

Responsible innovation

HOW INNOVATIONS COME ABOUT?

Group 3:

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WHO WE ARE.

‘Word press reporter’



T SO RIDICULOU
INNOVATION

GINGER RESEARCH

STAKEHOLDERS



Creative Workshop

LET'S GENERATE NEW KNOWLEDGE TOGETHER

5 minutes

WELCOME! INTRODUCING
STAKEHOLDERS.

30 minutes

PRESENTATION, EXPLANATION OF ASSIGNMENT.

30 minutes

PITCH! 3 MINUTES PER GROUP.

30 minutes

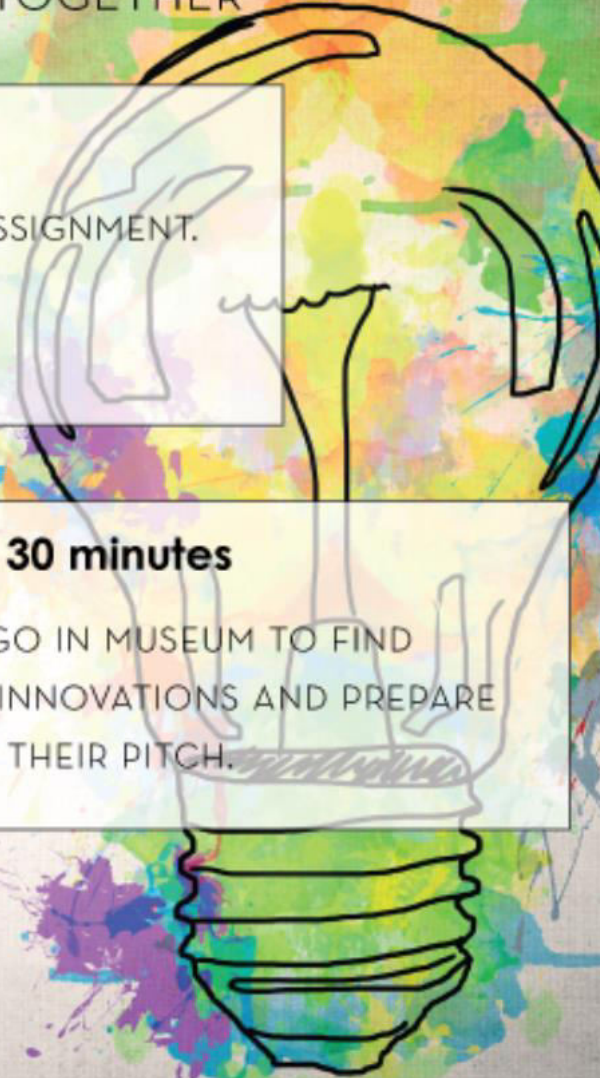
GROUPS GO IN MUSEUM TO FIND
RESPONSIBLE INNOVATIONS AND PREPARE
THEIR PITCH.

15 minutes

VERDICT JURY.

Good luck!

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AN INDEPENDENT JURY.



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A collage of various Euro banknotes and coins scattered across the frame. The banknotes include 100 Euro (green), 50 Euro (yellow), 20 Euro (red), 10 Euro (orange), and 5 Euro (purple). The coins include 1 Euro (gold), 2 Euro (gold), 5 Euro (gold), 10 Euro (gold), 20 Euro (gold), and 50 Euro (gold). The text "THIS PRIZE WILL SAVE YOU MONEY" is overlaid in white, bold, sans-serif font.

THIS PRIZE WILL SAVE YOU
MONEY

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Incremental & Radical Innovation

