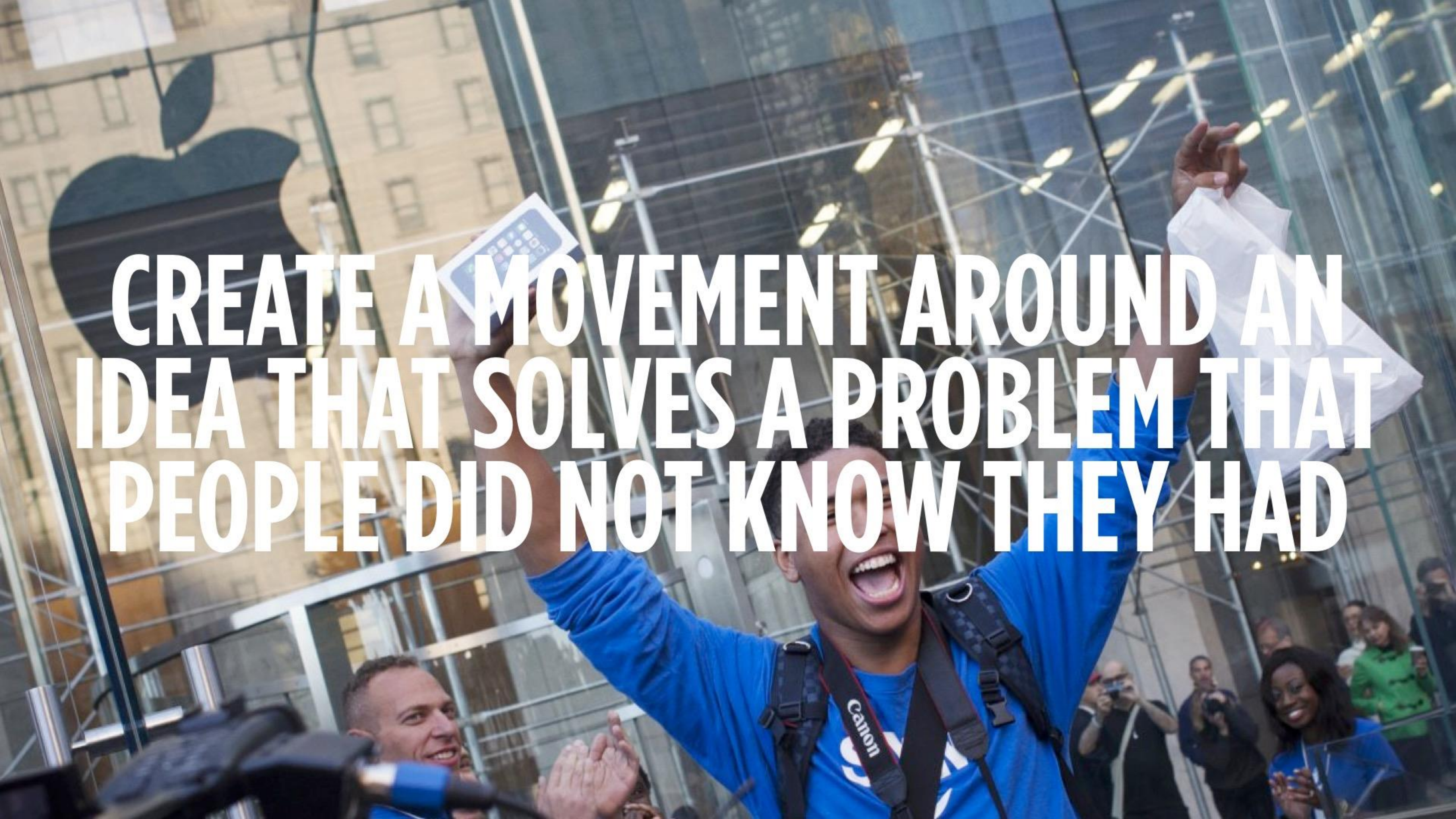




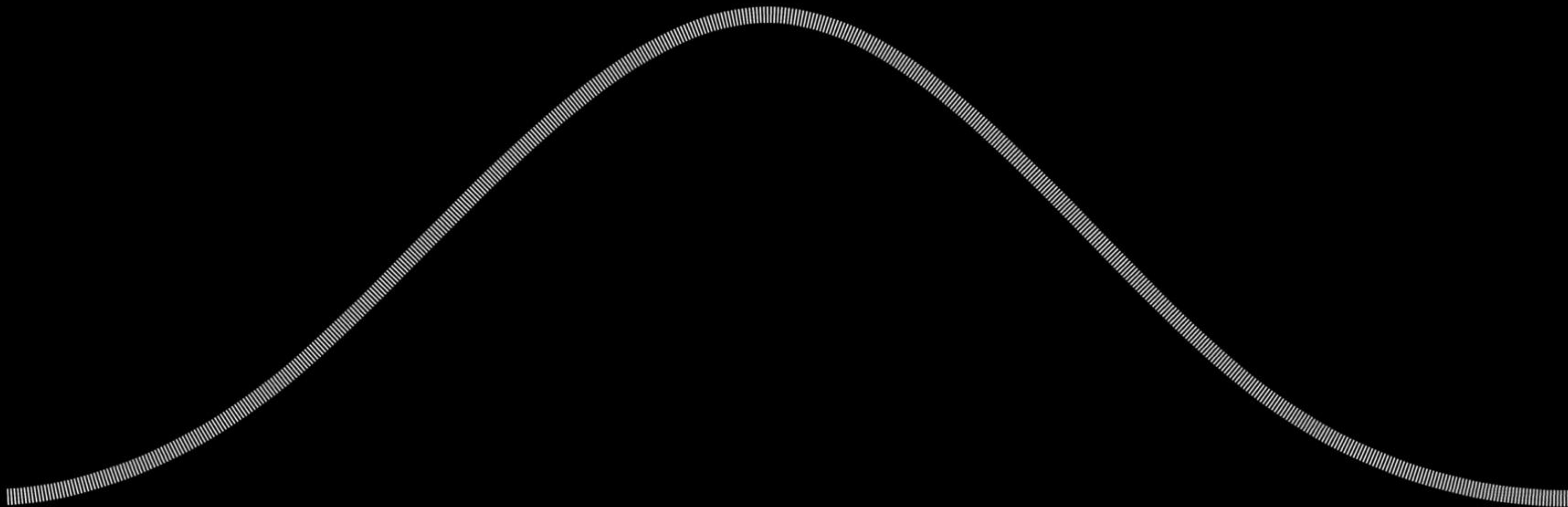


