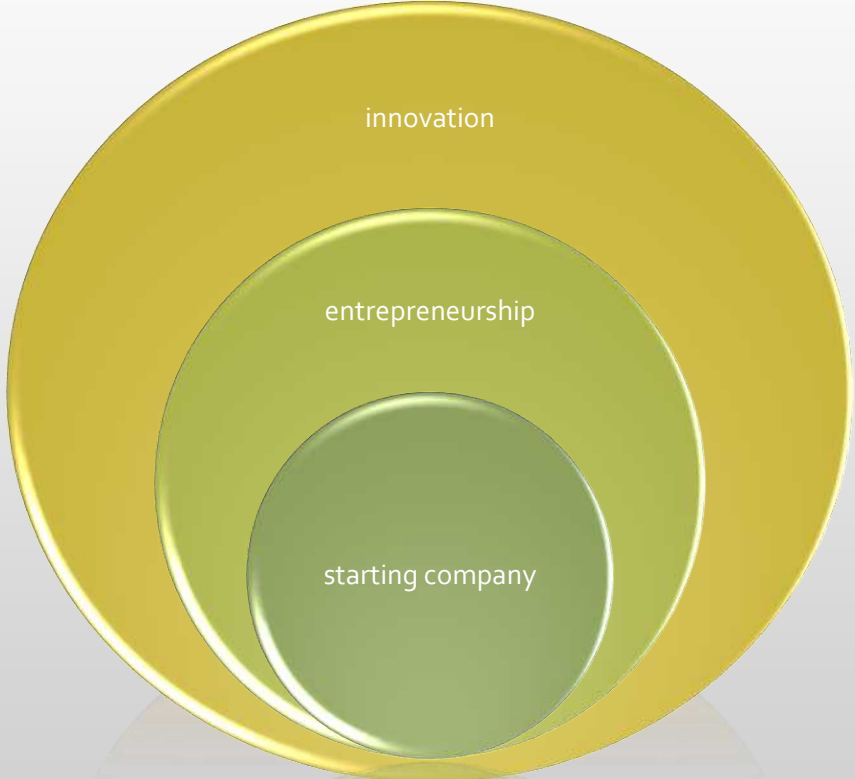




Innovation

Definition and background



innovation

entrepreneurship

starting company

Definitions (1)

- CREATIVITY – having the idea
- INVENTION - the origination of a new concept or idea as the result of a process of creativity
- INNOVATION - the development or adoption of new concepts or ideas
- Successful exploitation of new ideas

Definitions (2)

“Invention is a flower. Innovation is a weed.”

„Innovation is a high calling. It makes the world go around. It generates freedom and prosperity. Freedom and prosperity are a feedback loop. Freedom encourages prosperity, and prosperity encourages freedom. And innovation is the engine that links them together. So being an innovator is a high calling. All progress comes from innovation.“

(Bob Metcalfe)

