

Technology Strategy Board

Driving Innovation

## **The Technology Strategy Board**

**Challenge-led innovation....boldly  
going where others will follow.**

**AAL Forum 2014**

**Presenter: Jackie Marshall-Balloch**

**10<sup>th</sup> September 2014**



## Key messages

**What you do is really important. The way you think is even more important.**

**There is no recipe for success; you and/or your company need to figure it out yourself.**

**What you are listening to today may be critical for your business, organisation and yourself.**

**If you don't innovate, you become redundant. That's a fact.**

***The Technology Strategy Board (recently rebranded 'Innovate UK') is the UK's national innovation agency.***

***Our goal is to accelerate economic growth by stimulating and supporting business-led innovation.***

## **In July 2007.....**

Challenge-led innovation (societal challenges)

Technology inspired innovation (technology focused)

Innovation climate (UK's innovative potential)

## Defining challenge

To confront or defy boldly; to call out to duel or combat (or ice buckets); to invite into competition; to arouse or stimulate especially by presenting with difficulties <http://www.merriam-webster.com/dictionary/challenge>

Micro form - a well formed problem to which the solution has value to a company

Macro form – issues of such magnitude that they will impact on the planet and populations of the world

## **Defining innovation**

An artifact that has been brought into existence by someone

Creation (a new device or process) resulting from study and experimentation

Demonstration of inventive skill

The act of starting or introducing something new for the first time

<http://www.thefreedictionary.com/innovation>

## **What is challenge-led innovation?**

It is a way of accelerating innovation outcomes by leveraging creativity and collaboration using defined methodologies, processes and tools to help develop, implement and capitalize on key problems, opportunities and challenges.

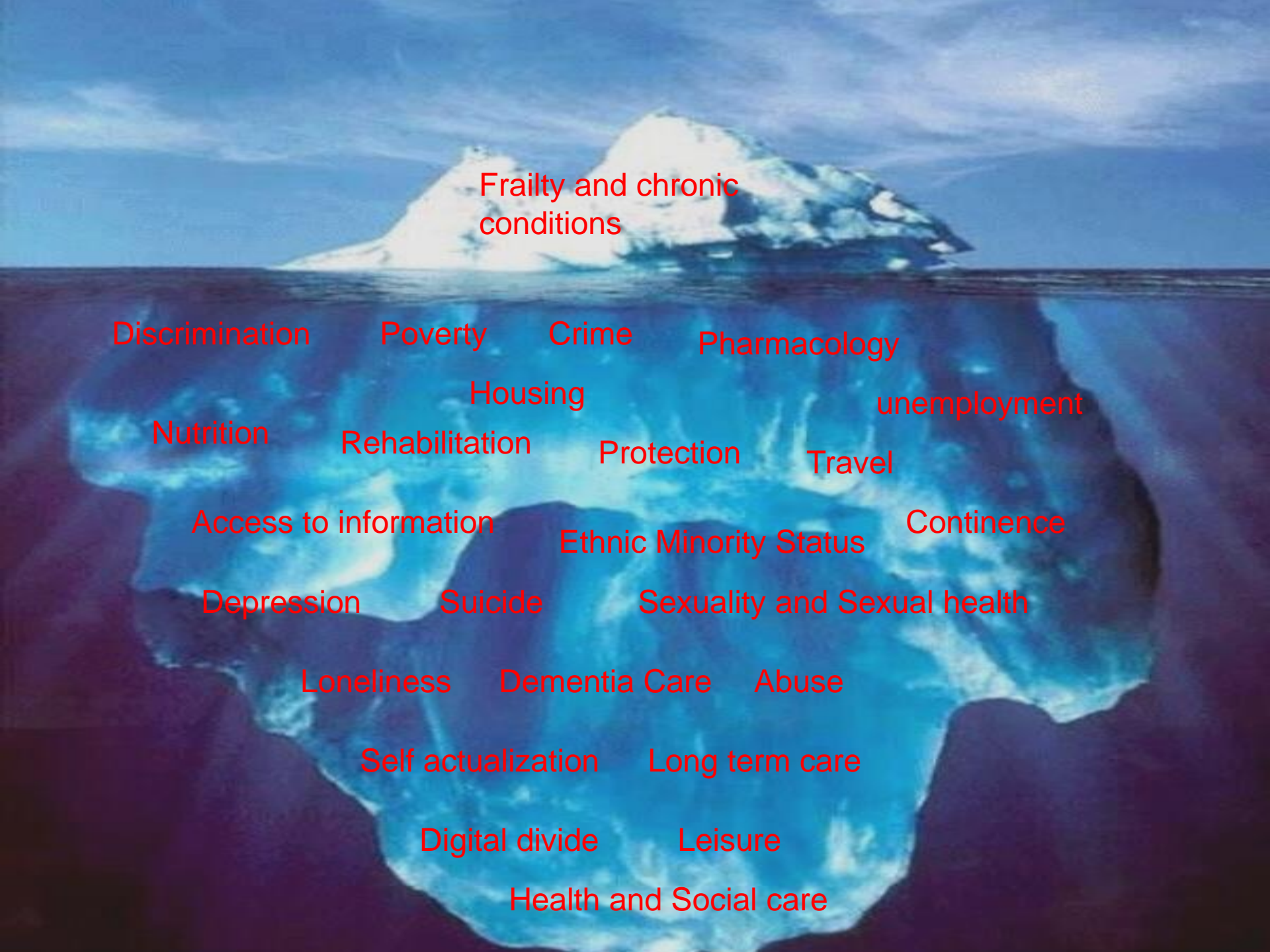
## **Value of challenge-led innovation**

