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Juan Manuel Corchado

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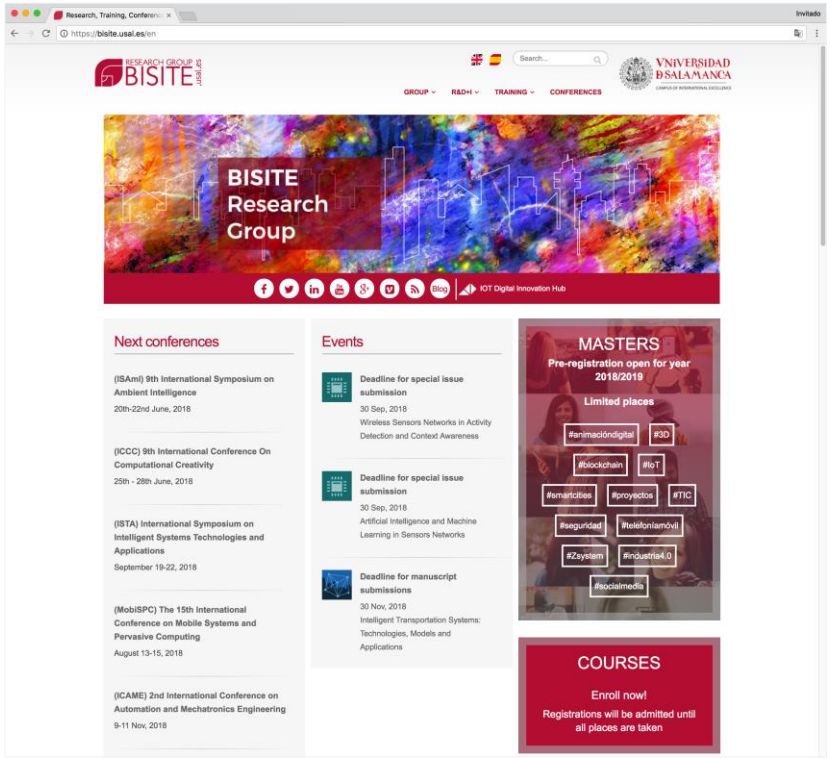

