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ECO-NautiNET

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

**Koper, Oct.19th, 2018**

# Democratizing Innovation

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# **Innovating,** Today

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

# The Perceived Nature of Innovation is Changing

| From | To |
|---|---|
| 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 |

# 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.

**1) 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

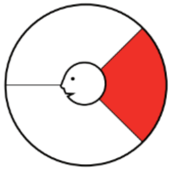
## Trigger Questions

Gains describe the outcomes and benefits your customers want. Some gains are required, expected, or desired by customers, and some would surprise them. Gains include functional utility, social gains, positive emotions, and cost savings.


Trigger Questions

# Customer Jobs

## Trigger Questions



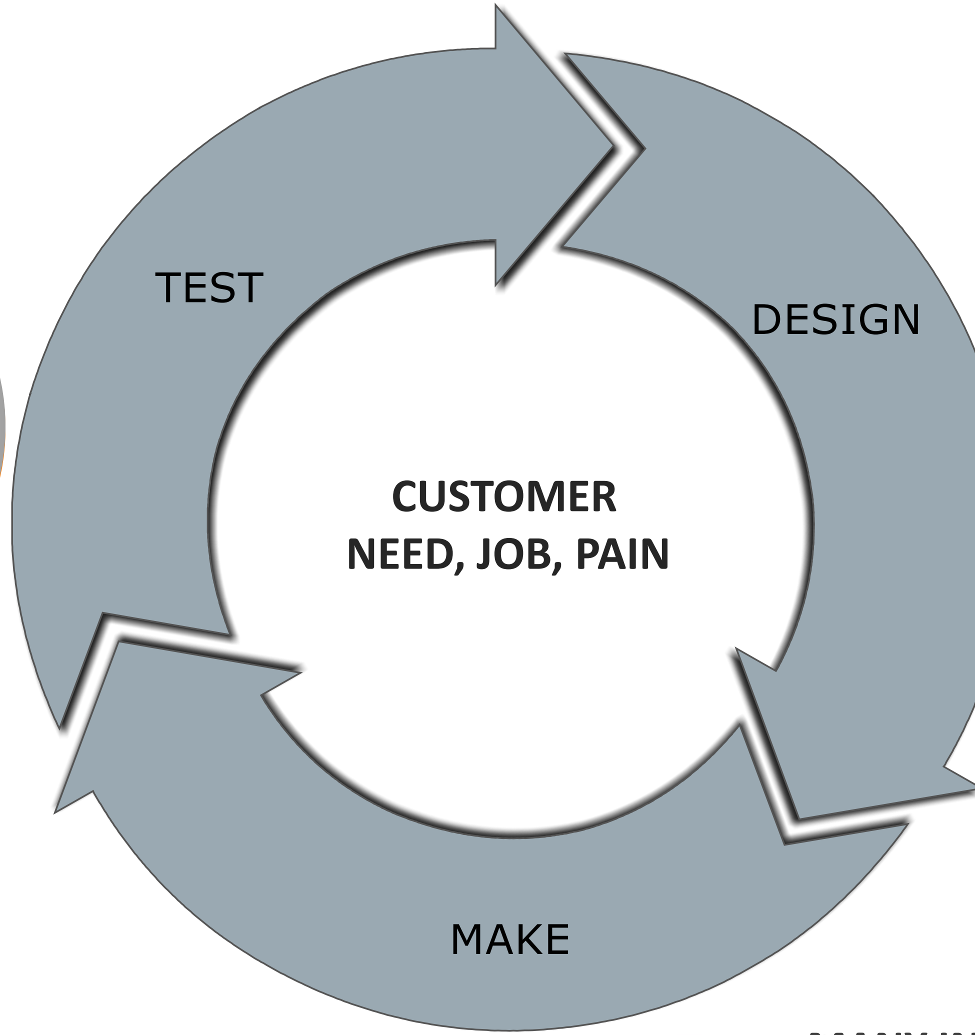
Jobs describe the things your customers are trying to get done in their work or in their life. A customer job could be the tasks they are trying to perform and complete, the problems they are trying to solve, or the needs they are trying to satisfy.

