



Practical
Insights on how
to drive
innovation

designing an **innovative** culture



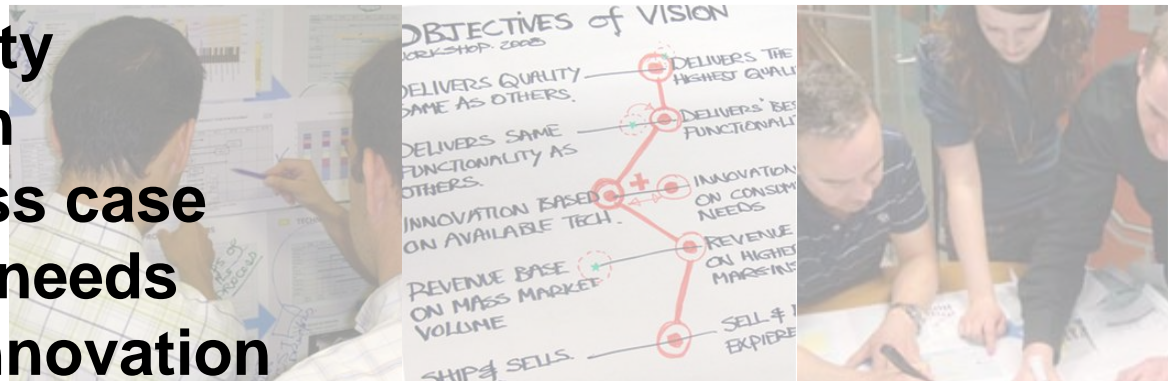
Sean McNulty
INNOVATOR

Sean McNulty heads up the Driving Innovation team. Throughout his career he has delivered practical hands on mentoring to drive innovation in SME companies. He established Dolmen in 1991, and in 2000 set up INNOVATOR with a team of 8 professional experts.

Clients

Roca
Ash Technologies
Heimbach
Axiom
Nowcasting
Glen Dimplex Group
Brennan Fencing

Intellectual property
Commercialisation
Building a business case
Identifying unmet needs
Business Model Innovation



Dolmen is a sister company of Innovator. Specialising in the following key services

- *Creative product design*
- *Prototyping*
- *Branding/packaging*
- *Manufacturing*



electronics/IT

life science



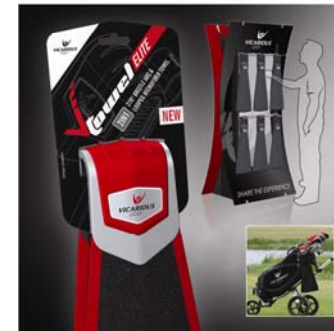
medical



Industrial/DIY



food/beverage



consumer



POS

Objective

- 1. Innovation - What is it?**
- 2. How can you use Innovation to add practical value to your business in next 6-18mts:**
 - Business Model Innovation**
 - Understanding Customer Needs**
 - (Case Stories)**



Innovation

Innovation is creatively finding new ways of doing things that can be adopted by customers and successfully commercialised



How can you use Demand led Innovation to add value to your business?

Business Model Innovation

- Generate a simplified representation of the business logic (how you make money).
- Identify areas of opportunity and growth.
- How can you do things differently and better?

Describe

Assess

Improve

BUSINESS MODEL INNOVATION CHART

DrivingInnovation
The future of your business



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Create value?

Capture value?

Deliver value?