Environmentalist





Conceptual world



Institutional world



Physical world

**Or combinations of
these**

Incremental innovation

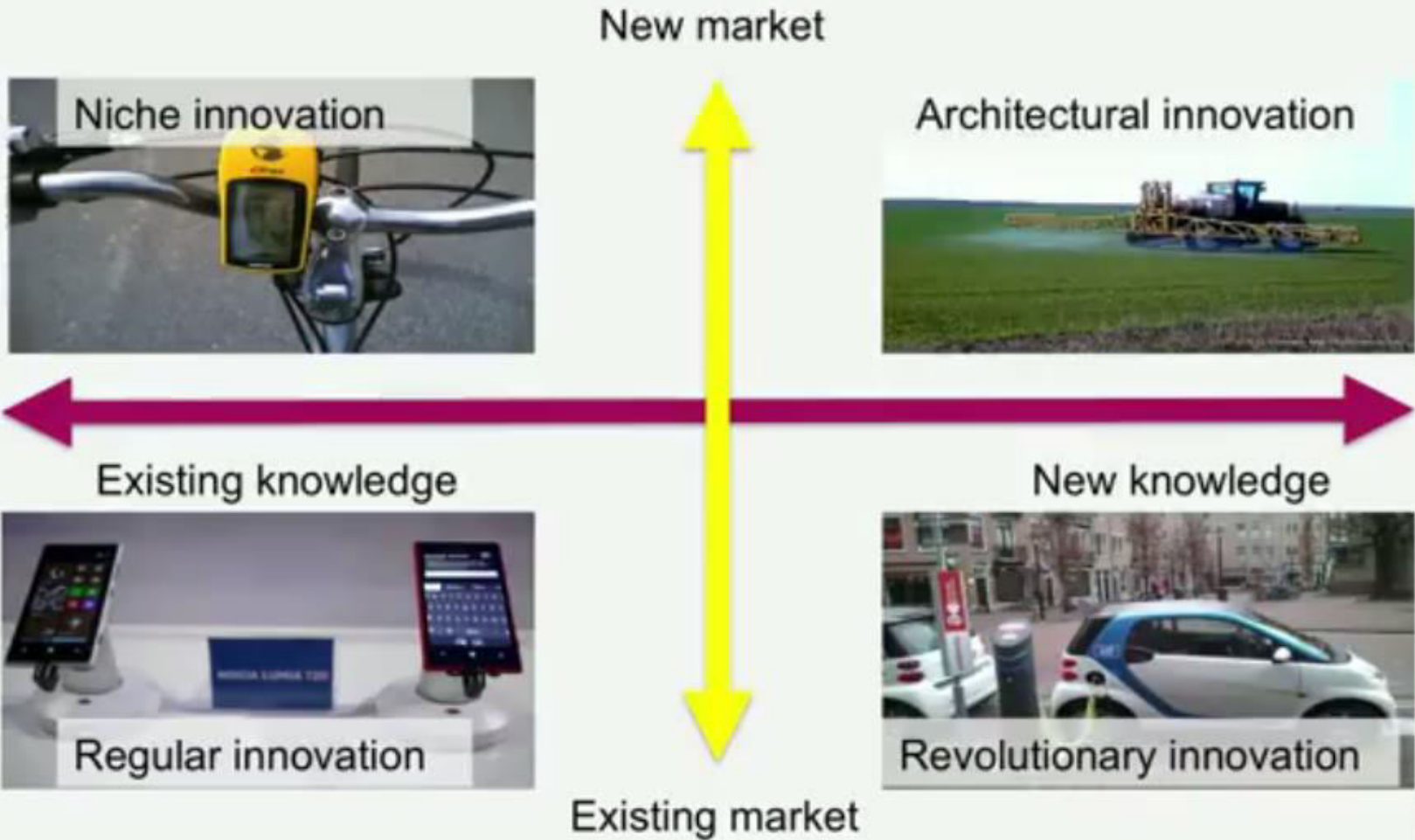
Incremental innovation concerns an existing product, service, process, organization or method whose performance has been significantly enhanced or upgraded.

New mobile phone model,
new car motor design...

Radical innovation

A radical or disruptive innovation is an innovation that has a significant impact on a market and on the economic activity of firms in that market.

TV, transistors, google,
digital cameras...



Does responsible innovation require radical innovation?

- Responsible Innovation expands the set of options for solving a moral problem.
- Needs new values which may also have an effect on the relation with users.
- Responsible Innovation may change the relation with customers and may mean new markets and new functionalities.



