

19th October 2016 Dublin.

Creating an Innovation Culture.

Why Entrepreneurialism and Innovation and
Technology go hand in hand.

The Virgin and other stories.

Will Whitehorn FRAeS FCILT, Former President of Virgin Galactic
and Chairman of Speed Communications, the SECC/SSE Hydro and Deputy Chairman
of Stagecoach Group plc



GALACTIC

No Fear of Failure.

Even in 1970 Sir Richard Branson dreamed of “doing lots of different things” for young people and even starting an **airline** – **he was** only 18 years old and intrinsically understood a risk culture




My first taste of Virgin Atlantic. A dream became reality through marketing and customer led innovation, it was the ultimate start up. The lesson of Sir Freddie Laker's failure. Quality and value go hand in hand and quality comes from your people.

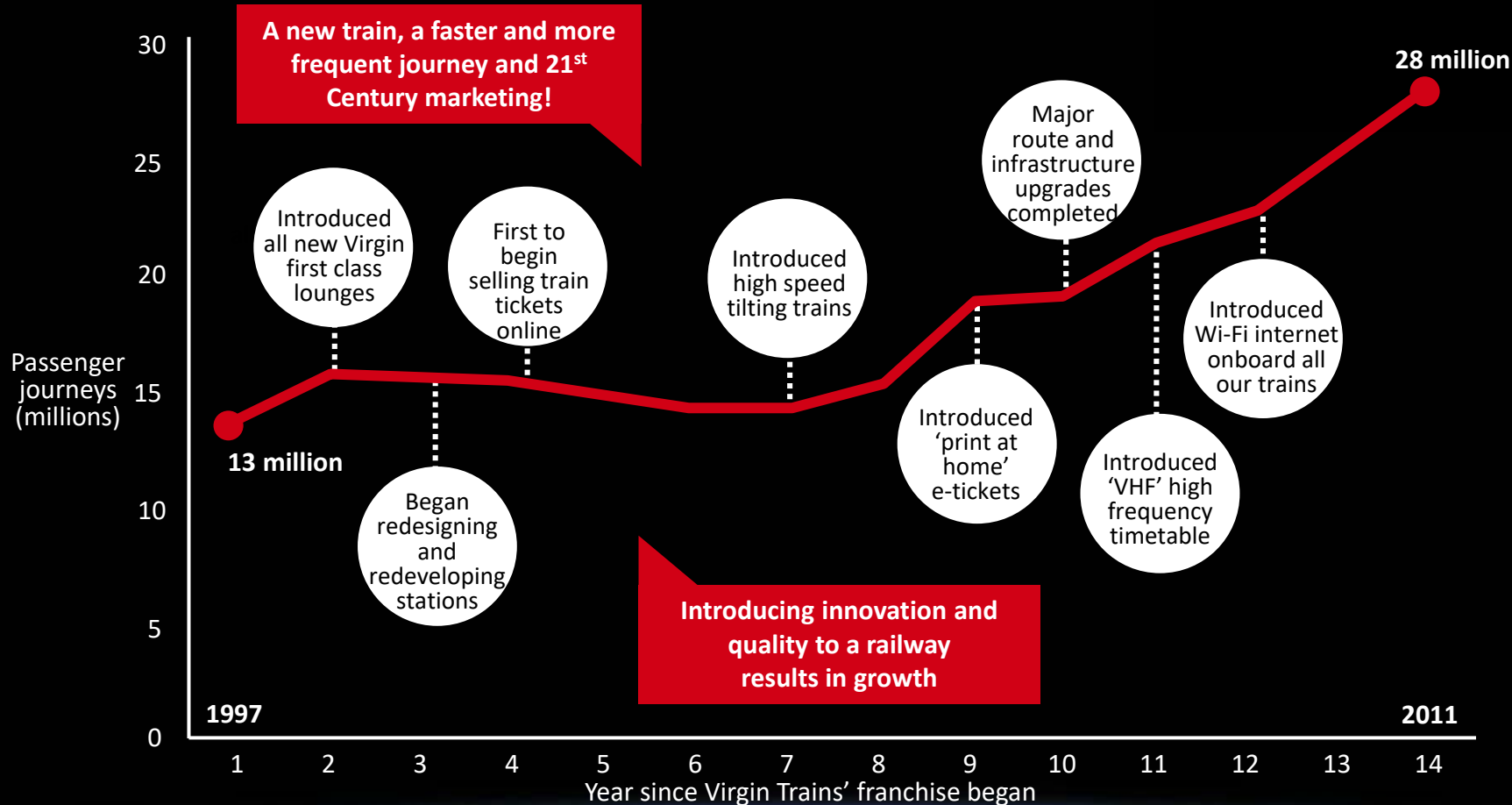


“Look after your people, they will look after the customers and ultimately the shareholders will benefit”



Give staff and customers vision through leadership and culture.  GALACTIC







**“Houston, we’ve
had a problem...”**

Is Space an investment
opportunity or the final
frontier? Finding out what
potential customers
wanted, finding the people to
do it!