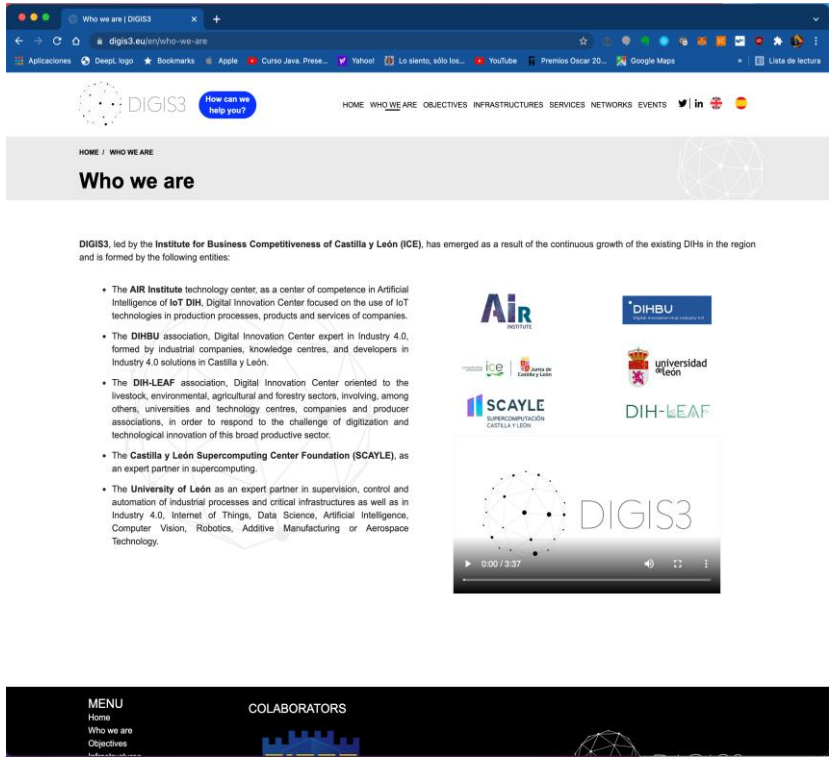

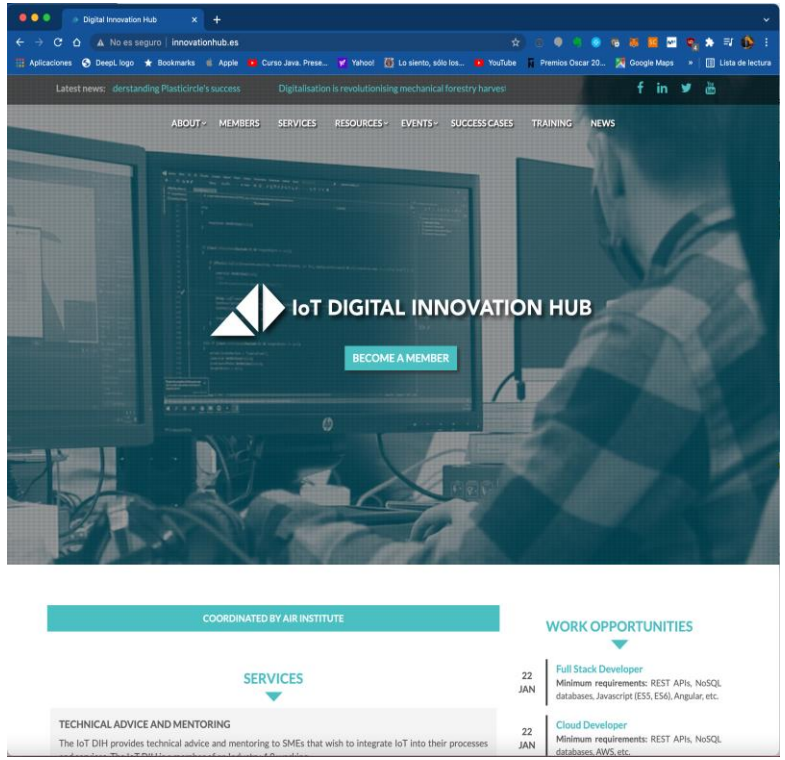

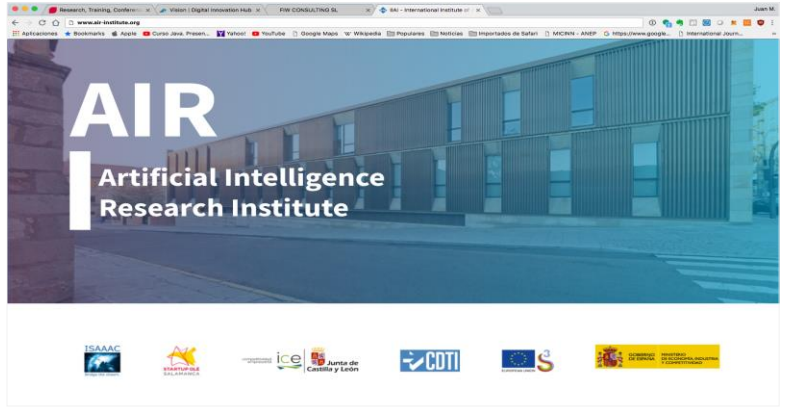

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Data Science
Machine Learning
IoT
Bioinformatics
Neuro Science
Blockchain
Fintech
Inteligent Textile
Smart Cities
Smart Grids
Industry 4.0

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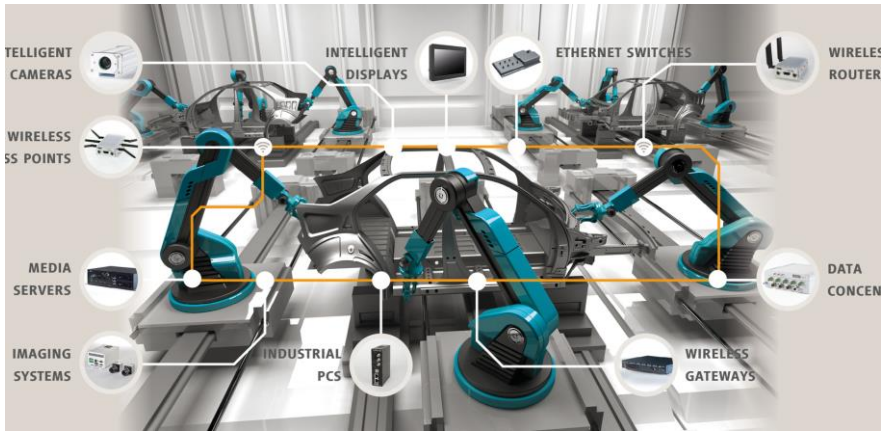

