

Innovation Generator

Joining forces to bring *(not only)* energy innovation to the market



The pain

Innovation initiatives have developed and popped out everywhere over the last 10 years. Today there is not a single corporate, government agency, city, territory, university that does not have its innovation hub or team, its valorisation squad, its incubator, its accelerator or its innovation program.

Yet we need them to have **more success and more impact**. In order to improve the lives and well-being of people everywhere, in order to solve the magnitude of the climate change challenge, we need to **focus our resources**. In essence, **more cooperation is needed** that matches innovation skills, market development activities, customers, private and public end-user demands **to develop relevant solutions**.

Their success and impact could be much more important if we were to overcome two major issues:

- **silos**

Currently everybody, research, industry, even open innovation work much in silos. Silos can be so diverse: of a technical department, a corporate, a business line within a corporate, a geography, a territory, a country, a vertical, a defined type of skill, a sequence of a process ...

For instance, currently much of ideation and solution capacity lies in the universities, but these ideas lack either strategic focus and relevance to market or speed to scale up.

- **length of the innovation journey**

Innovative opportunities too rarely result in practical solutions reaching the market. There are too many reasons why an opportunity can stop, die, or quite often be stuck on the way, float in the middle, hang in the air... Along with silos having a significant share of responsibility, the main reason is that because of the length of the innovation journey, everyone is focused on a segment of this journey but **no one has a process that covers it all**, from the idea to the markets.

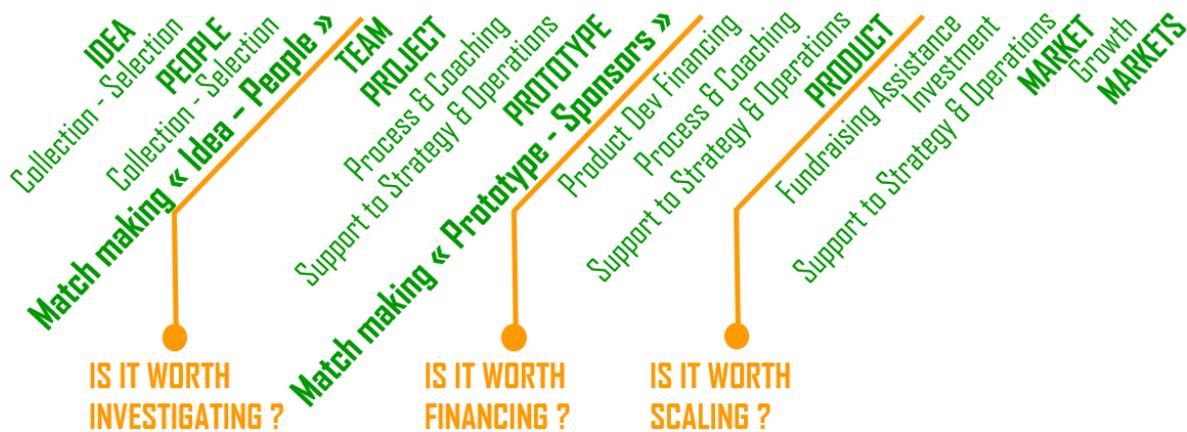
The purpose

Based on a collection of Innovator / Change Maker / Innovation catalyst individual experiences, on internal corporate experiences and on external collective experience such as the recent emergence of start-up studios, we believe that **breaking the silos** will help reach the goal.

Through this end-to-end innovation process, our aim is to generate innovations, create customer-centric, science-based and business-validated new solutions, seed them through start-ups and spin-offs, and bring them to markets:

- in a faster way,
- in a more efficient way in terms of resources and time spent,
- with a higher likelihood of market success,
- for a larger economical and environmental impact.

We summarize this as “**Innovation to Business**”. The scheme below describes the whole process from ideation and conceptualization to validation and scaling.



The differentiation

- It is open to various types of partners,
- It covers the whole innovation journey, from ideation to markets,
- It features a first match-making step between ideas and persons to build a team around a project,
- It features a second match-making step between the prototypes and sponsors to make a product from the prototype.

The collaborative approach and the process will enable an increased flow of **successful innovation-based projects or companies**.

By facilitating the interplay between all types of public and private stakeholders, research and corporate innovators, industrial companies and entrepreneurs – and by leveraging the strategic pinpoints – it is possible to develop new solutions in the **energy sector taken from a wide angle** and to bring them to the markets faster than without the *Innovation Generator*.

The process

1) IDEA – An idea can be new or old, incremental or disruptive.

New ideas

- from students, graduates, faculty or research staff from a technology, design, or business school
- from citizens
- from public bodies or corporates

Old ideas

- patents that are not deployed or used
- from corporates (utilities, other verticals)
- from incubator / accelerator efforts
- from contest or challenges (Nordic Cleantech Open etc.)

Practical Step 1: Ideas are collected.

2) TEAM – The team should be diverse and the team members will be selected based upon their motivation, expertise, background and ability to team work. For that, a reservoir of individuals from various origins ready to take a specific role is needed.



Practical Step 2: A reservoir of individuals for each role is created.

3) PROJECT – Once ideas and teams are matched, the project of developing the idea further starts and should have a clear purpose, a clear ambition, a vision and a mission. The work should be focused towards the prototype.

Practical Step 3: Match-making 1 (physical event): Teams are created and a Members jury selects a team with the most fitting idea to make it a project team.

4) PROTOTYPE – A prototype must be developed, then iterated, validated by users and finally ready to be presented. The *Innovation Generator* will provide the relevant support, such as office space or fab lab with specialized expertise or tools when needed. Instead of creating a whole new incubator, the *Innovation Generator* relies on the good ones of its network and surrounding eco-systems.

Practical Step 4: Each team works together for some months (part time) to work on the business plan and create a prototype.

5) PRODUCT – A prototype becomes a product when the first money or revenue from a real customer comes in. Before that, money needs to be raised to support expenses (such as marketing, maintenance or customer service). All teams and their prototypes will be exposed to numerous private and public Sponsors to find a match.

Practical Step 5: Match-making 2: At Demo Day, the teams present their prototypes to Sponsors from various horizons and geographies to generate money for the upcoming months.

6) MARKET(S) – To help a product reach the market(s), classical funding is needed from VCs, CVCs or Sponsors. The *Innovation Generator* will provide relevant contacts. Also here, instead of creating a whole new accelerator, the *Innovation Generator* relies on the good ones of its network and surrounding eco-systems. Finally, extension for a larger impact to other markets will be in other countries and continents. Rather than doing this in sequences, this extension will be done in parallel or at least in accelerated sequences, thanks to the international active networks of Generator.

Practical Step 6: The teams are reaching the market(s) with the support of the contacts that have been made until here as well as with the network of the *Innovation Generator*.

The Pilot

The first node of the *Innovation Generator* is in Lund, Sweden.

The 2019 pilot will aim to have at least 3 innovative projects supported before fall 2019.

March 18th 2019: Kick-off in Lund

Gathering the first interested actors, mainly but not only from the Lund eco-system, to introduce the *Innovation Generator*, discuss and build further steps.

April 15th 2019: Call for ideas

The theme for the pilot is **Eco-Citizen Community**.

May 21st 2019: Working session in Stockholm

Working session on the convergence of the ideas received and on the role of different Members (run and manage), Partners (bring ideas and persons) and Sponsors (participate in Match-Making 2 and invest to bring a prototype to a product), as well as their recruitment as such. A stakeholder may have several roles among Member, Partner and Sponsor.

After May 21st 2019: Call for talents

End of August 2019: Match-Making 1: “Idea + Team = Project”

Received ideas and 50 persons are brought together for this first match-making session.