- Improved business results and shareholder value
- Faster innovation cycles
- More cost-effective problem solving
- Diverse global resources, both internal and external
- Better risk management (offloading risk)
- A focus on solutions, not just ideas
- Pay-for-performance, not trial and error
- World class resources



## **In June 2013.....**

- VINNOVA is moving towards a challenge-driven strategy. The rationale for this shift is the globalisation of knowledge, technology and capital flows.
- To remain competitive, Swedish industry, like that in many other countries, has been forced to move up the value chain and embrace innovation, entrepreneurship and collaboration in new ways.



Frailty and chronic conditions

Discrimination

Poverty

Crime

Pharmacology

Housing

unemployment

Nutrition

Rehabilitation

Protection

Travel

Access to information

Ethnic Minority Status

Contingence

Depression

Suicide

Sexuality and Sexual health

Loneliness

Dementia Care

Abuse

Self actualization

Long term care

Digital divide

Leisure

Health and Social care

# Fundamental challenges lie within....

- Risk
- Experimentation
- Chaos
- Adaptability
- Seeing failure as success
- Creativity
- Diversity
- Thinking outside the box
- Imagination
- Learning and awareness
- Welcoming change
- Attitude and perspective



Where the  
magic happens

Your  
Comfort  
Zone



The ability to question something the rest of us take for granted lies at the heart of innovation.

*THE LONG-TERM CARE*

---

# REVOLUTION

---

*What will you do?*

## **Final thoughts....**

**Clear definition of the nature of what we are doing**

**Embrace change at all levels**

**Charity begins at home; start with yourself**

**Experimentation and risk-taking are critical tools**

**If you want competitive advantage you need to be agile**

**Use lack of success as a springboard**

**We are all innovators – inspire and be inspired**



# [www.innovateuk.org](http://www.innovateuk.org)

Email [jackie.marshall-balloch@innovateuk.gov.uk](mailto:jackie.marshall-balloch@innovateuk.gov.uk)

Phone +44 (0)7826894459

Twitter [@Trinigy44](https://twitter.com/Trinigy44)

**Technology Strategy Board**

Driving Innovation