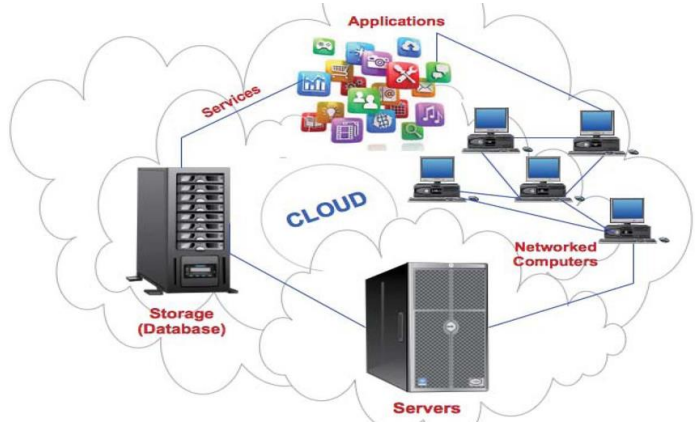

Juan Manuel Corchado
Director of IoT Digital Innovation Hub

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SUSTAINABLE DEVELOPMENT GOALS

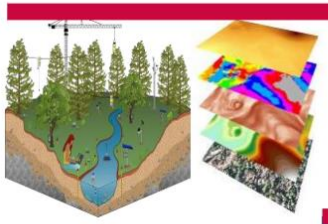
Predictive Maintenance

Energy Saving Smart Grid

High-Confidence Transport and Asset Tracking

Improve Productivity

Intelligent Buildings



Enable New Knowledge

Enhanced Safety & Security

Improve Food and H_2O

Healthcare

Smart Home

OBJETIVOS DE DESARROLLO SOSTENIBLE

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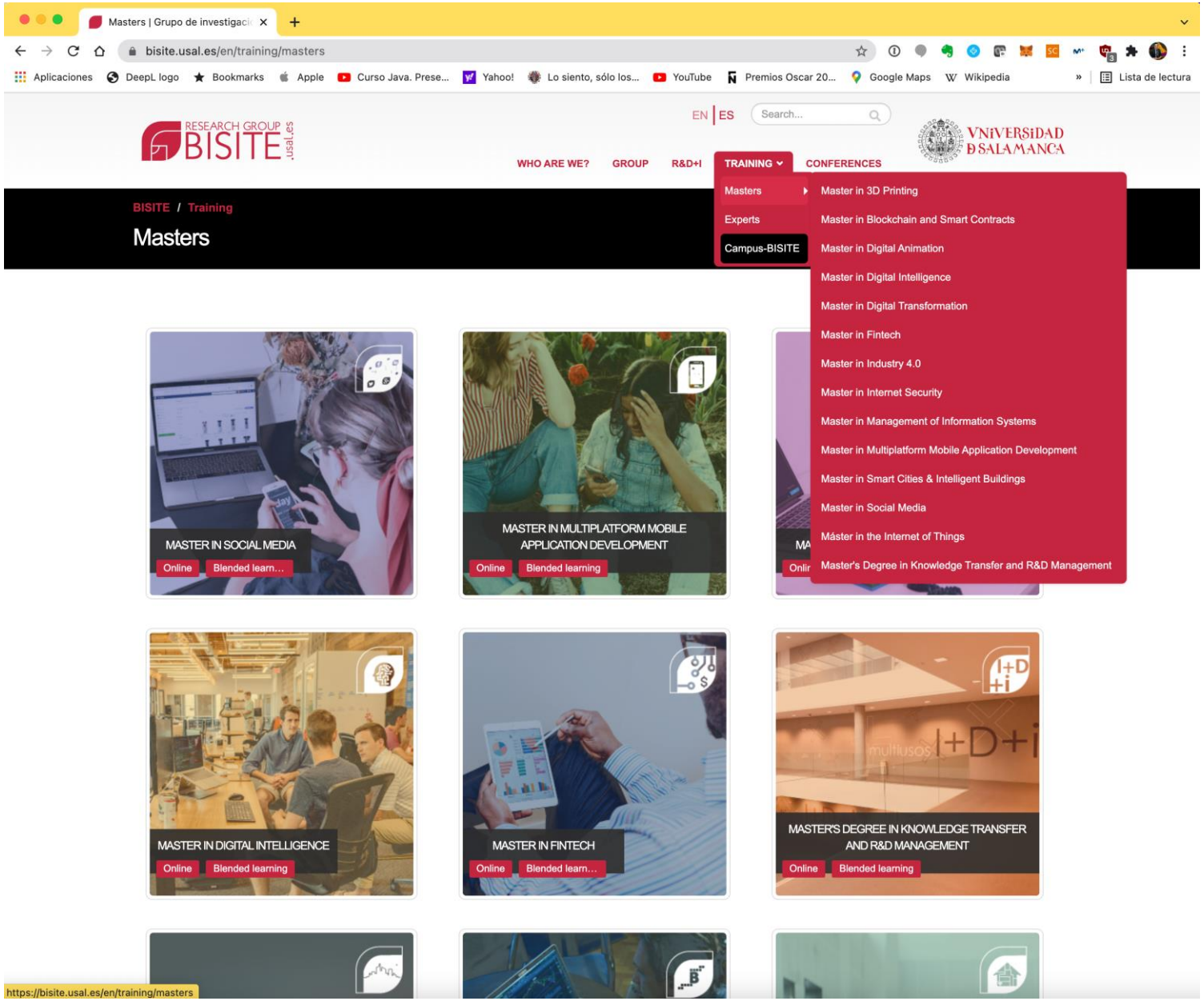