# Customer Pains

## Trigger Questions

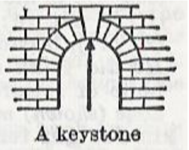
Pains describe anything that annoys your customers before, during, and after trying to get a job done or simply prevents them from getting a job done. Pains also describe risks, that is, potential bad outcomes, related to getting a job done badly or not at all.

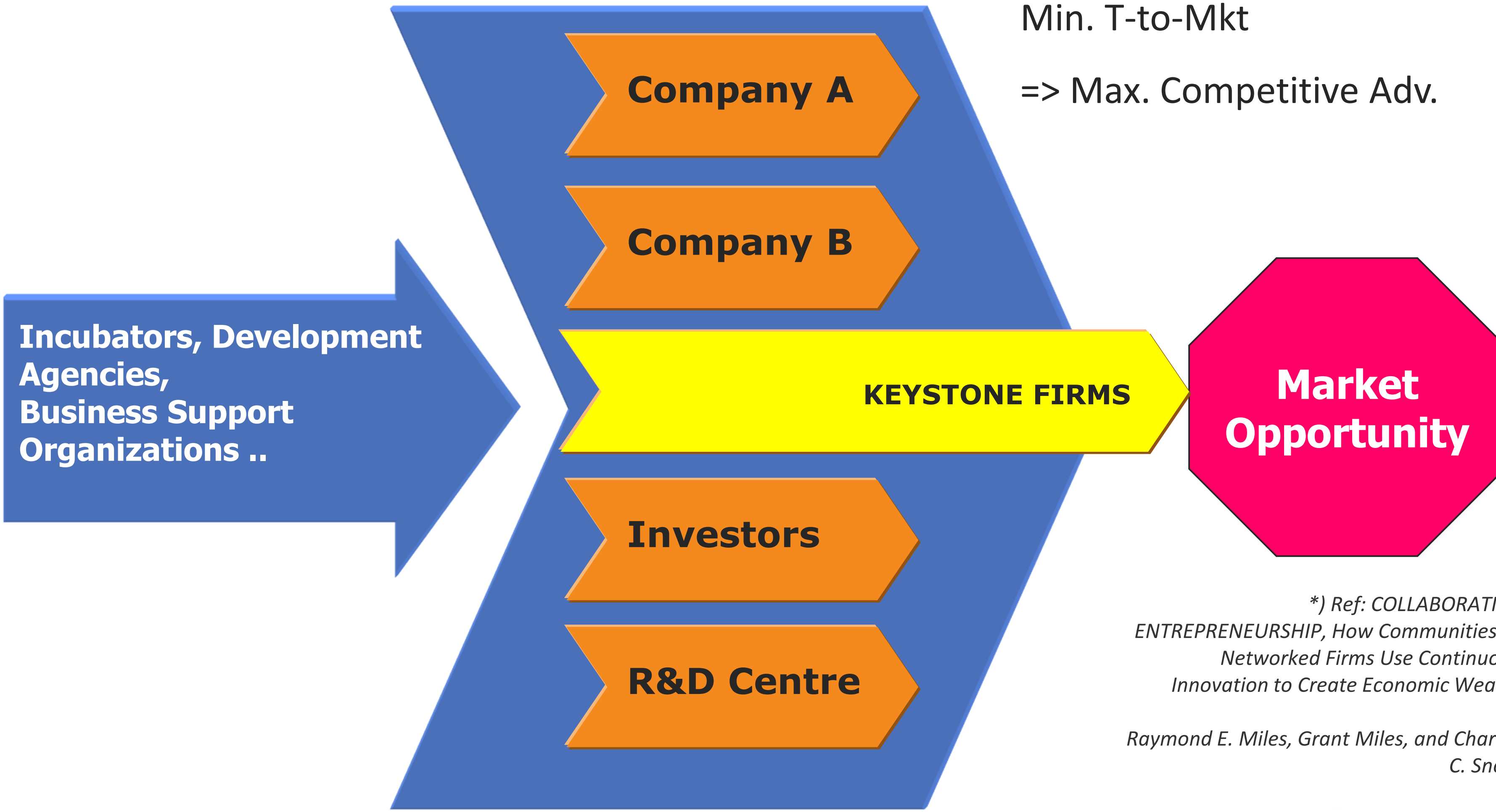
MARKET
Outside




MANY INTERACTIONS

# CLUSTERING : THE ROLE OF KEYSTONE FIRMS




Min. T-to-Mkt

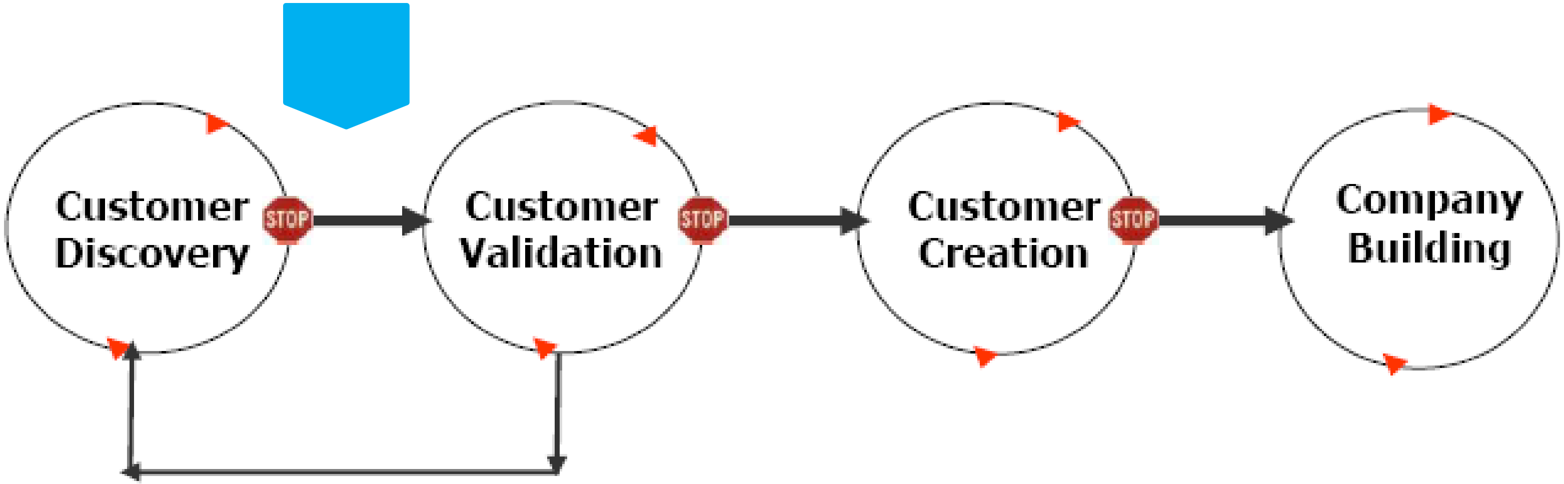
=> Max. Competitive Adv.

*\) Ref: COLLABORATIVE ENTREPRENEURSHIP, How Communities of Networked Firms Use Continuous Innovation to Create Economic Wealth*