Rijksoverheid

The economic determinants of technological innovations

By the representative of the Kingdom
of the Netherlands



Big changes in the world of innovation

- Growing scale
- Small chance of succes ($< 0.1\%$)
- Organization of the innovating firm
- Technical environment
- Economic environment





The technical and economical environment

- Technical environment: time
- Economic environment (market structure)
 - Opposition enforces innovation
 - Less opposition → more resources → more room for innovation





Governance on innovations

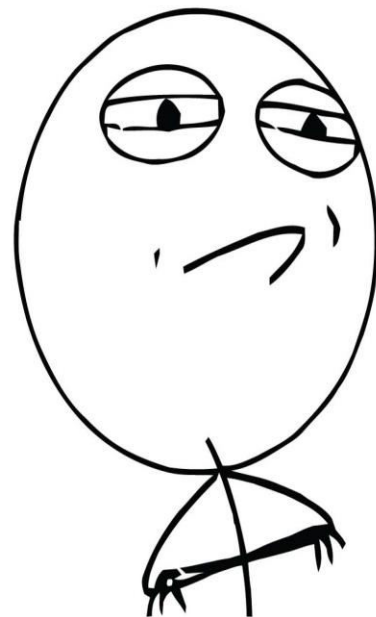
- Patents
- Other influences
 - Example I: gas stations
 - Example II: Holland Casino
 - Example III: TPG Post
- Changing role in time





Challenges in a changing environment

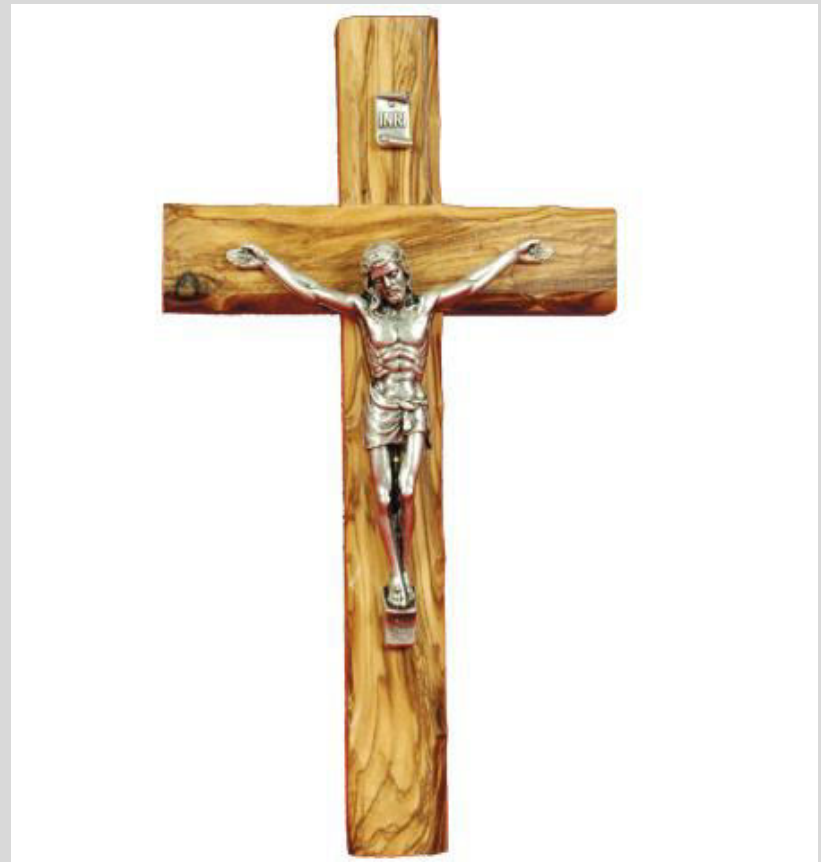
- Last 25 years: increasing complexity
- Competition
- Good luck!



CHALLENGE ACCEPTED

Emotions and values: Collective responsibility

Catholic Church



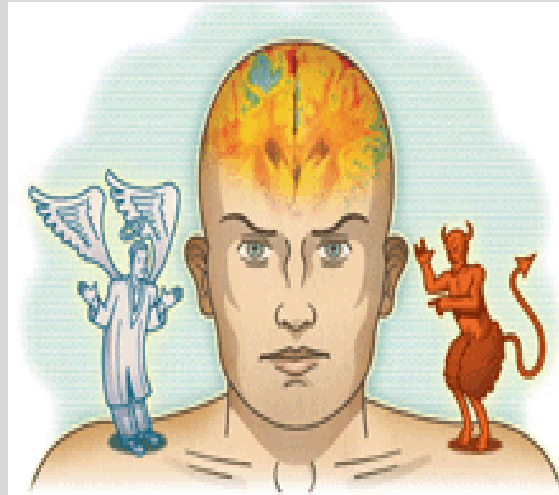
Debates about new technologies

- Emotions are being neglected in risk management
- Debates get stuck between:
 - Experts: Ignore emotions and values
 - Public: Irrational gut feelings