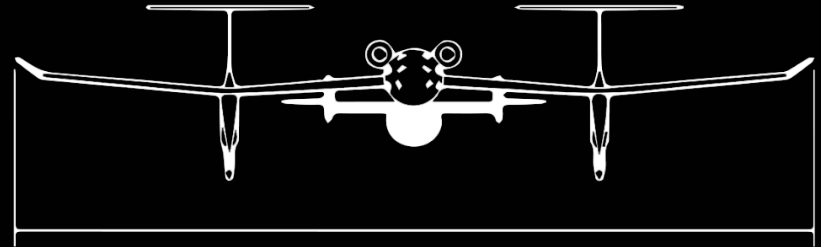
X 15 Development **programme 1960s**



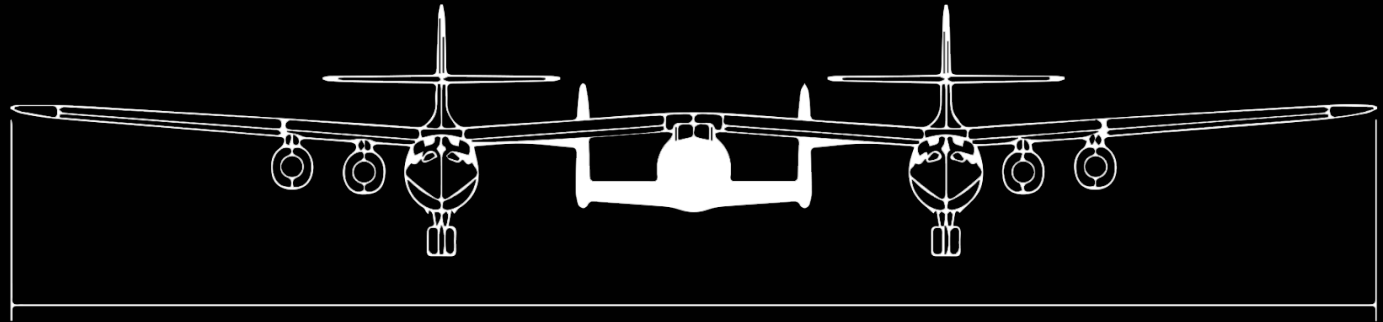


GALACTIC

Design quality shaped
by researching
what customers wanted



WHITEKNIGHT/SPACESHIPONE



VIRGINMOTHERSHIP EVE/SPACESHIPTWO

Virgin Galactic: An Investment Opportunity

- **Multiple Streams of Revenue and First-Mover Advantage, the customer requirements were**
 - **Tourism, Science, Training**
- **Multiple Development Opportunities**
 - **Patented IP, Unmanned Launch Vehicles, Alternative WK2 Payloads**
- **Customer Numbers and High Margins Suggest a Profit in Year One & Potential for an Early IPO – Possibly Within 2 Years of Launch**
- **Project Reached Appropriate Maturity Level to Consider External Investment in 2009**




New spaceship,
new home!





Virgin Galactic
– A Team Effort
Kelly's Rules Rock!



THE SSE HYDRO

The SSE Hydro
Customer Centricity and New Technology





GALACTIC

The Consumerisation of Technology - Purplebricks.com

The fastest growing estate agency in Britain



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FACTS & FIGURES

No. 1

17 DAYS AVERAGE TIME
TO FIND A BUYER,
6 DAYS TO FIND A TENANT



1,000's

OF CUSTOMERS TRUST
US TO SELL AND
LET THEIR HOMES



£4,572

AVERAGE CUSTOMER
SAVING WHEN SELLING



99%

OF PROPERTIES
SOLD OR LET ACHIEVE
ASKING PRICE OR MORE



70%

OF OUR ACTIVITY HAPPENS
WHEN OTHER ESTATE
AGENTS ARE CLOSED



**FASTEST
GROWING**

ESTATE AGENT IN THE UK



TECHNOLOGY IS **GREAT**

BRITAIN & NORTHERN IRELAND



No driver required; the Pathfinder Pod is pioneering the development and testing of personal transit systems. For cutting edge research and innovation choose the UK.

CATAPULT
Transport Systems

