

# Innovation Lab

10x30' HD

Innovation Lab gathers the most creative and innovative ideas from different walks of life and brings them to the audiences around the world: companies that are earning profits in unprecedented ways; entrepreneurs that are challenging corporations in the online world; artists whose design creates appealing experiences. This series unveils the secrets of creativity, design, technology, and behind the scene innovations.



## Episodes

### Entrepreneurship

Starting a business is something that takes a great amount of the entrepreneurial fire, but also demands a lot of creativity and ability to innovate. In this episode of Innovation Lab, meet two entrepreneurial cases that stand out for having challenged the rules of how to produce and sell two historically traditional products: wine and chocolate. Gary Vaynerchuk - the ultimate wine entrepreneur and Madecasse - the company producing premium bars in Africa.

### Sharing Economy

Stimulated by a confluence of the economic crisis, environmental concerns, and the evolution of the social web, the sharing economy has become the ultimate social trend. Its principle is quite simple: sharing instead of buying something new. In this episode of Innovation Lab, you'll get to know Leah Busque and her innovative business Task Rabbit; Shelby Clark, developer of Relay Rides; and hear from Lisa Gansky, as she makes a parallel of both business with "the mesh" concept.

### Art of Design

A trendy design agency in San Francisco and a senior curator of one of the most emblematic museums. What are the boundaries of art and design?

### Meet The Googlers

Get to know some of the secrets behind this innovation machine. Their thoughts, values, and strategies behind the challenge of winning the technology battle.

### High Tech

One is producing solar energy, the other is decoding human's DNA. Two highly technological companies and their innovation lessons.

## **Entrepreneurs 3.0**

An inside look at an entrepreneur has created an app that promises you'll never forget a thing, and a firsthand introduction of Sharethrough, a startup helping companies to make their videos go viral on the web.

## **Linking People**

A global office sharing community and a startup that connects people looking for great trip experiences with local providers. Either working or on vacation, these two companies help people find just what they need, online.

## **Recycling Habits**

Recyclebank is working towards a world without waste by rewarding people for taking every day green actions. Also trying hard to change people's bad habits, Revolution foods wants to radically change the way young Americans eat at school.

## **Intelligent Machines**

From the technology labs in MIT, Affectiva has developed technology that reads people's emotions. Dekko is a startup revolutionizing the idea of augmented reality and promising a whole new era of videogaming. We will interview the entrepreneurs at the helm in this episode of Innovation Lab.

## **Silicon Valley**

What place comes to your mind when you think of technology and innovation? Got it? Yes, Silicon Valley. In this episode of Innovation Lab, a visit to some of the legendary and the new companies in the area, like Google, startups Sharethrough and Evernote, iconic figures like Kevin Kelley, co-founder of Wired magazine, and the academic center at the heart of the Valley, Stanford University. Get to know what makes this area the cradle of entrepreneurs.