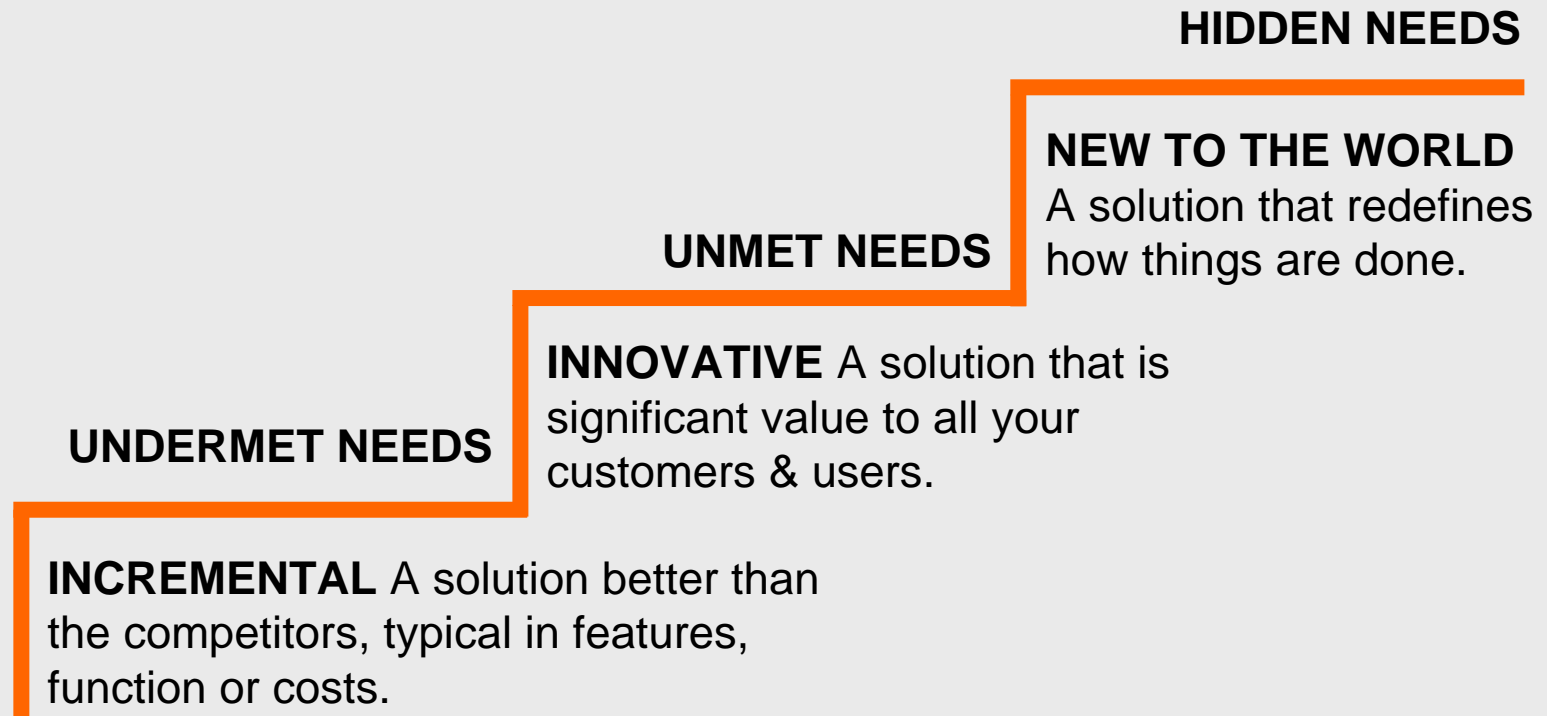


How can you use Demand led Innovation to add value to your business?

