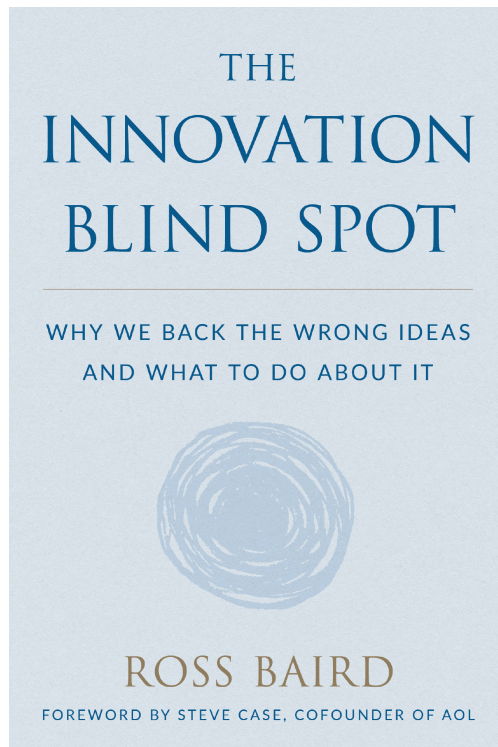


“We know a lot about what it takes to generate new ideas—but so little about how to recognize the ones that are worth pursuing. *The Innovation Blind Spot* is here to change that. It’s a terrific read, with vivid data and memorable examples to help you stop betting on flops and spot the hits hiding right under your nose.”

—Adam Grant, *New York Times* bestselling author of *Originals* and *Give and Take*



Why has America fallen out of love with Silicon Valley?

Because our innovation economy is full of blind spots. In today's society, the best ideas rarely see the light of day. *The Innovation Blind Spot*, with a foreword by Steve Case, is here to fix that.

While big companies in the American economy have never been more successful, entrepreneurial activity is near a 30-year low. More businesses are dying than starting every day. Investors continue to dump billions of dollars into photo-sharing apps and food-delivery services, solving problems for only a wealthy sliver of the world's population, while challenges in health, food security, and education grow more serious.

In *The Innovation Blind Spot*, entrepreneur and venture capitalist Ross Baird argues that the innovations that truly matter don't see the light of day—for reasons entirely of our own making. A handful of people in a handful of cities are deciding, behind closed doors, which entrepreneurs get a shot to succeed. And most investors are what Baird

calls “two-pocket thinkers”—artificially separating what’s good for society from what’s good for business. And from political election hacking to sexual harassment, we’re seeing the consequences. Read *The Innovation Blind Spot* to learn what’s going wrong—and how investors, entrepreneurs, and communities across the country are fixing it.

“Ross Baird is on a mission.”
—*Forbes*

“Every single city and community has the power to change the world. But to realize that power, we have to find the ideas and entrepreneurs that people aren’t paying attention to. In *The Innovation Blind Spot*, Ross shows us how to do just that.”

—Brad Feld, cofounder, Foundry Group

Ross Baird is an entrepreneur and investor who is best known for finding, developing, and investing in entrepreneurs in places and industries where most people aren't looking.



He founded Village Capital in 2009 and has worked with hundreds of entrepreneurs in over fifty countries since then. He has visited over a hundred cities worldwide by train, plane, and bus in an effort to find new entrepreneurs and help people supporting them, and he and Village Capital have partnered with over twenty Fortune 500 companies. Ross and his work have been featured by more than fifty media outlets including the *New York Times*, *Bloomberg Business Week*, *Inc.*, and *FastCompany*.