Innovation basée sur la recherche

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AVEC LE SOUTIEN DE

Schweizerische Eidgenossenschaft
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venturelab
FAST TRACK FOR START-UPS

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VENTURE KICK
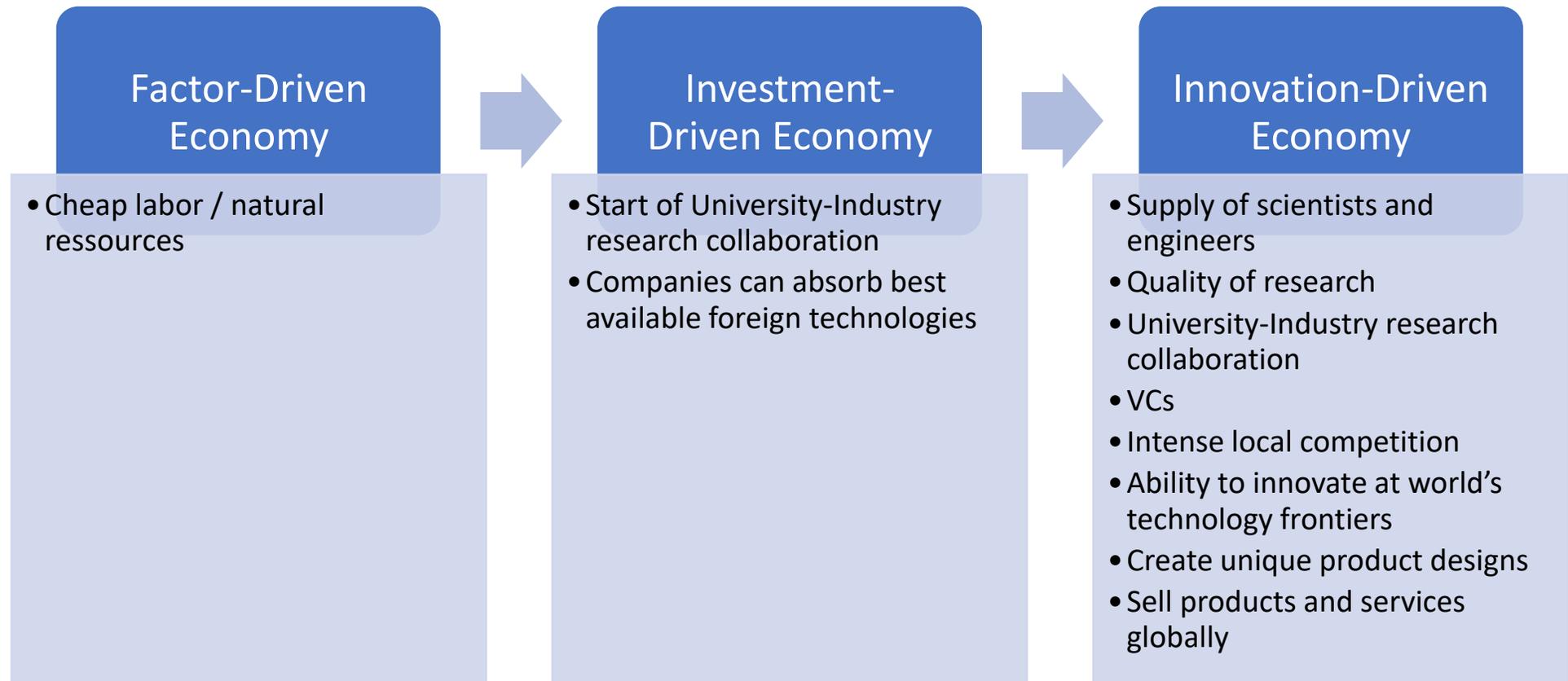
HUG Hôpitaux Universitaires Genève

Hes·so GENÈVE
Haute Ecole Spécialisée
de Suisse occidentale

UNIVERSITÉ DE GENÈVE

Factor-Driven Economy	Investment-Driven Economy	Innovation-Driven Economy
• Cheap labor / natural ressources	• Start of University-Industry research collaboration • Companies can absorb best available foreign technologies	• Supply of scientists and engineers • Quality of research • University-Industry research collaboration • VCs • Intense local competition • Ability to innovate at world's technology frontiers • Create unique product designs • Sell products and services globally

Source: Porter, M. 2002 Global Competitiveness Report, World Economic Forum, Geneva

Où trouver des idées ?

Sources used to develop new ideas or commercialize new business, % of respondents who are top managers,[2]
n = 722

Dedicated product-development teams, groups within business units	56
Partnerships with academia, research centers	34
Centralized innovation initiative teams	25
Centralized innovation group or unit (eg, department that is cost center)	20
Traditional R&D center	17
Outsourced R&D (eg, to another organization or geography)	14
Corporate venture capital fund	7
None of the above	15

FRESH IDEAS

How companies approach innovation
McKinsley Quarterly, October 2007

Easter parade on 5th Avenue in NYC
Year 1900

Easter parade on 5th Avenue in NYC
Year 1913

In the mid-1980s AT&T hired McKinsey & Co to
forecast cell phone adoption by the year 2000

THEIR (15-YEAR) PREDICTION

900,000

SUBSCRIBERS

They were **off**
by a factor of:

120x

THE ACTUAL NUMBER WAS

109 million

What is Innovation...?