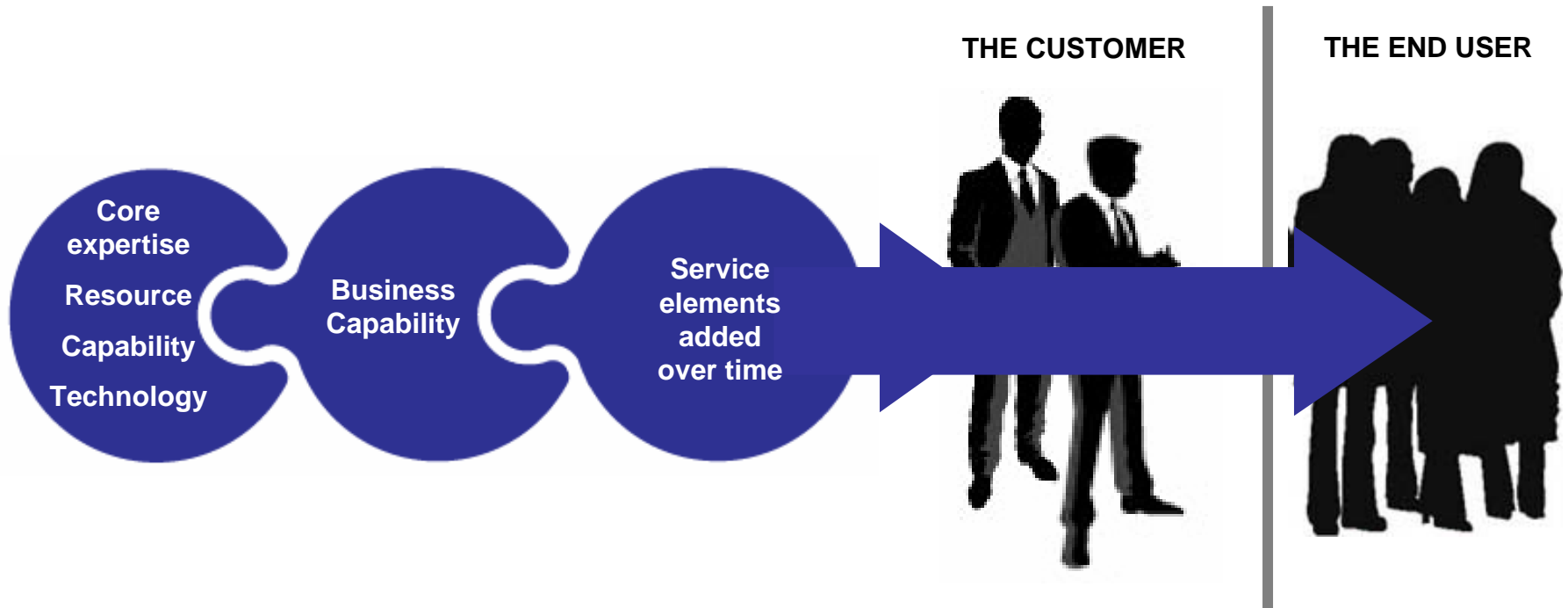
Understanding Customer Needs

- **Customer experience**
- **Ethnographic research** - hidden needs
- **Test and Prototype** - fail early
- **Change of mindset** - constraints

