SPARK, a revolutionary kit for innovation opportunities


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1. **TRANSINNOV project**

Better structure and drive innovation ecosystems based on knowledge and technology that would lead to all types of innovation into SMEs.

INNOSUP-2014-5 - Grant Agreement 671522
Meeting in Technology Cloud
OBSERVATIONS

Entreprises wish to be presented new technologies whose adoption would give them an advantage.
Research Units wish to develop knowledge applicable in new products.

Entreprises want to be "surprized", so they don't exactly know what they are looking for.
Research Units don't know the market, so they don't know exactly what is of interest.

So how can they work together?
BASIS HYPOTHESES EXPLORED

Enterprises are able to recognize a technological opportunity when they meet it.

Researchers are willing to point and develop sharp solutions to problems when they meet them.

Transfert of competences can take place in all directions (R->E, E->R, E->E, R->R)

Fortuitous meeting are not often sufficient for the emergence of innovation projects.

The success of an innovation project depends on the network of actors that can be involved in its design and execution.

*Let's work on co-construction of opportunities in a context that is favourable to "making together" and emergence of projects*

It is possible to organize such meetings without needing very large projects.
TARGET « DEVICE »

- Increase the chances a *second meeting* between companies and/or researchers happens quickly after the first one when some kind of interest has arose about a technology/knowledge/competence

- Ensure that *more resources* (human, financial, network,...) are available in the *immediate surrounding of* people meeting and building an opportunity (with SME’s conditions in mind)

- Bridge the gap between research and industries by giving them *tools to build common languages and better understanding of mutual expectations* (with SME’s conditions in mind)
Meeting in Technology Cloud
SPARK

A workshop format for researchers and enterprises who wish to

(1) **test** (technological) **opportunities** to develop their activity and

(2) **identify resources** (competencies, suppliers, partners) to implement them,

in a **transdisciplinary** group lining-up entrepreneurs, researchers and innovation support actors.
Meeting in Technology Cloud
360 Possibilities
- Exchange of Ideas
- Minisum
- Method
- Reboot Camp
- BMC
- Empathy
- Credibility

Indeega
1h

President

20' presentation
20' pitch
20' plan

Craft

Agencies
Clusters
University

40
geolocation on a map

European Collaboration
Research

Problems
- Lack of capacity to talk to companies
- Two different languages & times
- Over investment in an application domain
- Nima too focused on technical results and not on market application
- Little knowledge of the market dynamics

Solution
- Users say what is innovative
- Have involved in the creative process
- More marketing approach (approving names)
- Fast prototyping tools
- Key resources:
  - Fab Lab

Unique Value Proposition

Channels

Cost structures

Testing assumptions:
- Test user value
- Domain expert
- Test market
- Network customers
giving/receiving/living/being part of an experience

WHY
A device to help SMEs adopt/hack implement the right innovation
accurate

HOW
- show & share — peer.
- test — pragmatic.
- cross pollination
- unexpected connections (fun

Focus on Details

A serious game to achieve something

The Workshop (v1)

Keywords: scan plan act going

- pitches
- Team constitution
- In circles work on a "board" (BMC, LC, Concept Board, Lego/paper..) max 1hr.

- 1 hour for each circle
- 3 rounds

- Summary assignments

OUTCOME?
DELIVERABLE?

Feedback session with facilitators: every facilitator will have seen all projects
→ feedback on circle animation
→ interactions quality & tools.

OUTCOME?
DELIVERABLE?

What to do/take home/Not Forget

Multiple restitution formats (Story/Play/Drawing...)

gamification?

Have a transcript of what happens on each workshop

Evaluation? Feedback Interviews
One more thing ...
Thank you for your attention!

WANT TO KNOW MORE ABOUT TRANSINNOV PROJECT OR SPARK WORKSHOP FORMAT?

GET THE DESIGN OPTIONS PAPER:

PLEASE VISIT

GET IN TOUCH WITH FREDERIC ERPICUM?
EMAIL TO frederic.erpicum@aei.be
Irene: experiment of sharing knowledge

Lois: a way to explore a new innovation ecosystem

Daniela: efficient actions & measures in support of innovations.

Fedele: explore new ways of facilitating the take-up of innovation from SIs in a regional ecosystem

Ronan: it is meant to bring us together in order to share our best actions and to invent a way to effectively cross knowledge & people to boost real projects on the field.

Helene: Imaging and designing the innovation support services of B2B

Larissa: The human relations between researchers and companies/ have to introduce human relations?

Peter: DESIGNING A WEDDING AGENCY FOR COMPETENCIES

From research and enterprise at regional level
Write again here the complete title of your project proposal

• Explain briefly your project idea answering one/several of the following questions:
  • What was the PROBLEM that originated your project idea
  • What OPPORTUNITY you have identified?
  • Why is a GOOD project?
  • What TYPE OF PARTNERS are you looking for?
Main activities and results

• Activities
  • Explain briefly what you are going to do in the project

• Results
  • Describe what you want to achieve with the project