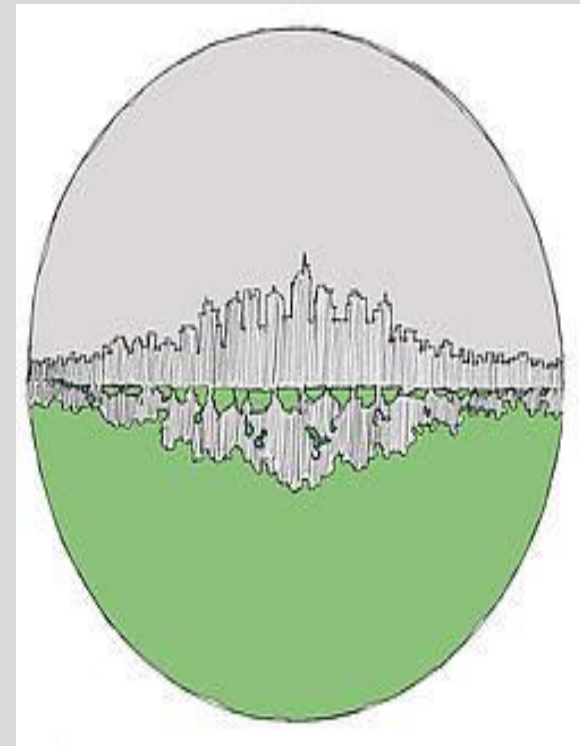
Moral emotions and risk

- Emotions aren't irrational
- Underlying values can be:
- Fear
- Sympathy
- Indignation
- Enthusiasm



Emotional deliberation

- Responsible innovation:
 - Combines technical expertise
 - With values and moral concerns



Reflection on risk

- Equalises experts with the common people
- No more polarization
- Open dialogue



Responsibility

- Agreement leads to a transfer
- From individual responsibility
- To a feeling of collective responsibility



THE FUNDAMENTALS OF PITCHING TO INVESTORS

Know your business, market and competition inside and out. Be prepared to explain the problem your business solves and its benefit to customers.

Listen to the questions investors ask, and answer them directly. Don't rely solely on a prepared presentation.

The handshake is critical and should be "in the midpoint" — not sweaty or too dry, not limp but not too firm. It should last two to three seconds.

Dress equal to your audience — not more or less. If you're meeting investment bankers, then you don't want to show up in a hoodie.

Bring an example and talk about your customers. Venture capitalist Guy Kawasaki says, "Show you're operating, even in a small way, so you've proven the 'dogs are already eating the food.'"

Pound the pavement and canvas your networks for investors. "Odds are that somebody might know somebody ... who might actually introduce you to an investor," says angel investor David S. Rose.



How do you lead the process of innovation?



