





ADRIATIC-IONIAN

European Regional Development Fund - Instrument for Pre-Accession II Fund

**ECO-NautiNET** 



**ECO-NAUTINET: Networking and** methods for collaborative entrepreneurship in the Nautical Sector

Koper, Oct.19th, 2018

## **Democratizing Innovation**



**INNOVATION: FROM NEED TO MARKET** 



# Innovating, Today

VALUE, LEAD CUSTOMERS, INTERACT, TEST, FUNDING, MAKE, SELL, SCALE

#### The Perceived Nature of Innovation is Changing

From	То
Invention	Innovation
Linear innovation model	Dynamic innovation mode
Build to forecasted demand	Sense need and create market
Independent	Interdependent
Single discipline	Multiple Discipline
Product functions	Value to customer
Local teams	Globalized teams

Manyayay Walland Marayay Marayay Walland Manyayay Walland

#### The democratization of innovation

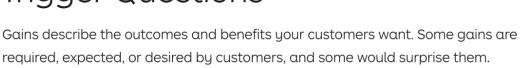


The collapsing cost of product building (NOT of company building).

- commoditization of technology.
- Shared infrastructure. Hu
- the capability to scale rapidly.
  - Identify a need / value proposition
  - 2) A new Business Model ?(e.g. "Self Assembled Boats")
  - 2) Identify and activate Partners (Collaborative entrepreneurship)
    - 3) Rapidly prototyping and seeing if it works.

#### **Customer Gains**

#### **Trigger Questions**



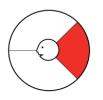


#### **Customer Jobs**

#### **Trigger Questions**

Jobs describe the things your customers are trying to get done in their work or in their life. A customer job could be the tasks they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy.

Gains include functional utility, social gains, positive emotions, and cost savings.



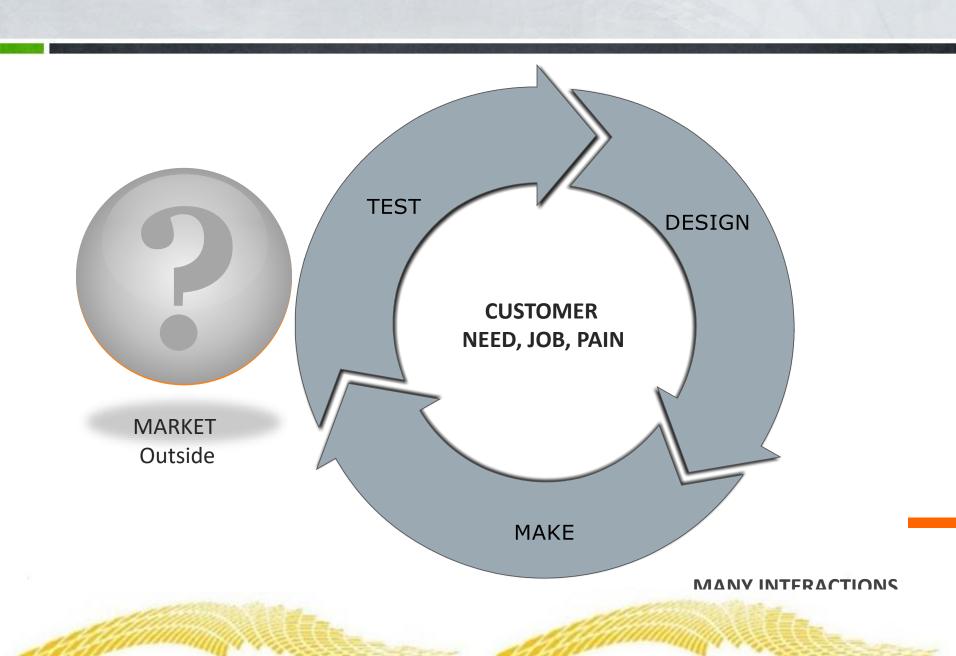
**Trigger Questions** 

# Customer Pains TriggerQuestions

Pains describe anything that annoys your customers before, during, and after trying to get a job done or simply prevents them from getting a job done. Pains also describe risks, that is, potential bad outcomes, related to getting a job done badly or not at all.

