

Partnerships that drive innovation pt 1

Models of collaboration and public support

workshop @ Univ of Glasgow, Senate Room
Wed 31st May 2017
#ptdiglasgow

Jon Cooper - VP Innovation & Knowledge Exchange @ UofG. **welcome.** Impact through industrial engagement very important to drive research. Impact agenda @ UofG with increasing funds: impact account.

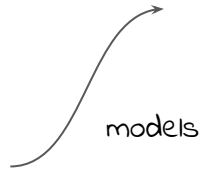
Nuran Acur - Lecturer @ Adam Smith Business School.

How and why organisations start collaborating? Models?

Statistics show that collaborative innovation delivers growth for both established and new companies. Large companies currently spend more in collaboration than internal R&D. The trend is for collaborative innovation to increase.

The best way to organise collaboration to foster innovation is different for every organisation. New **models and initiatives keep being devised.** Theory and literature offers different types of collaborative models, with different levels of complexity and advantages. Lego after 2003 is a case study of open collaborative innovation. Appointment of innovator ambassadors, built a community to gather ideas from enthusiastic users, partnerships with other industries (media).

- Check "Barrett and Veu, "Making transition to collaborative innovation"
- ATKearney: "innovation cycle vs resource allocation"
- weiben and Chesbrough, "Engaging with startups to enhance corporate innovation". CALIFORNIA MANAGEMENT REVIEW VOL. 57, NO. 2, 2015.



Equity involvement

Yes	<p>Corporate Venturing</p> <p>Participate in the success of external innovation and gain strategic insights into non-core markets</p> <p>Example: Google Ventures, Intel Capital</p>	<p>Corporate Incubation</p> <p>Provide a viable path to market for promising corporate non-core innovations</p> <p>Example: Bosh Startup, Xerox PARC</p>
No	<p>Startup program (Outside-In)</p> <p>Insource external innovation to stimulate and generate corporate innovation</p> <p>Example: Siemens TTB, Intel Werables Accelerator, IDEALondon Startup Post-accelerator</p>	<p>Startup program (Platform)</p> <p>Spur complementary external innovation to push an existing corporate innovation</p> <p>Example: Microsoft BizSpark, PayPal Startup Blueprint</p>

Outside-In

Inside-Out

Direction of innovation flow

Innovate UK
Knowledge Transfer Network

Kezia Williamson - KT Manager @ KTN @kezia_w

Making partnerships happen. Practicalities.

Knowledge Transfer Network (KTN) - UK innovation network - <https://www.ktn-uk.co.uk/>

Innovation starts with an idea, a commercial exploitation plan, and funding, but more importantly it needs a great balanced team to have success. Who you should work with is the most important question at the start of the innovation process. Find support for your team: public support from the several dedicated agencies of the UK and Scottish governments. Innovate UK awarded 561M in 2016.

Partnerships that drive innovation, pt 2

Design in Innovation

workshop @ Univ of Glasgow, Senate Room
wed 31st May 2017
#ptdiglasgow

Delina Evans - KT Manager @ KTN @delina.evans

Using design to improve the innovation process:

- Rethink supply chains - use analysis of interactions between suppliers, manufacturers and customers to find opportunities for innovation. Leads to market disruption, example IKEA
- Identify problems worth solving - use the design process to gather feedback and engage users to assess how important is the problem and improve solutions offered. Leads to successful commercialisation.
- Co-design service offers - get other people and tools into the process. Use design to assess the emotional impact of proposed innovations. Use quick prototyping to test ideas with more useful feedback. Leads to innovation efficiency.

Iain Aitchison & Don McIntyre - Glasgow School of Art & founders of creative companies

Design beyond aesthetics, the strategic use of design. The designer role in large organisations is evolving and not reduced only to function and aesthetics of products, but extends to business models, strategy and understanding the market and society trends. See "Four orders of design thinking" (Buchanan 1998). Design centric organisations have historically performed better, from large corporations to successful startups that design experiences, not only products.

Consulting push - McKinsey & Company - Building a design driven culture - Braided design model.

Institute of Design Innovation - <http://gsadesigninnovation.com/> - use design to harness the creativity of individuals and organisations. How can design help companies to think and act innovatively? Creating Cultures of Innovation. In three areas: Exploring the future of work, the future of wellbeing and the future of wealth.



Ben Griffin - Innovate UK

Innovate UK grants offered to **early-stage design to support human-centred innovation**. Early-stage design means spending time to insight/discover and interpret/define new ideas. Late stage design involves implementing/developing and styling the idea.

How to figure what to do at early-stage design - three aspects, people (desirability), technology (feasibility) and business (viability)

First work the people aspect. Set experience and its quality as first goals, then tech requirements. validate/test desirability before developing the technology. Minimum viable product - First and quick prototypes, with whatever technology is available, are very important to validate new ideas, to see what parts of it work or need improvement. "Technology makes ideas possible, but people make them successful"

Partnerships that drive innovation, pt 3 workshop

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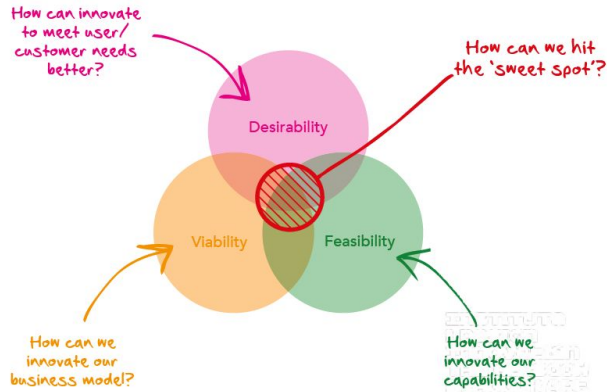
Danny Kane - Filament PD, Glasgow based design company

The design process in action - an example of a design innovation process from start, discovering and prototyping to launching with the product Altiumlro an altitude simulation system for high endurance training. All stages of the process are important and demanding. Implementing and launching an idea can be also critical steps for the success of a new product.



Iain Aitchison & Don McIntyre - workshop - Identifying ideas and planning their development

- Stakeholder mapping
- Situation analysis (desirability, viability, feasibility)
- Idea generation
- Idea evaluation
- Idea development



1. The brief	2. Challenge framing	3. Opportunity identification	4. Innovative partnerships	5. Report back
Key points <ul style="list-style-type: none"> • Help a company/ research group at your table holistically frame their innovation challenge, identify opportunities and envisage how innovate partnerships could unlock potential 	Key points <ul style="list-style-type: none"> • Get to know each other • Introduce company/ research group • Task 1: stakeholder and resource mapping • Task 2: challenge framing using Desirability/ Feasibility/ Viability framework 	Key points <ul style="list-style-type: none"> • Task 3: identify opportunities for innovation from people, business and technology perspectives • Task 4: identify opportunities at the sweet spot of desirability, viability and feasibility 	Key points <p>Consider how innovate partnerships could help unlock this opportunity:</p> <ul style="list-style-type: none"> • Task 5A: <u>People</u> What talents are needed, how could they work together? • Task 5B: <u>Practice</u> What collaborative processes of ways of working could help? • Task 5C: <u>Place</u> What physical/ virtual environments could help? 	Key points <p>2-3 teams share back their ideas</p>
5 minutes	20 minutes	20 minutes	20 minutes	10 minutes