



Unit 8 Trends in Education, Training and Networking

Lecture 8.2 Empowering scientists - from R&D to practice

D 2.1 Training toolkit and e-book

June 2021 – Josep Casamada (AEI TÈXTILS)



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Innovation is key both for growing and maintaining a country's competitive position and for addressing global challenges.

Collaboration between small and large businesses and universities contribute to the regional growth and job creation.

Companies have various avenues for working with innovation and R&D in order to enhance their competitive advantage and conquer new market shares.

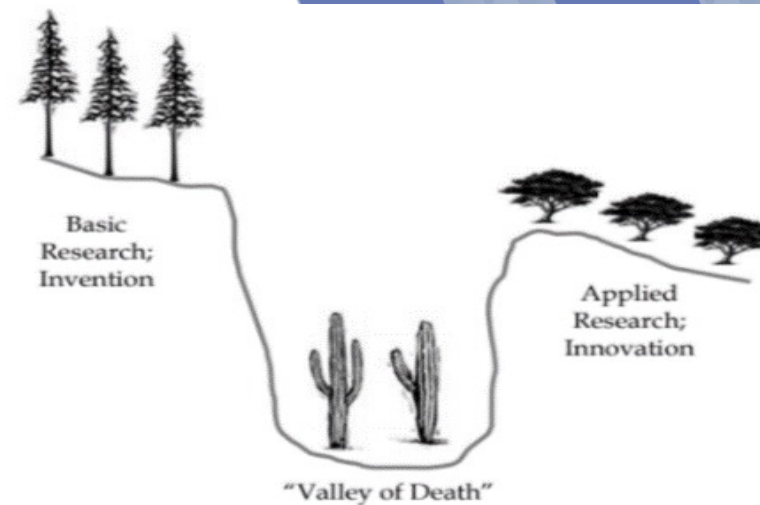
1.2. Valley of Death

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Technology innovation and research historically has and continues to be stimulated and funded by different kinds of public organizations.

The Valley of Death is the gap between research and new product development.



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In 1966, economist Robert Johnson stated “innovation is a time sequence occurring over an extended period”. He divided this innovation sequence into four stages:

1. The original idea or recognition of need for a product or improved process leading to research. There may be an application for a patent.
2. An affirmative decision of technical and economic feasibility leads on to development work and prototype and trial production runs.
3. With translation into commercial production – the initial ‘point’ innovation- the innovation process does not stop, but continues with improvements of the initial innovation and the spread of that innovation to other firms and industries.
4. The diffusion and improvement stage of innovation at the national level has a further stage as it spreads into international use.

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The logo for Wintex, featuring a stylized 'W' composed of several overlapping, parallel lines in shades of blue and teal. Below the 'W' is the word 'WINTEX' in a bold, blue, sans-serif font.

WINTEX

Nowadays, innovation is present in our lives and in business. Many companies create innovation units and departments to develop new ideas to achieve their goals. However, according to Harvard studies, there is a 70-90% failure rate in their innovation initiatives.

To successfully implement a lean innovation framework in a company, a suitable employee must be the leader and responsible for the innovation. He / She must also oversee different functions for a successful result.

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- This manifesto is centered around making software development more agile and finding ways to improve the process while also helping others do the same. Its ethos centers around principles. The four key ones are:
 - Forming connections and facilitating interactions through the discussions of processes and tools;
 - Using elaborated documentation to create working software;
 - Focusing on customer collaboration, specifically through customer negotiation;
 - Formulating plans to enact and respond to change.
- These principles specifically showcase a focus on the personal, even more than the resulting development.

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The Agile Manifesto

Individuals and interactions	over	Processes and Tools
Working Product	over	Comprehensive Documentation
Customer Collaboration	over	Contract Negotiation
Responding to change	over	Following a plan

That is, while there is value in the items on the right, we value the items on the left more.

www.agilemanifesto.org

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The Lean Startup provides a scientific approach to creating and managing startups and getting a desired product to customer's hands faster.

The Lean Startup method teaches you how to drive a startup-how to steer, when to turn, and when to persevere- and grow a business with maximum acceleration. It is a principled approach to new product development.

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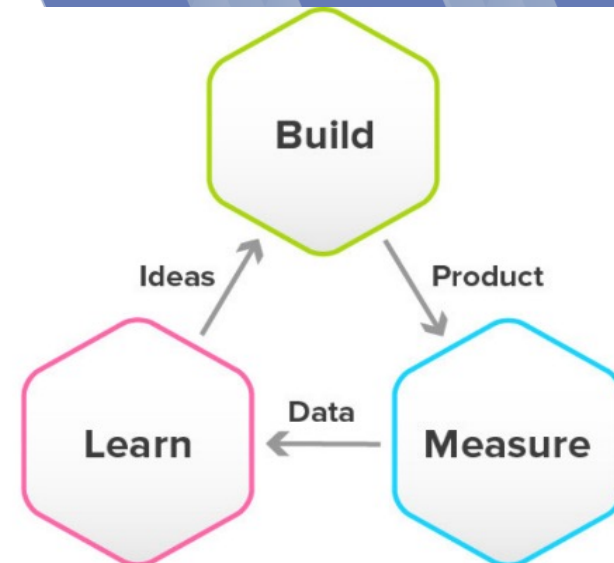


The Lean Startup cycle:

Build: make a prototype quickly or develop another method that allows you to test your hypothesis quickly and accurately.

Measure: measures the results

Learn: learn from the results. This gives you new ideas to improve your product or service.



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SUCCESS STORIES

Zappos is one of the good examples of lean startup methodology.

Business started in 1999. Ten years later, Amazon bought Zappos for 1,300 million \$USD. Zappos' goal was to generate synergies with Amazon to join the strengths of both companies and achieve a growth in the long term.

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SUCCESS STORIES


Zappo's ten values:

1. Provide WOW through the service
2. Embrace and drive change
3. Create fun and a little eccentricity
4. Be adventurous, creative, and open-minded
5. Pursue growth and learning
6. Build open and honest relationships with communication
7. Build a positive group and family spirit
8. Do more with less
9. Be passionate and determined
10. Be humble


The partners




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