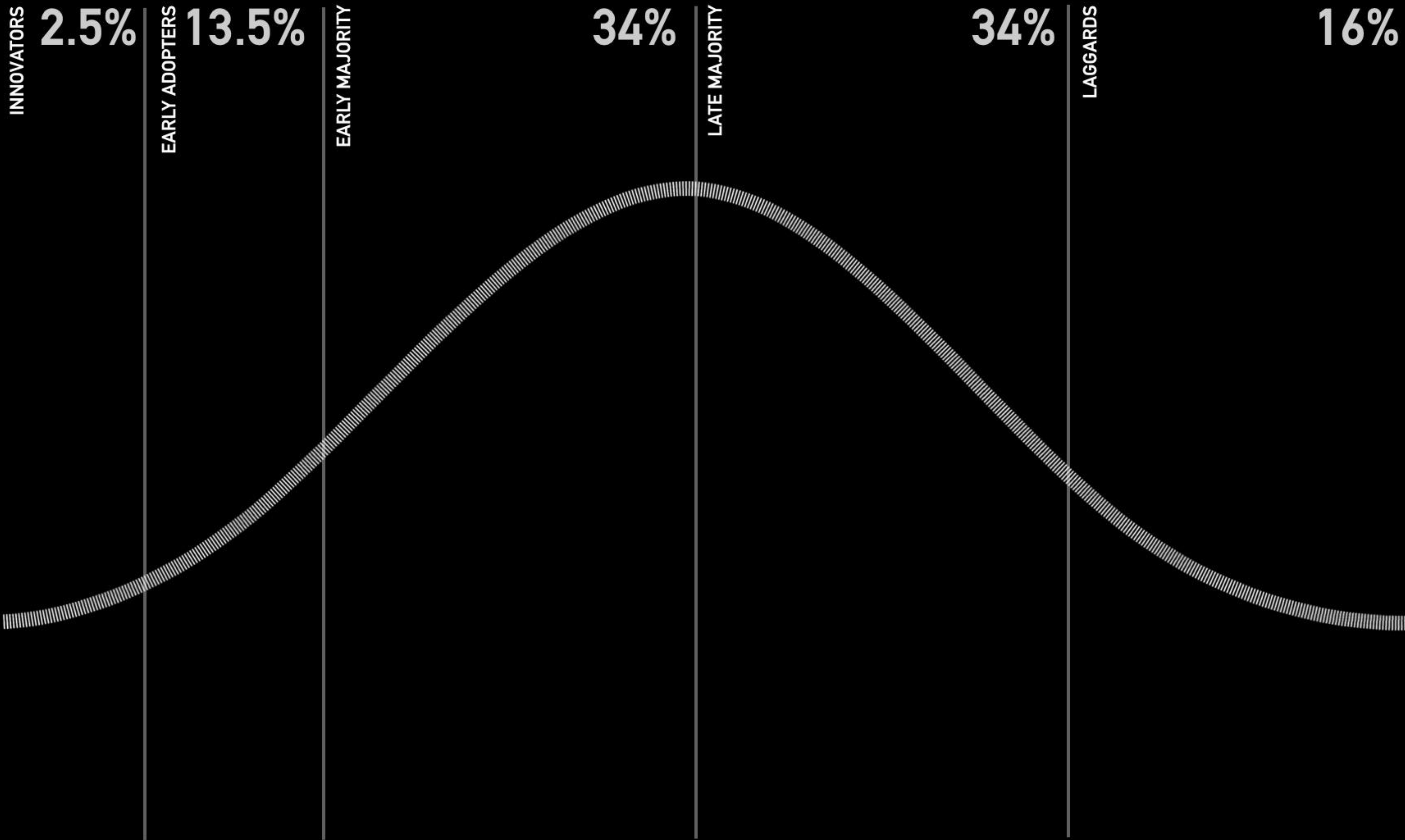
THE SHIRTLESS MAN