Innovation as a project

- R&D
- Marketing Management
 - Marketing plan

- ▶ Marketing and R&D
- ▶ Same role



- ▶ Marketing and R&D
- ▶ Same role



- ▶ One has bigger role

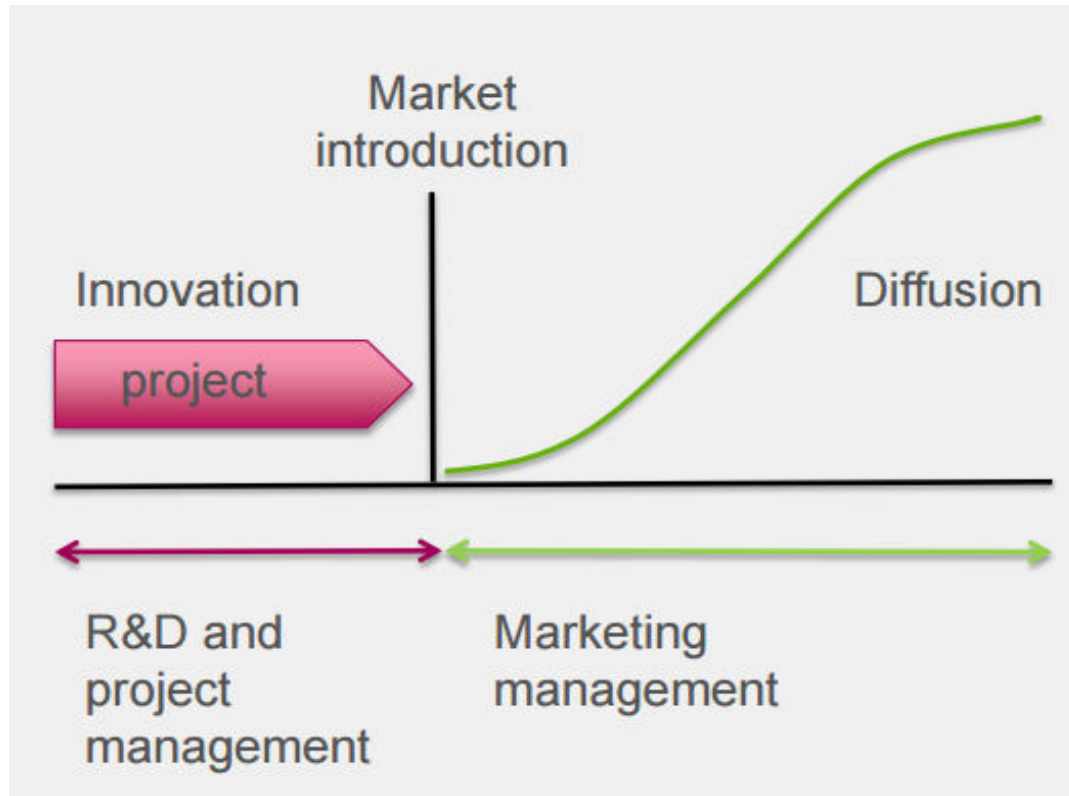


- ▶ One is not even participating



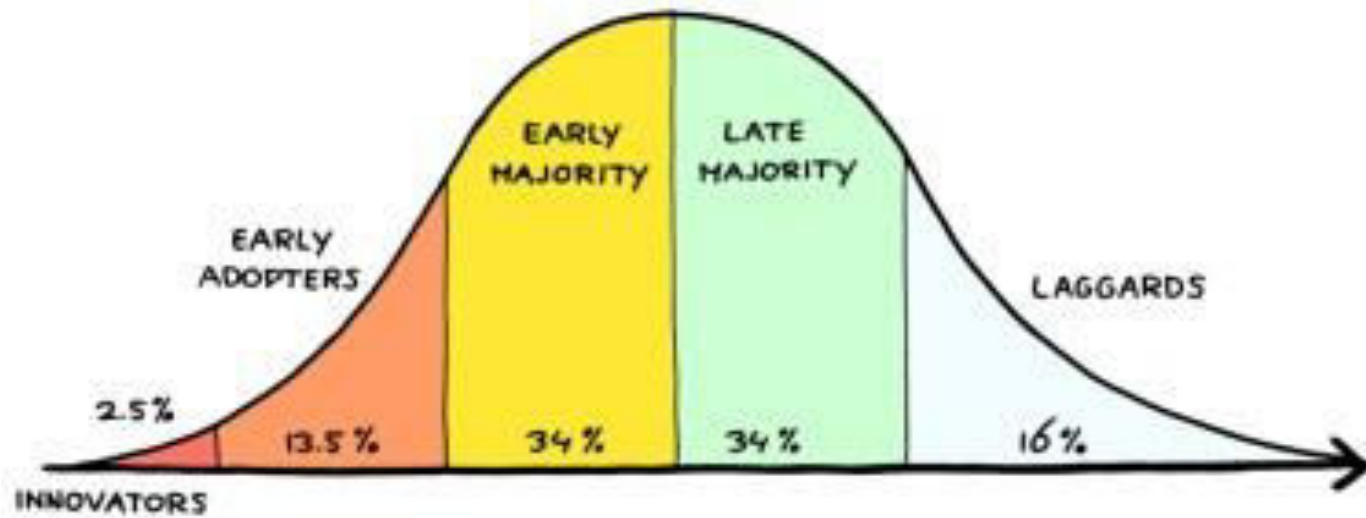


▶ Diffusion of innovation





▶ Theory by Everett Rogers



Innovation as more than a project!