*Raymond E. Miles, Grant Miles, and Charles C. Snow*

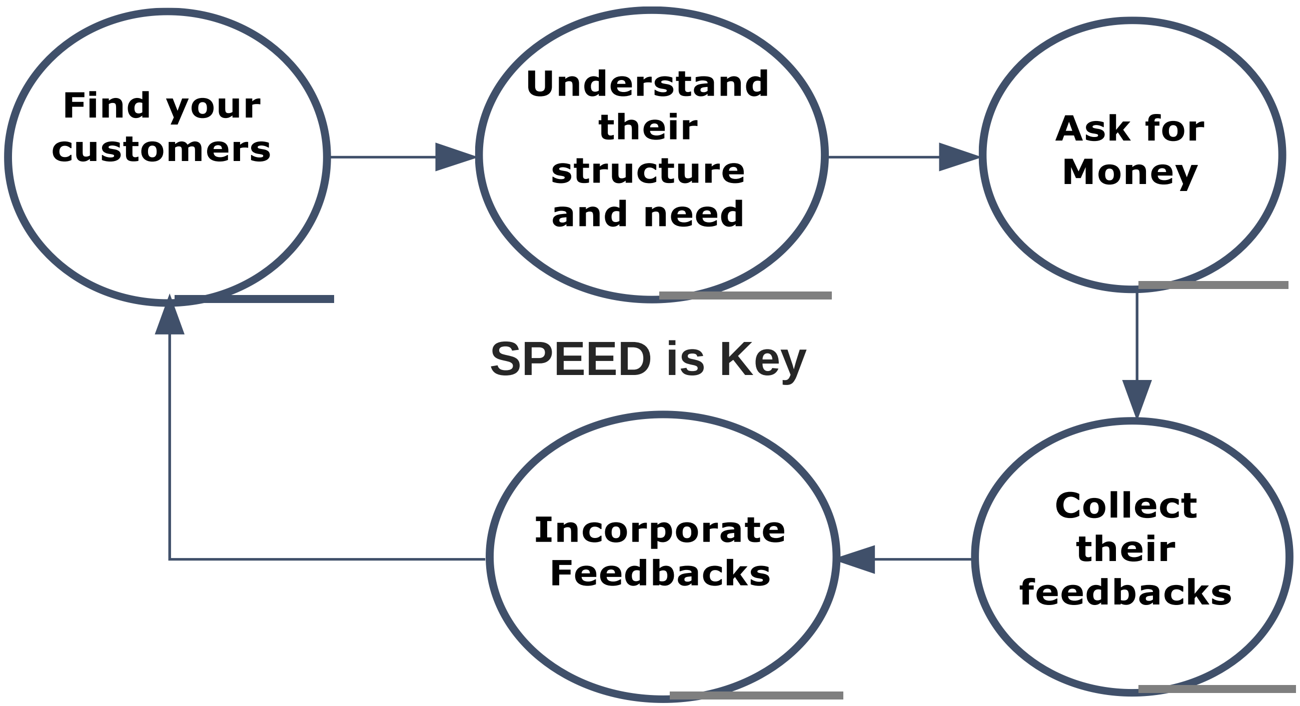
# The Customer Development Process (*)