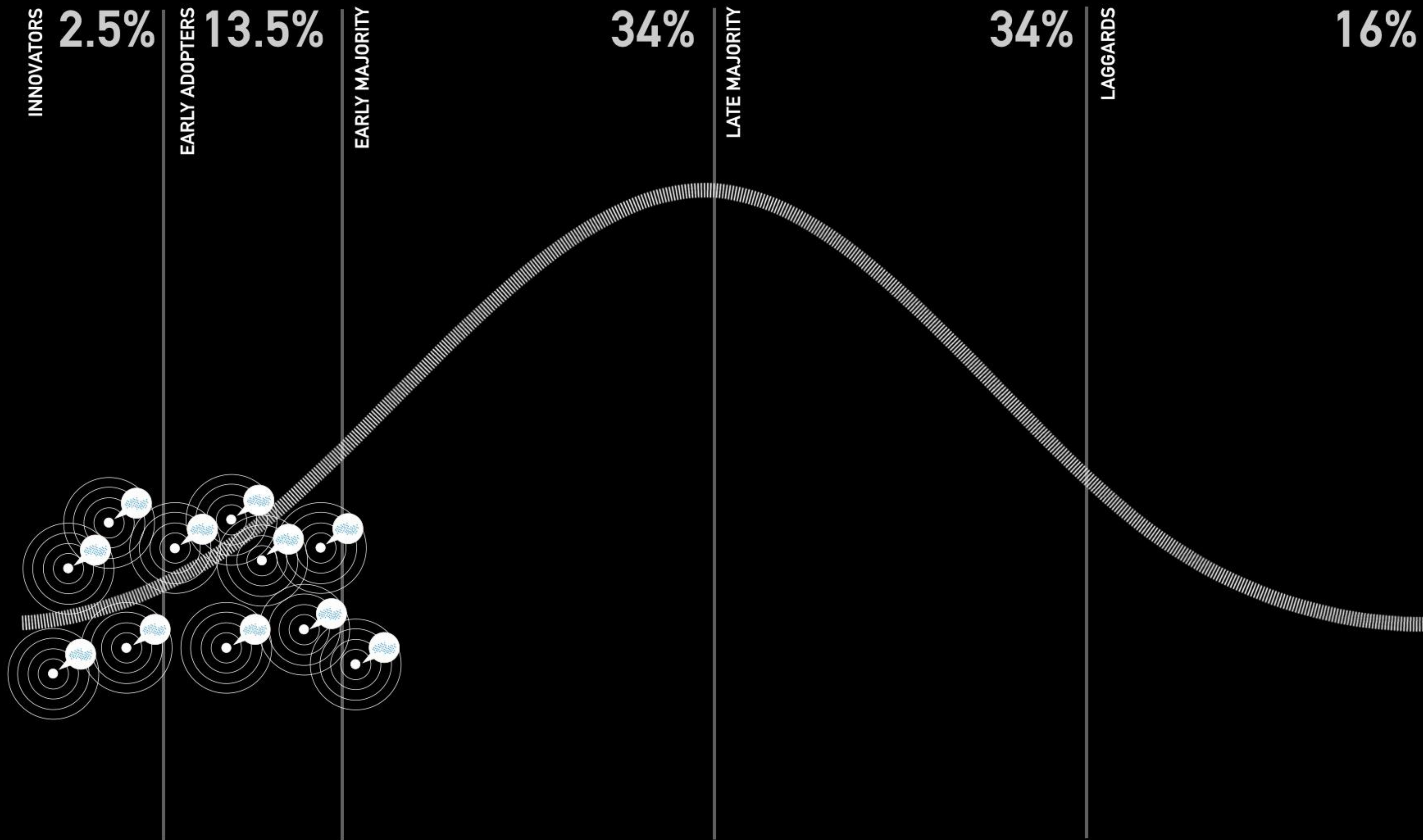




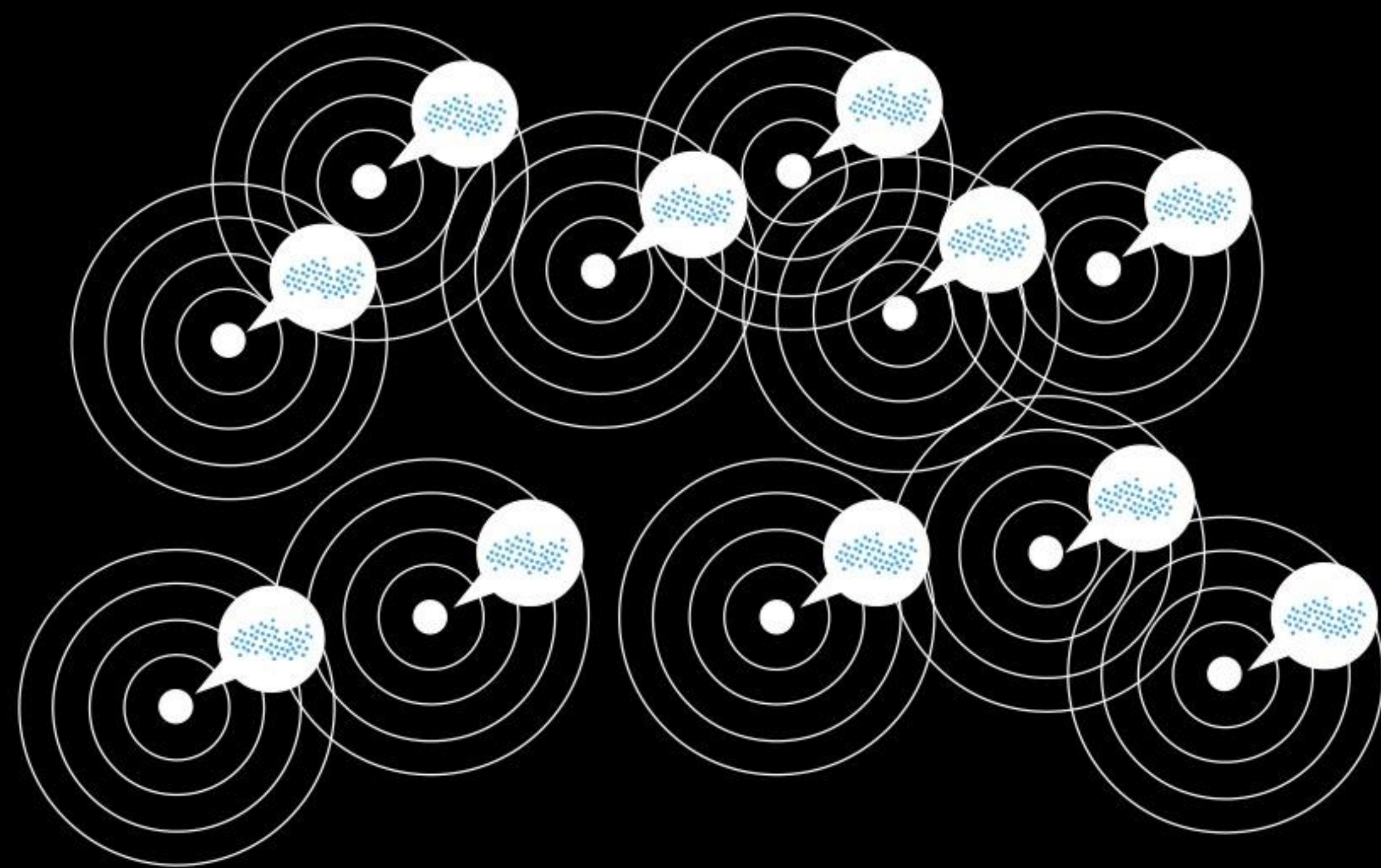
**CREATE A MOVEMENT AROUND AN
IDEA THAT SOLVES A PROBLEM THAT
PEOPLE DID NOT KNOW THEY HAD**