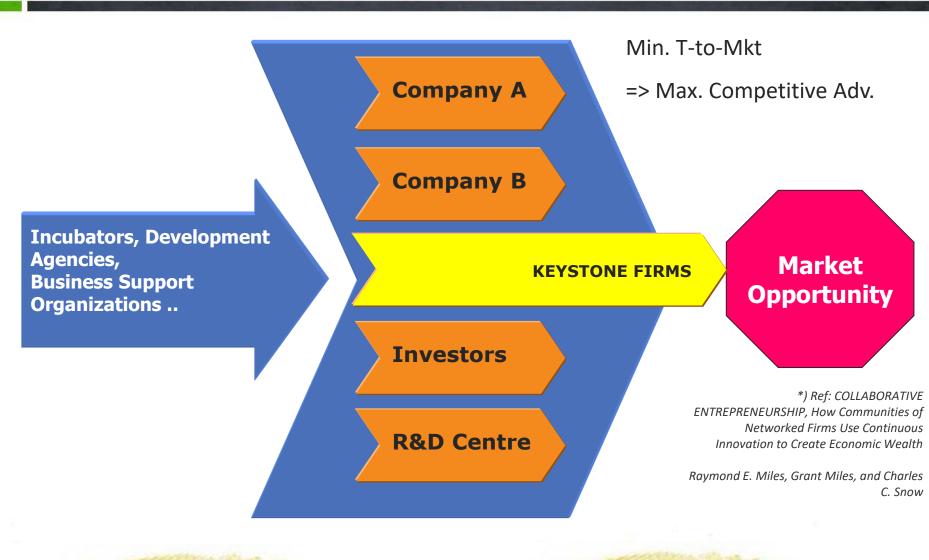






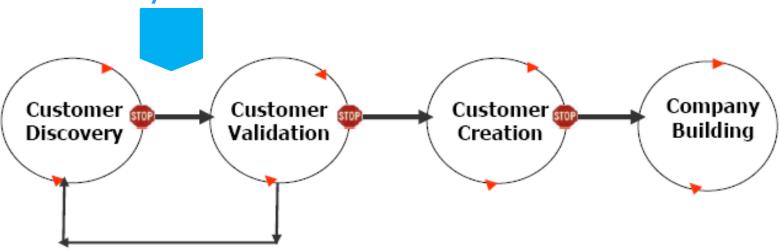
#### **CLUSTERING: THE ROLE OF KEYSTONE FIRMS**





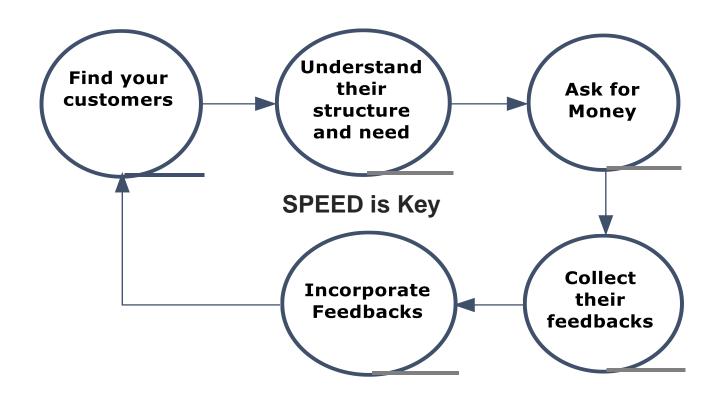
#### The Customer Development Process (\*)

#### The Key Role of Lead Users



(\*) Four Steps to the Epiphany – Successful Strategies for Products that Win – Stephen G. Blank 2006

#### **Discipline of Market**

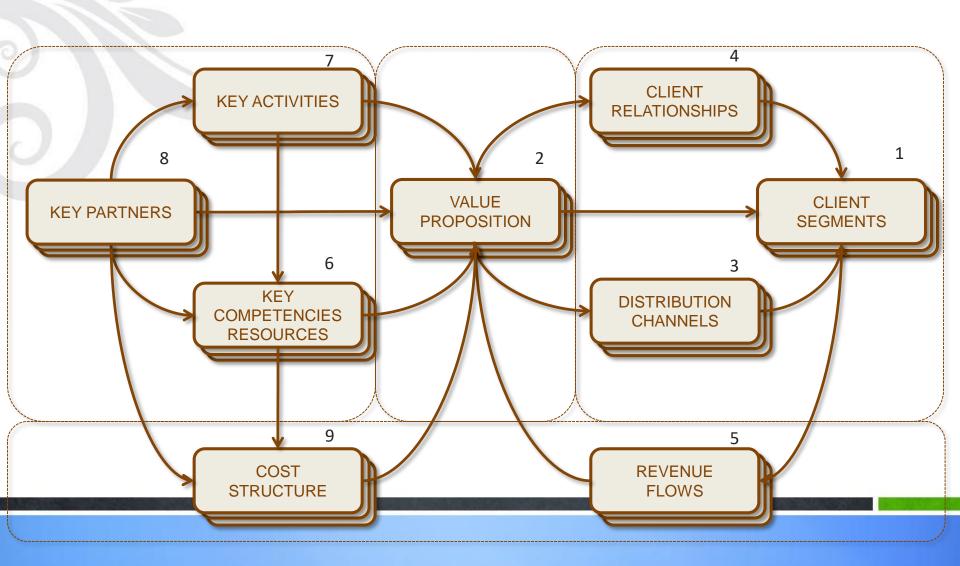




# Collaborating, Today

**Become Players in Global Ecosystems** 

# Business Model 9 Building Blocks



#### **Global Collaborative Entrepreneurship**

#### **Connecting Innovation Ecosystems**



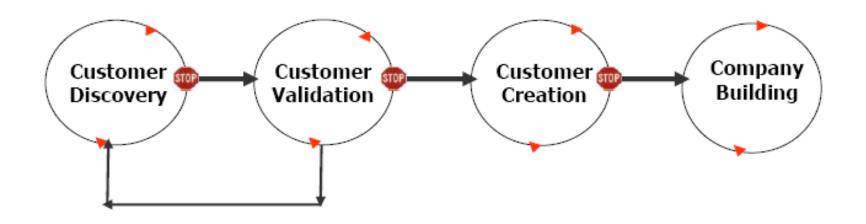




# Financing, today

National Grants, EU SMEINST, CrowdFunding, Business Angels, Venture Capital EIF EUROPEAN INVESTMENT FUND – A KEYSTONE OF THE EUROPEAN VENTURE FINANCING ECOSYSTEM

#### The Customer Development Process (\*)



FFF, CROWDFUNDING Foundations /Gov't

Accelerators
BUSINESS ANGELS

**VENTURE CAPITAL** 



Home Contact us Sitemap









News & Publications Work at the EIF Who we are What we do **EFSI** 

#### **Equity products**

Technology Transfer

European Angels Fund (EAF) - Co-investments with Business Angels

Venture capital

The Social Impact Accelerator (SIA)

Lower mid-market

Mezzanine Facility for Growth

Pan-European Venture Capital Fund(s)-of-



Cornerstone investor in Venture and Growth Capital across the EU

**Equity products** 

### THANK YOU!

asfiligoj@gmail.com

What was a supplied to the sup