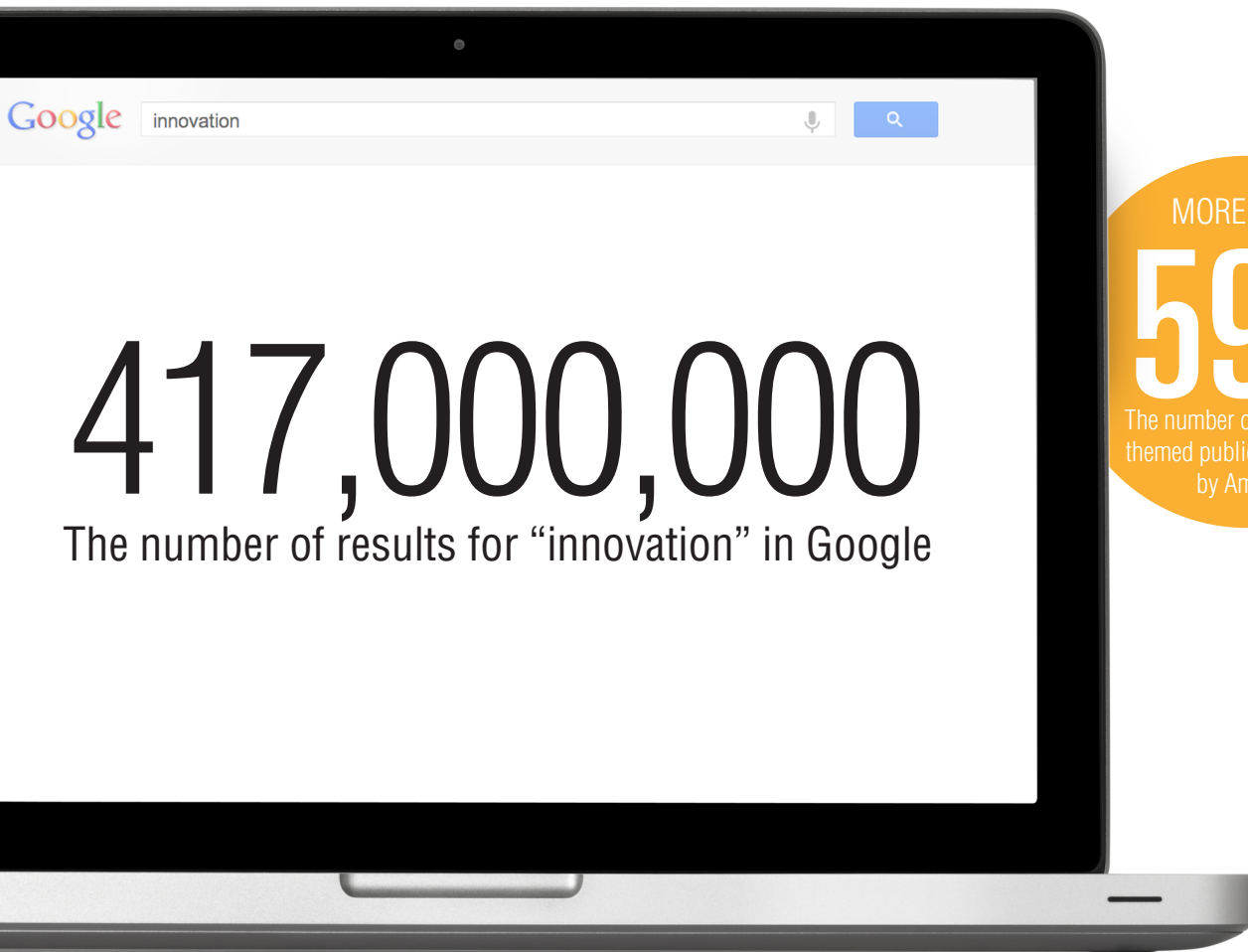


INNOVATION BY THE NUMBERS

COMPILED BY JESSICA MELTON



417,000,000
The number of results for “innovation” in Google

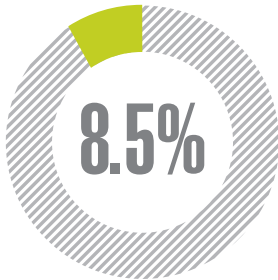
MORE THAN
59K
The number of innovation-themed publications listed by Amazon

\$550 BILLION The amount companies spent on R&D in 2010, a 9.3 percent increase over 2009 when companies scaled back because of recession concerns
— *Businessinsider.com*

\$63 BILLION The number of dollars generated by new, immigrant-founded companies in 2012
— *The Ewing Marion Kauffman Foundation*

34%

The percentage of CIOs who say they're operating at close to their innovation potential — *CIO Insight*



Only 8.5% of executives globally feel “very well prepared” to successfully execute innovation.

— *2013 Insigniam Executive Sentiment Survey*
(Survey results on Page 36)

50%

The percentage increase of the average compensation per employee in innovation-intensive sectors between 1990 and 2007 – nearly two and one-half times the national average

— *U.S. Department of Commerce, Economic and Statistics Administration*

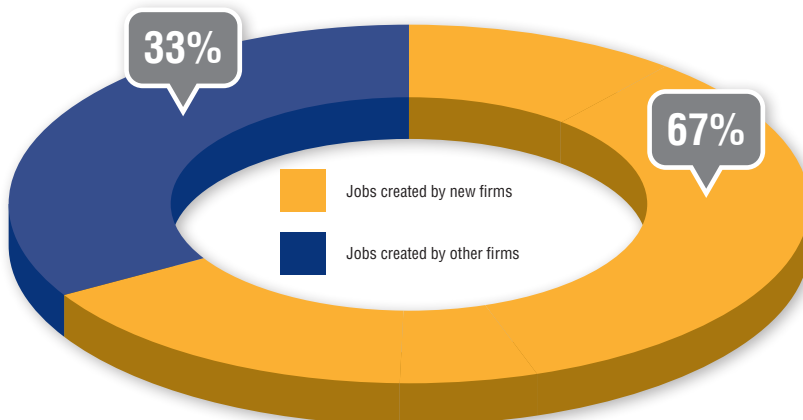


82%

The percentage of employees who say they trust a company more when members of the C-suite use social media — *Emarketer*

8,000,000

The number of U.S. jobs new firms created in 2007. Overall, 12 million jobs were added that year. — *The Ewing Marion Kauffman Foundation*



My job is to guide Salesforce. I can't sit in headquarters and pretend I'm in touch. Odds are, what we're using today will be obsolete in a few years. The past is never the future. But it's easy to get caught up in the continuum.

— *Marc Benioff, Salesforce.com, from Forbes.com*