- "The process of creating something new that has significant value to an individual, a group, an industry or a society".
  James M. Higgins "Innovate or Evaporate", 1995

- "The commercial or industrial application of something new---a new product, process or method of production, a new market or source of supply, a new form of commercial, business or financial organization".
  Adapted from Joseph Schumpeter "Capitalism, Socialism and Democracy", 1942

- "Innovation is when an invention has been brought to the market"
  R. Cohen, "Winning Opportunities", 2001-2011.

Fields of Innovation

- Can you think of different innovation fields?

  - **Product innovation**: iPhone, Tesla electric cars, bagless vacum cleaners, …

  - **Process innovation**: lean manufacturing, just-in-time inventory, agile software development, …

  - **Business model innovation**: ikea, Netflix's subscription model, Amazon's marketplace platform, Uber's ride-sharing network.

  - **Marketing innovation**: Coca-Cola's "Share a Coke" campaign, L'Oréal's "Makeup Genius" App., Nike's "Just Do It" slogan, …

  - **Social innovation**: charitable foundations, microfinance, renewable energy, online education, mobile health clinics, public-private partnerships, …

  - ….

Kind of innovations

- Can you think of different kinds of innovation?

  - **Incremental:** Incremental innovation involves adding new features to a product, company, or production method within an existing market.
    => Google, evolution of smartphones (new functions, cameras, etc.), razors (more blades), ...

  - **Disruptive:** Disruptive innovation involves creating entirely new products, services, or processes that disrupt or replace existing ones. It often involves new business models, technologies, or markets.
  - => Cars, cell phones, personal computers, digital camera, Netflix, AirB&B, the ride-sharing platform Uber...

  - **Radical:** Radical innovation involves the creation of technologies, services, and business models that open up entirely new markets.
    => airplanes, wheel, transistor, ...

High-tech vs low-tech

- Does innovation needs to be high-tech?

- Examples of low tech innovations?

  - Low-cost airlines
  - Suitcases with wheels
  - Starbucks
  - Time-sharing lease: RB&B
  - VOSS bottle: design and marketing
  - Monospace vehicles
  - Fast delivery systems
  - Uber
  - Dell direct sales of computers to customer without middle man.
  - Swatch: nothing but watches as fashion accessory.
  - Loyalty mileage program: empty seats do not cost much to the company against mileage points, and increase customer's fidelity.

Identifying opportunities and creating value

- Concept of "Pain/Needs/Desire" (Raphael Cohen)

  - "**The greater the pain, the more the customer will be motivated to buy the painkiller**". R. Cohen

- Why is it key to identify opportunities to successfully innovate?

  - "**We may define Opportunity as the existence of an innovative solution to a market need".** R. Cohen

Other interesting topics on innovation…

- The innovation process
  => idea generation, screening, prototyping, testing, and scaling

- The innovation culture
  => values, behaviors, and practices supporting and encouraging innovation within an organization

- The innovation leadership
  => ability to inspire, guide, and support innovation within an organization

- The innovation ecosystem
  => network of individuals, organizations, and institutions that support and drive innovation within a region, industry, or sector

Bureau de transferts de technologies

Missions

- **Evalue le potentiel commercial des résultats** de la recherche.
- Renseigne sur la **propriété intellectuelle** et protège les découvertes.
- Finance la transition d'un concept vers son implémentation par le **fonds INNOGAP**.
- Organise des séminaires de formation et **des cours de sensibilisation.**
- **Prépare et négocie** des contrats de collaborations, de licence et de transfert.
- Soutient **la création de « spin-off »** issues de l'Université et organise des manifestations de sensibilisation à l'entrepreneuriat
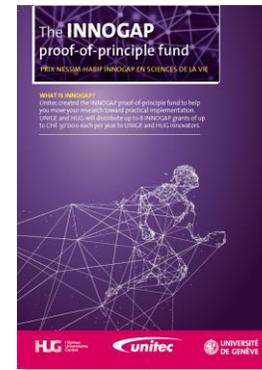
Clients

4 mai — Innovation basée sur la recherche
Laurent Miéville (Unitec)
Jean-Pierre Paccaud (Global Antibiotic R&D Partnership)

11 mai — De chercheur(e) à entrepreneur(e)
Matthias Kuhn (Unitec)
Ricardo Gago (Venturelab, Venturekick)
Cyril Deléaval (Genilem)
Lan Zuo (Science2Market)
Nicolo Brembilla (HekeTiss)

25 mai — Protéger vos idées
Olivier Deloche (Unitec)
Raymond Reuteler (Reuteler & Cie)
Isabelle Cornut (Reuteler & Cie)

1er juin — Collaborer avec des entreprises privées
Olivier Deloche (Unitec)
Vanessa Currat (Debiopharm International SA)

8 juin — Valoriser vos inventions
Raluca Flükiger (Unitec)

Avec le soutien de:

science2market
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