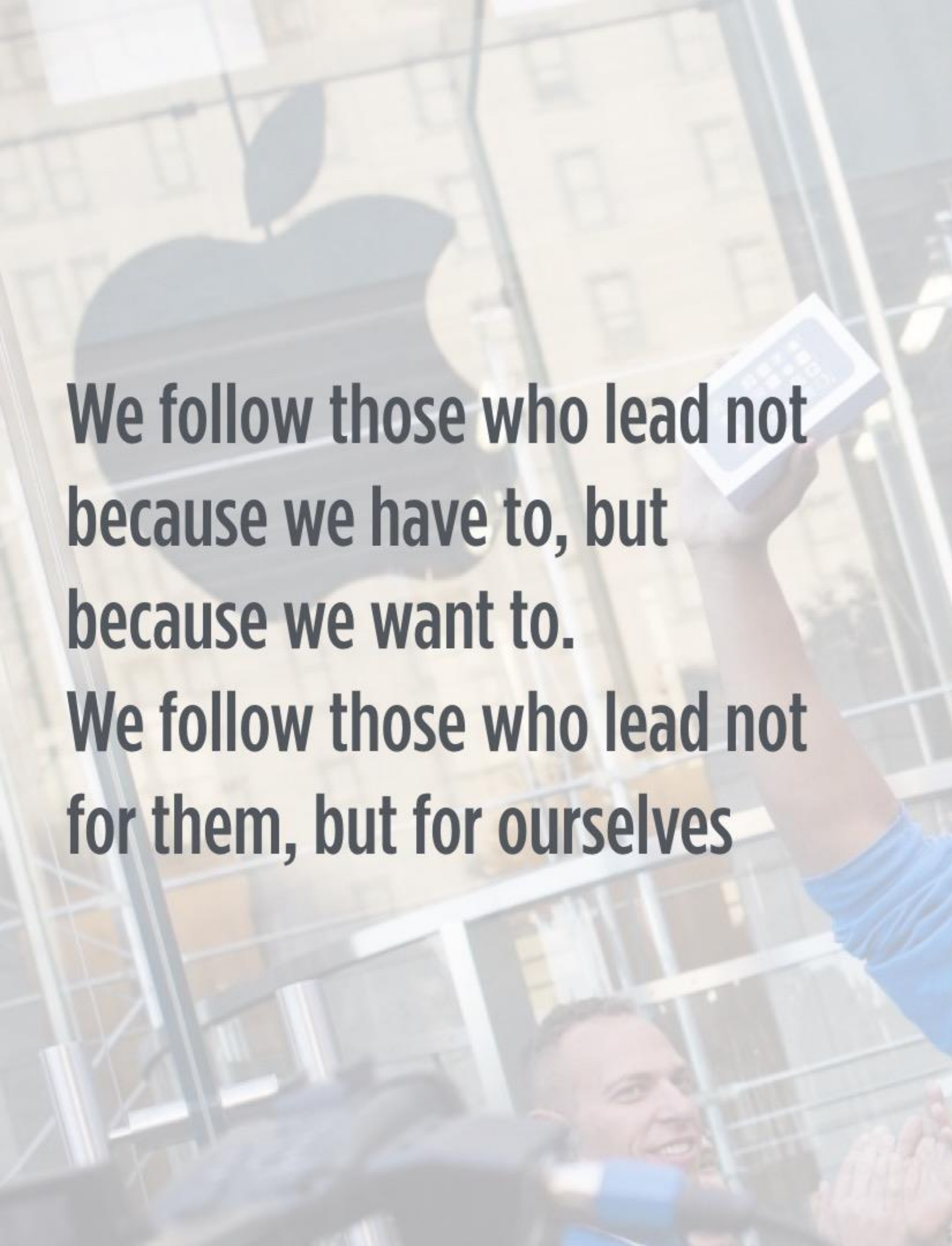




**SELL TO THE
MULTIPLIERS
AND LET THE
MULTIPLIERS
SELL TO
THE WORLD**





A man in a blue long-sleeved shirt is holding up a white box, likely an iPhone, in front of a large glass building. A large, semi-transparent Apple logo is visible on the glass facade behind him. The scene is brightly lit, suggesting daytime.