The main types of innovation

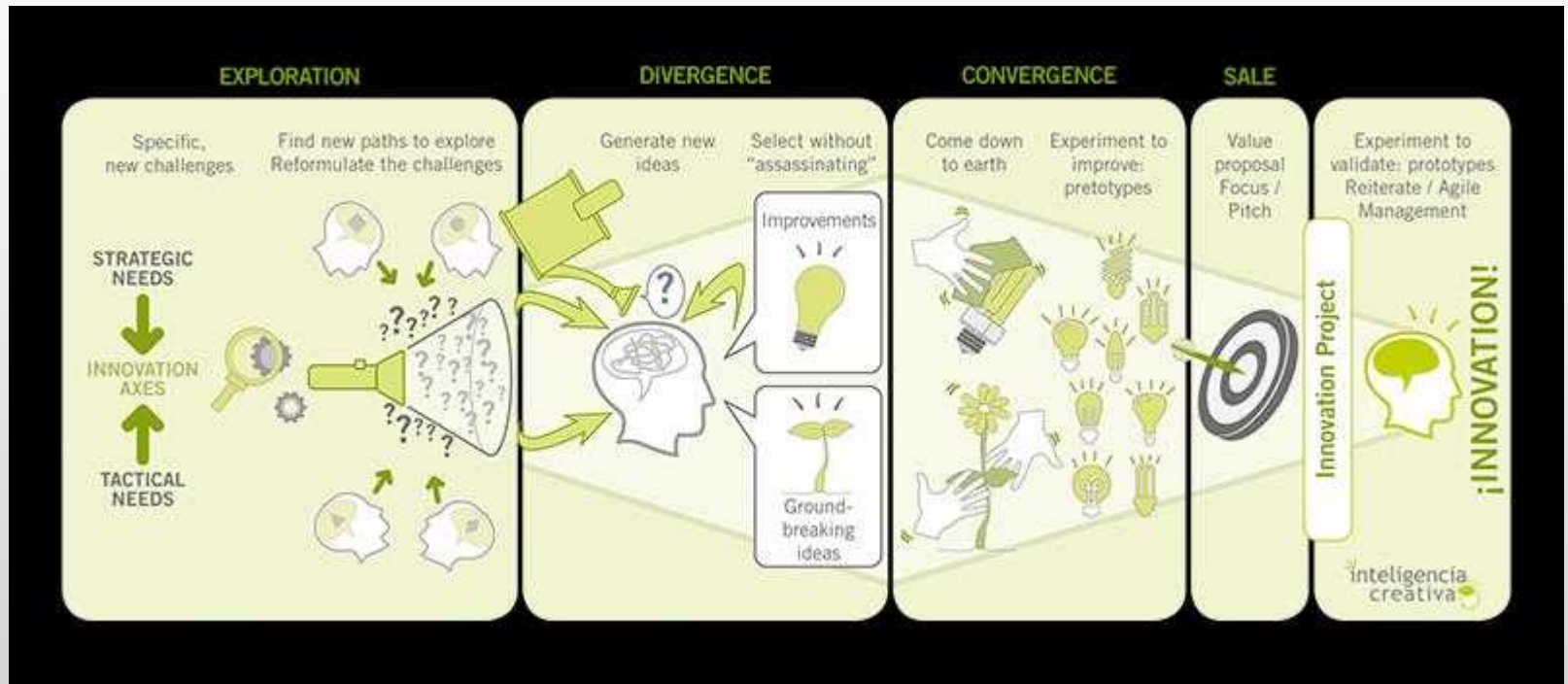
- Product innovation
- Process innovation
- Marketing – market innovation
- Organizational innovation

(Oslo manual, OECD 2005)

Social innovation

- New combination of social practices – social innovations in forms of
 - new roles
 - relations
 - norms
 - values

Creative process of innovating



- <https://www.binnakle.com/en/binnakle-the-expedition.html>

The Creative Process

- Phase 1: Background or Knowledge Accumulation
- Phase 2: The Incubation Process
- Phase 3: The Idea Experience
- Phase 4: Evaluation and Implementation

Preparation

- background, experience, knowledge
- experience needed to spot opportunities
- Studies show that 50 to 90% of start-up ideas emerge from a person's prior work experience.

Incubation

- “the mulling things over” phase
- A person considers an idea or thinks about a problem.

Insight

- It is a flash of recognition – the solution to a problem is seen, an idea is born.
- eureka experience

Evaluation

- An idea is subject to scrutiny, it is analyzed for its viability and feasibility.

Elaboration

- The idea is transformed into something of value, such as a new product, service, business concept – in the case of a new business a business plan is written.

The Most Common Innovation Idea Stoppers

- “Naah.”
- “Can’t” (said with a shake of the head and an air of finality)
- “That’s the dumbest thing I’ve ever heard.”
- “Yeah, but if you did that . . .” (poses an extreme or unlikely disaster case)
- “We already tried that – years ago.”
- “We’ve done all right so far; why do we need that?”
- “I don’t see anything wrong with the way we’re doing it now.”
- “That doesn’t sound too practical.”

Remember

- To be creative, you need to practice out-of-the-box thinking.
- Be aware of your assumptions. Unfounded assumptions prevent you from thinking creatively.
- Value Long Thinking; judge ideas by how they fit as an ensemble, not individually. You can only do this with patience.
- Apply theories and concepts to areas that were never applied to before.
- Creative thinking is about finding many alternatives and choosing the best answer, not about finding the right* answer.
- If your environment punishes mistakes, you will never be creative.
- Combine different disciplines to create new ideas using metaphors.

*Source: Creative thinking - how to get out of the box and generate ideas:
Giovanni Corazza at TEDxRoma*