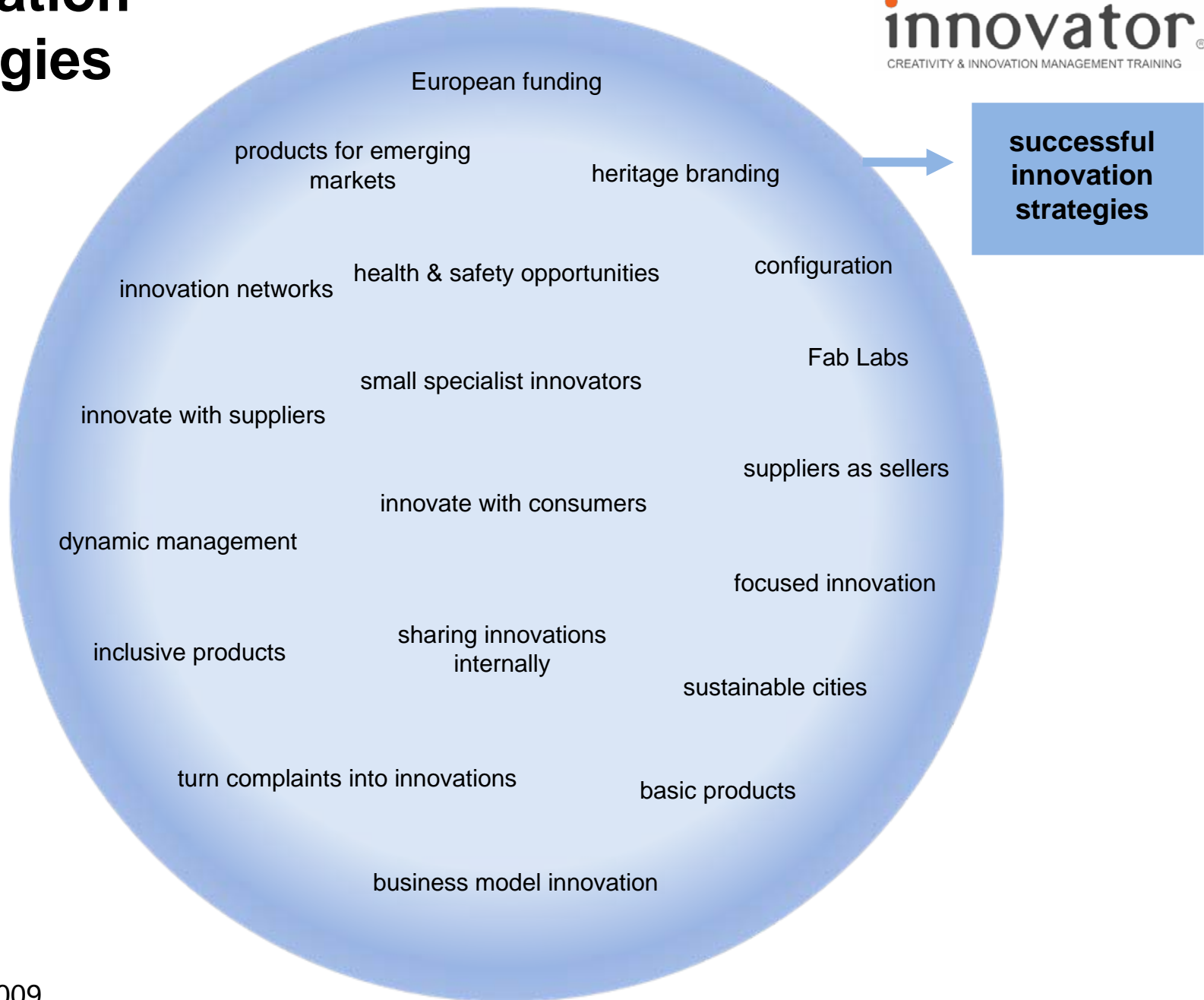
Innovation Ladder



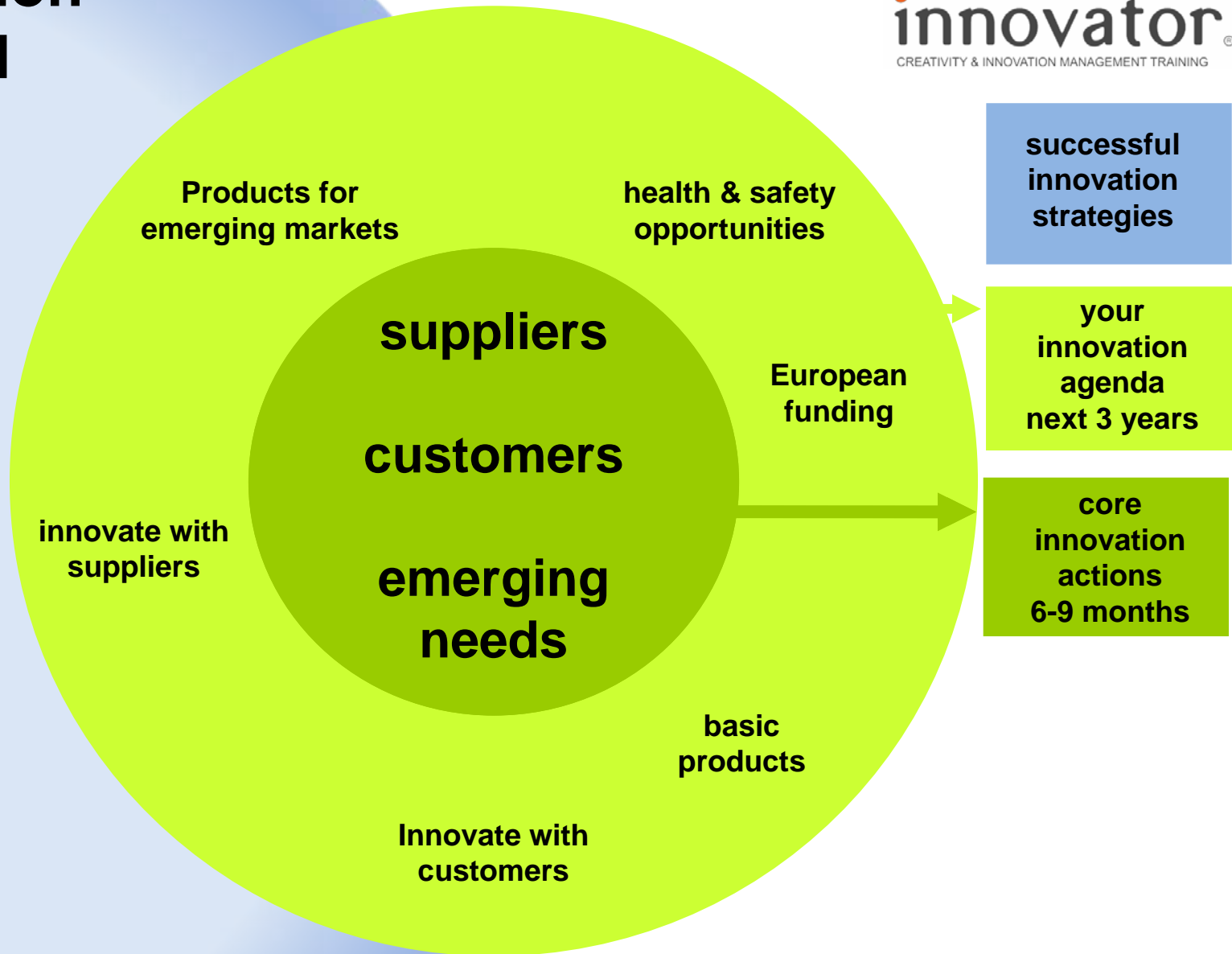
THE TRADITIONAL BUSINESS MODEL MINDSET



Innovation strategies



Innovation – focused actions





“The Innovation Island”

“While it is imperative we successfully plan our way through the current economic storm, we must also restructure our economy so that we can be in pole position when the global recovery begins....

The objective is to make Ireland an innovation and commercialisation hub in Europe.”

[Brian Cowen, Taoiseach (2009)]

Emphasis and spending has been on Technical R&D led innovation, €674M 2009.

FACTS:

There is no direct correlation between the amount spent on R&D as a primary measures of economic success.

Over 50% of companies innovate without performing R&D – with matching performance of similar companies who undertake R&D

70% people employed in services, 10th in world in exports.



Technical
R&D
Innovation

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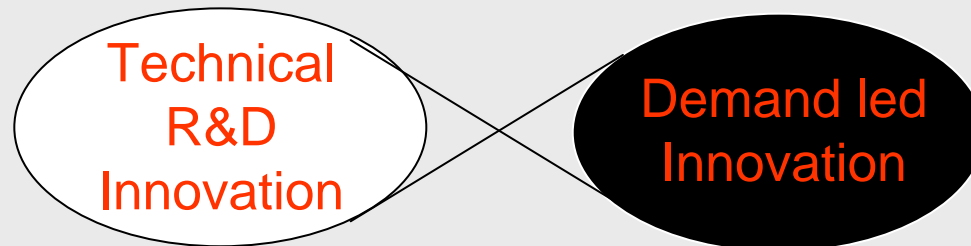
Technical
R&D
Innovation

Action

To influence Policy makers on the value of **Demand led Innovation** for the economy

To balance the investment between
Technical R&D Innovation and
Demand led Innovation.

To use '**Demand led Innovation**' to deliver fast -
short term economic results in 12mths - 36 months



Thanking You

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