**We follow those who lead not
because we have to, but
because we want to.**

**We follow those who lead not
for them, but for ourselves**



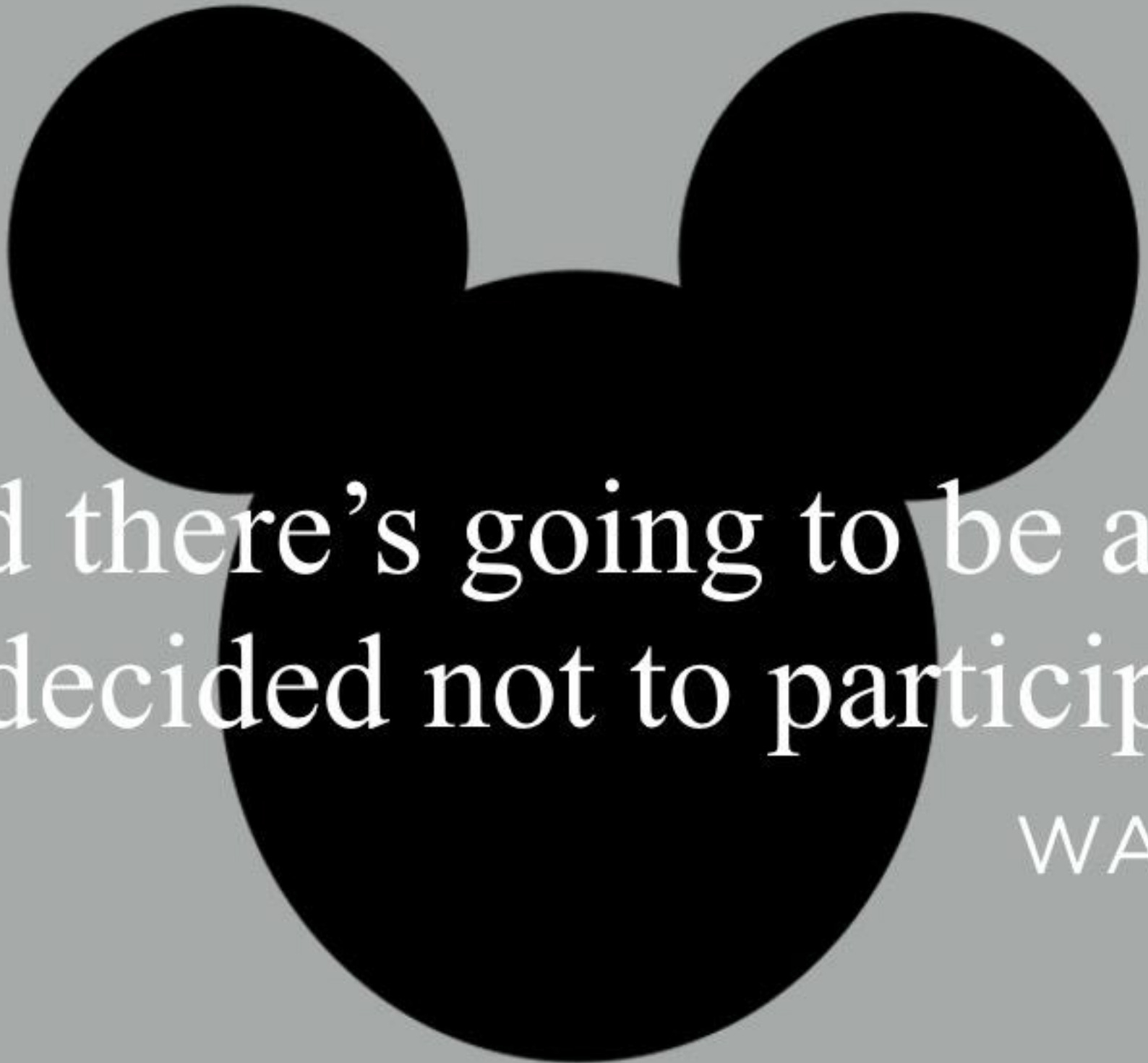
**PLAY
JAZZ**











“I’ve heard there’s going to be a recession.
I’ve decided not to participate.”

WALT DISNEY



We must free
ourselves of the
hope that the sea
will ever rest.
**We must learn to
sail in high winds**

Aristotle Onassis