Standardization organization

Innovation is more complex than a project

- Innovation process is not seen as one product development project. Process is more complex:
 - 1. Simultaneous technology and product development
 - 2. Many (networks of) companies in parallel
 - 3. Market development
 - 4. Scientific principles are sometimes mastered later.



Invention

Market
introduction

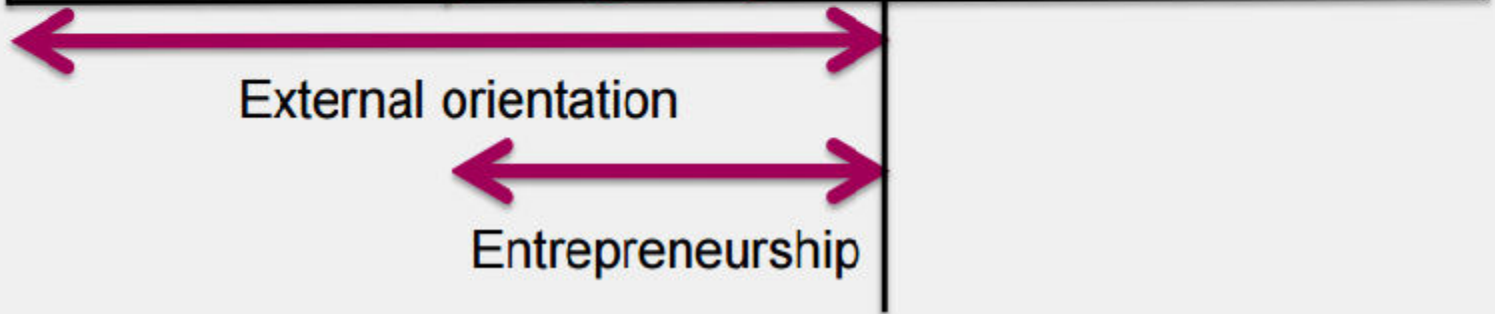
Large-scale
diffusion

Innovation phase

Adaptation phase

Stabilization
phase

Many
projects in
parallel



Different type of management for the success of the process

- On top of R&D, project and marketing management you need:
 - Companies need to orientate more externally.
 - Entrepreneurial competences which are required to develop a market.

A human hand is shown in the upper right, reaching towards a prosthetic hand in the lower left. The prosthetic is a complex, multi-fingered device with visible joints and actuators. The background is a dark, gradient blue. The text 'HOW INNOVATIONS COME ABOUT?' is overlaid in white, bold, sans-serif font, centered between two horizontal dotted lines.

HOW
INNOVATIONS COME
ABOUT?

GINGER
RESEARCH



Science centre

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Responsible innovation



THEORY INTO PRACTICE

DIY

THE radical and incremental innovations **MATRIX**

HOW 2 WIN A PITCH?



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Independent jury



- Role power
- changing:
- Ability for co
- power to ear

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Independent jury



Independent jury

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Alex Lokhorst

3de

Marketing Sales Communication Science Centre Delft
University of Technology | Creative Entrepreneur
Den Haag en omgeving, Nederland | Musea en instellingen

- Huidig TapeMyDay, Science Centre TU Delft
- Vorig LFSnowConcepts BV, Sports Management Team at TU Delft, SnowWorld Leisure NV
- Opleiding Haagse Academie voor Lichamelijke Opvoeding

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Contactgegevens

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TIME TO PITCH



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THE VERDICT

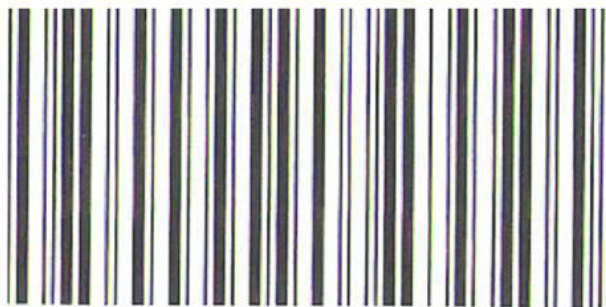


CONGRATULATIONS! YOU WON
A YEAR OF FREE ENTRANCE

APPROVED

Science

Centre Delft



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QUESTIONS OR FEEDBACK?