## The Key Role of Lead Users




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

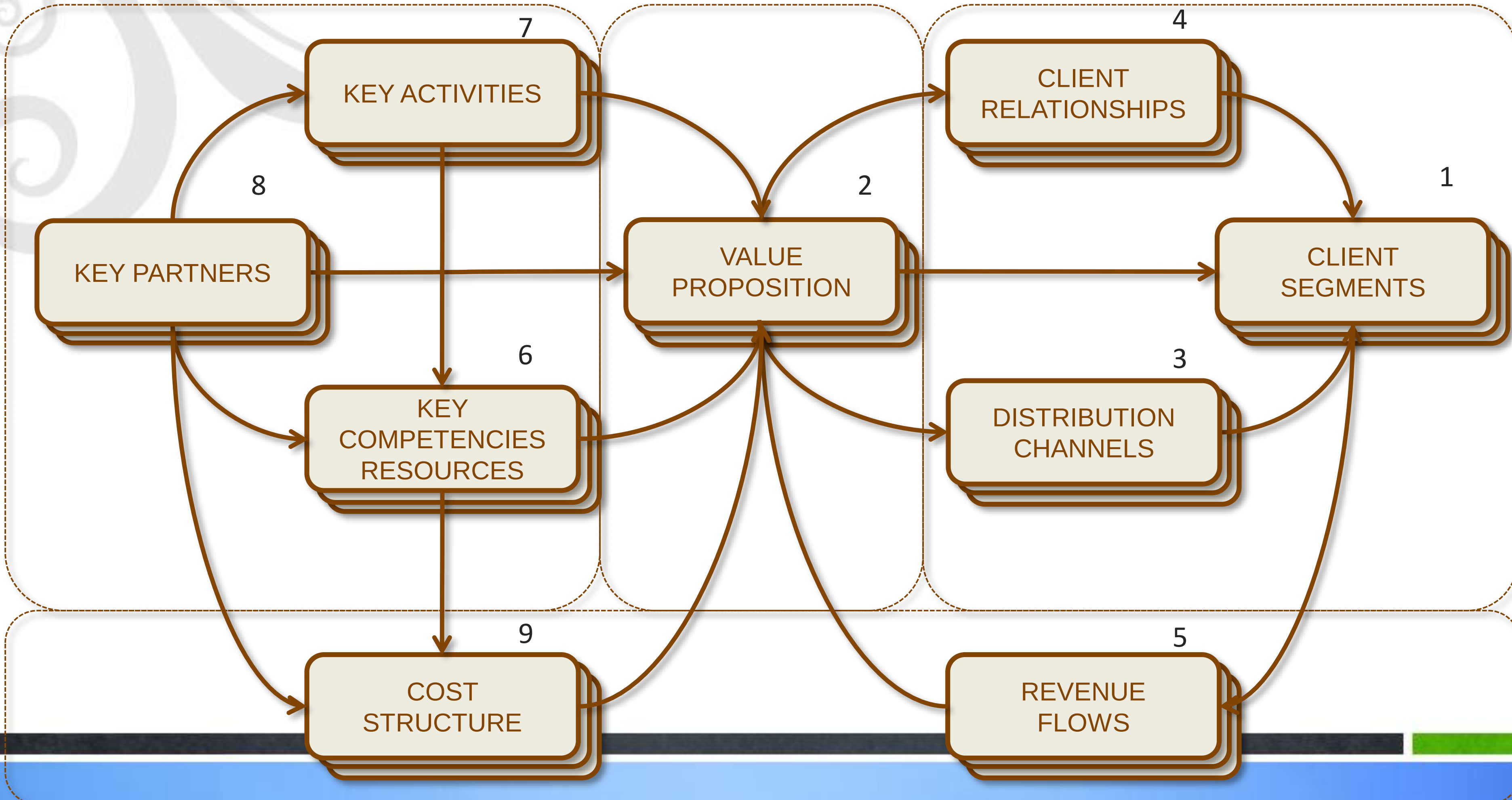
# Discipline of Market



# 2 Collaborating, Today

Become Players in Global Ecosystems

# Business Model 9 Building Blocks




Business Model Generation – Alexander Osterwalder, 2010

# Global Collaborative Entrepreneurship

## Connecting Innovation Ecosystems

REGION A

SMEs

VC Investors

Experts HR

R&D

Lead Users

CONNECT
and Innovate

REGION B

SMEs

VC Investors

Experts HR

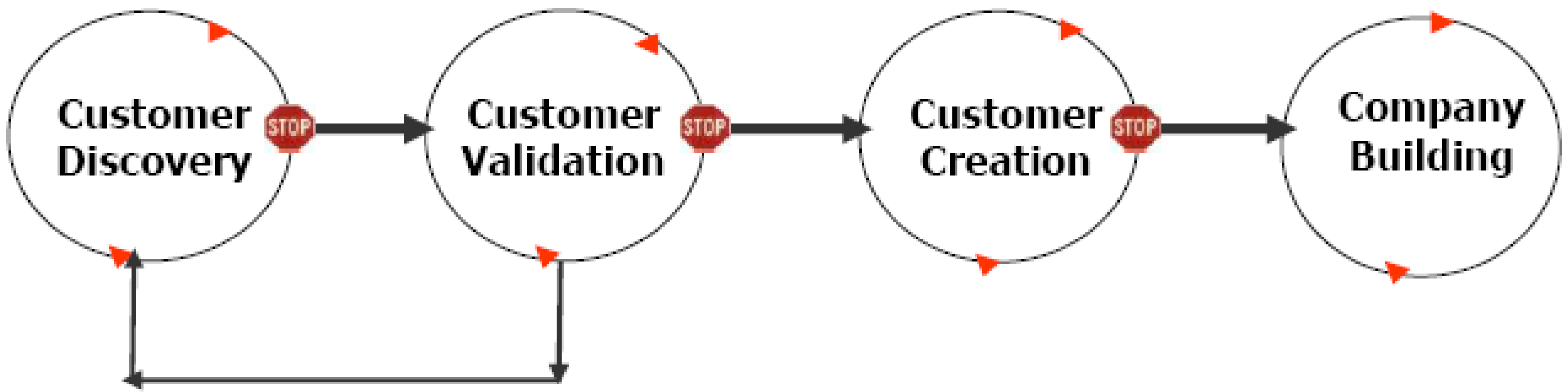
R&D

Lead Users

# 3 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 (*)

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# Equity products

# THANK YOU !

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