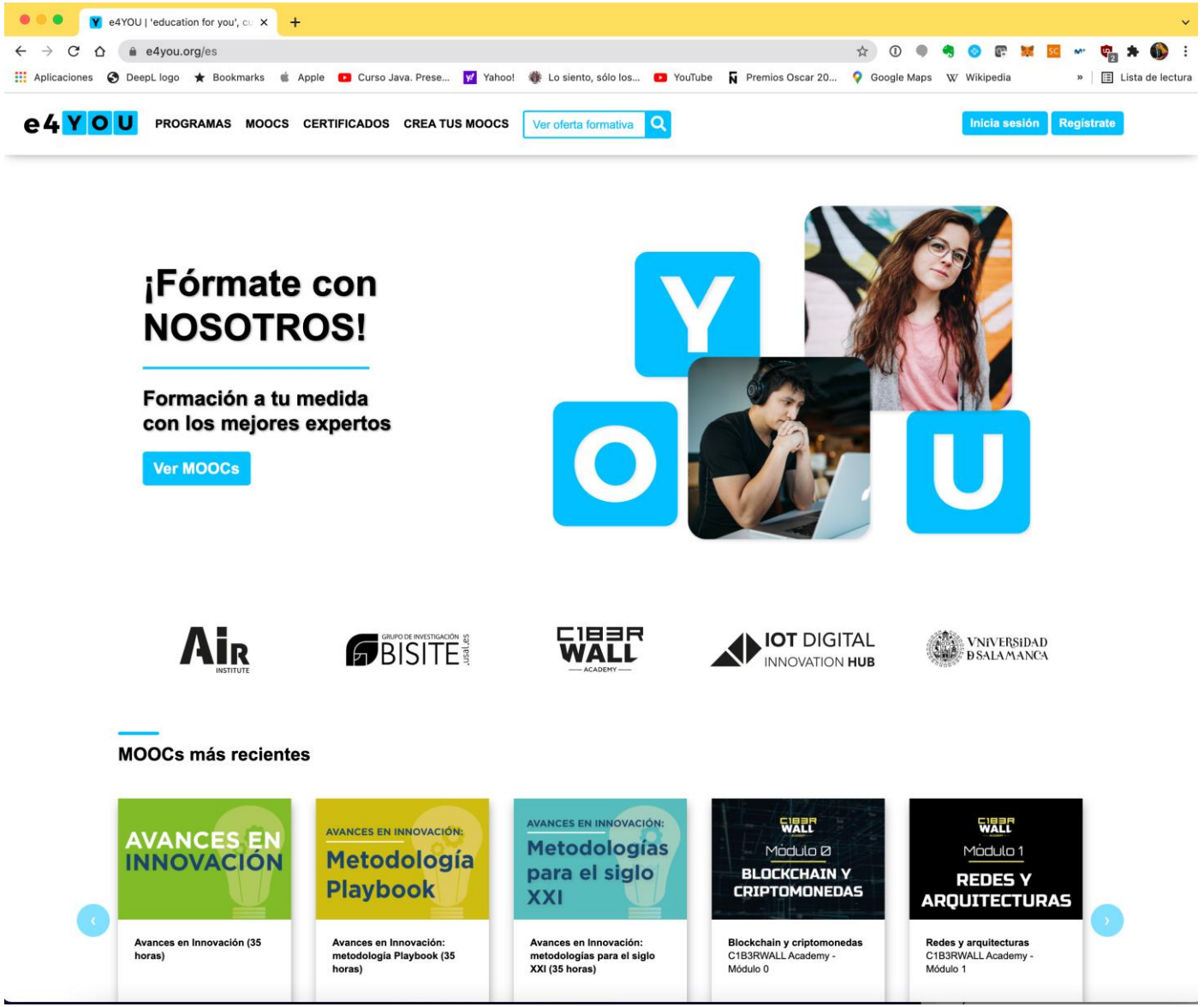
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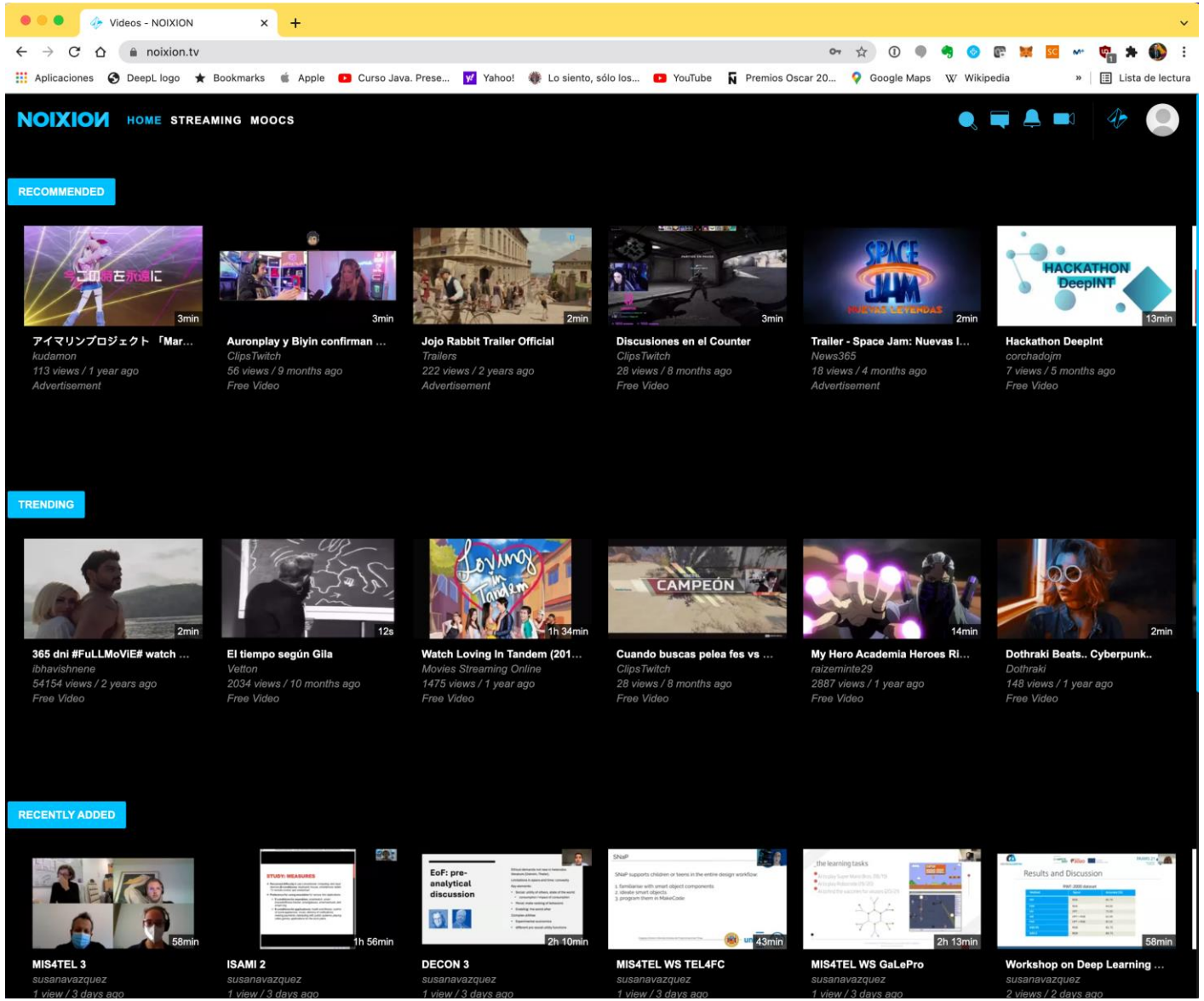
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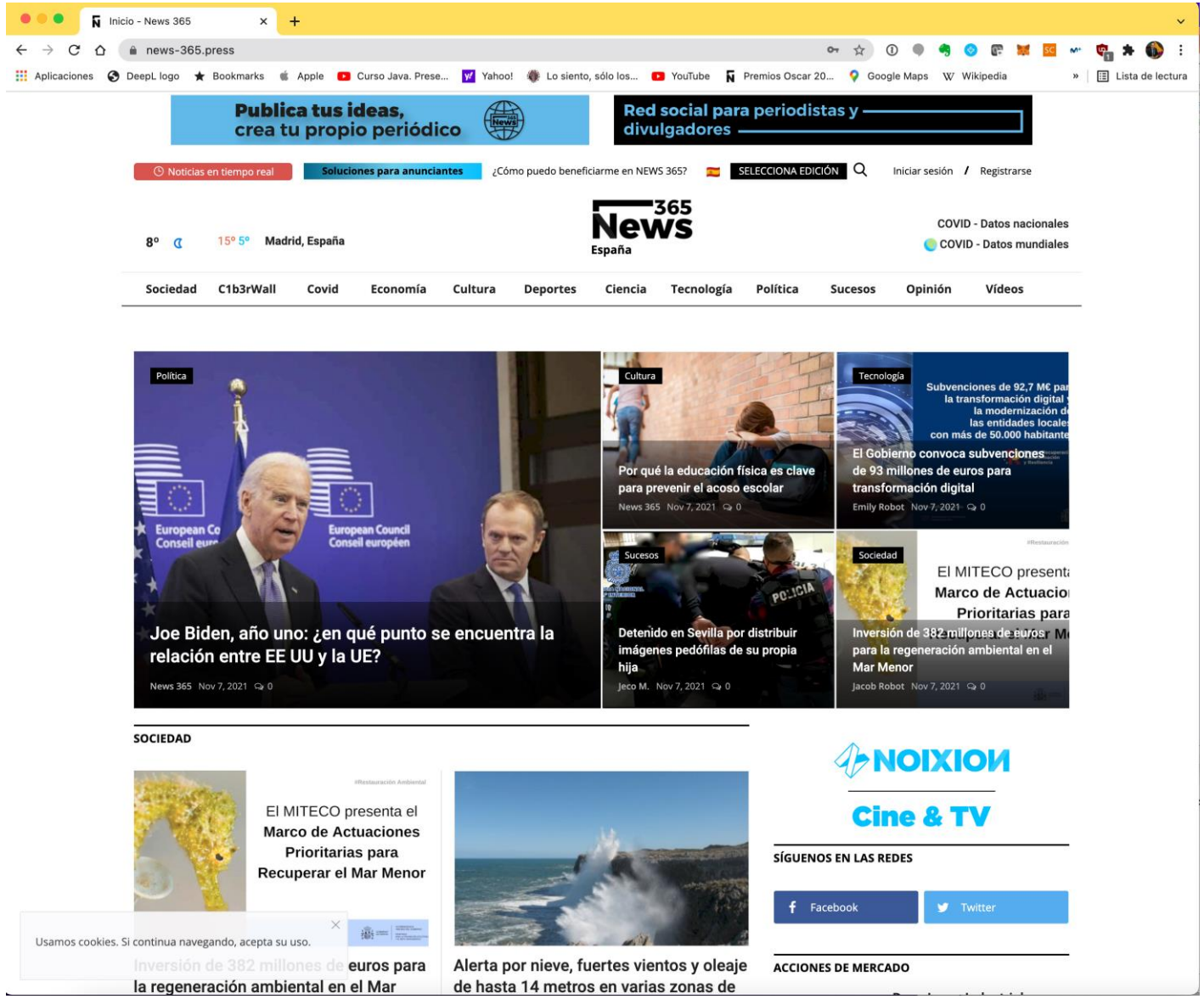
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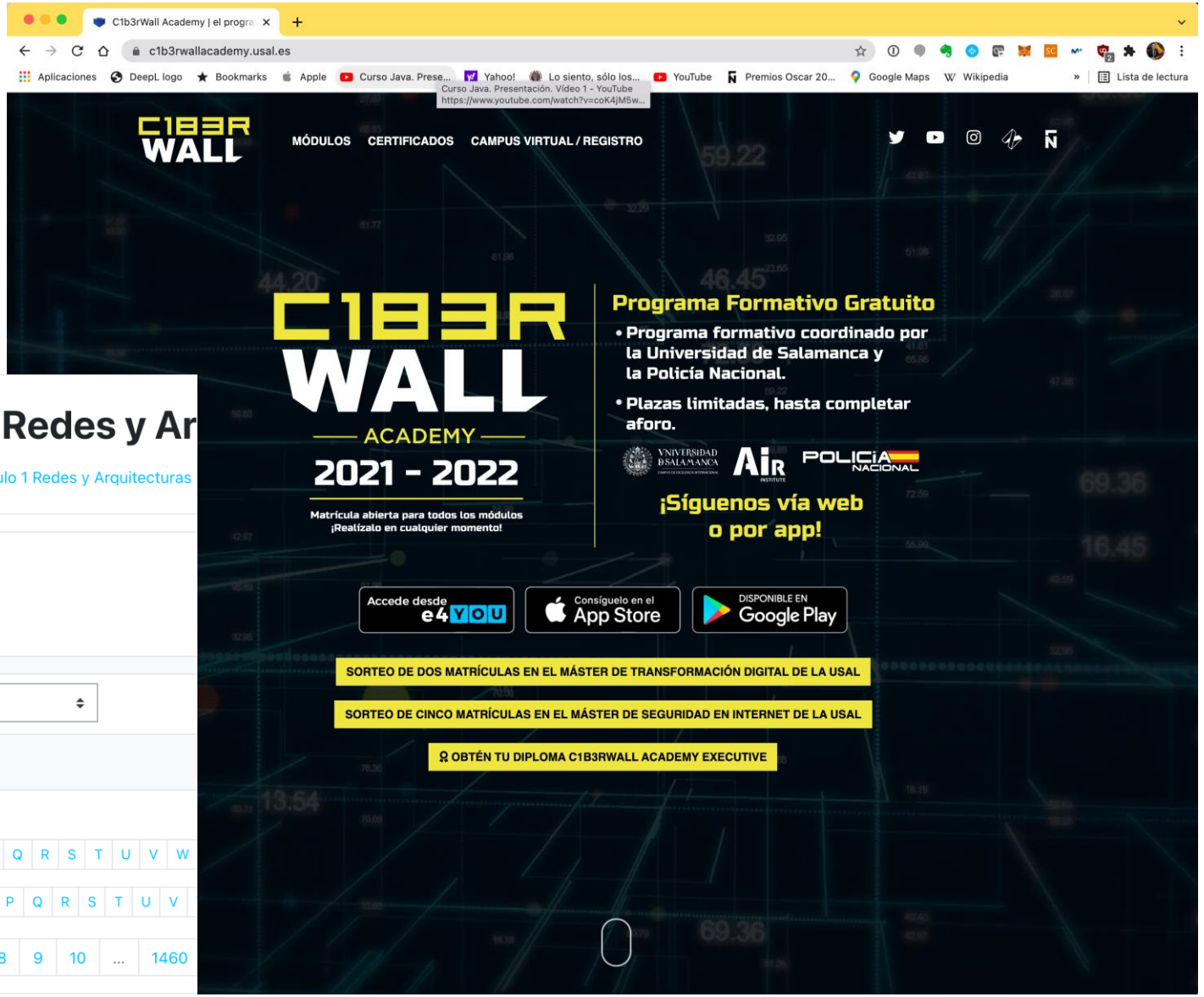
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What is innovation?

- "Creation or modification of a product and its introduction into a market". (**RAE**)
- "Implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations". (**Oslo Manual, OECD, 2005**)
- Innovation literally means the action and effect of innovating through new processes and inventions and their economic implementation. (Wikipedia)

What is innovation?

IN SUMMARY, INNOVATION MAY BE CONSIDERED AS:

"the process of turning an idea or invention into a good or service that creates added value and that customers are willing to pay for"

What is innovation?

- **But….is Inventing the same as Innovating?**

NO! ⟹ An invention or discovery cannot be directly considered as an innovation!

… an economic return is necessary

Types of innovation

- Where do we innovate?

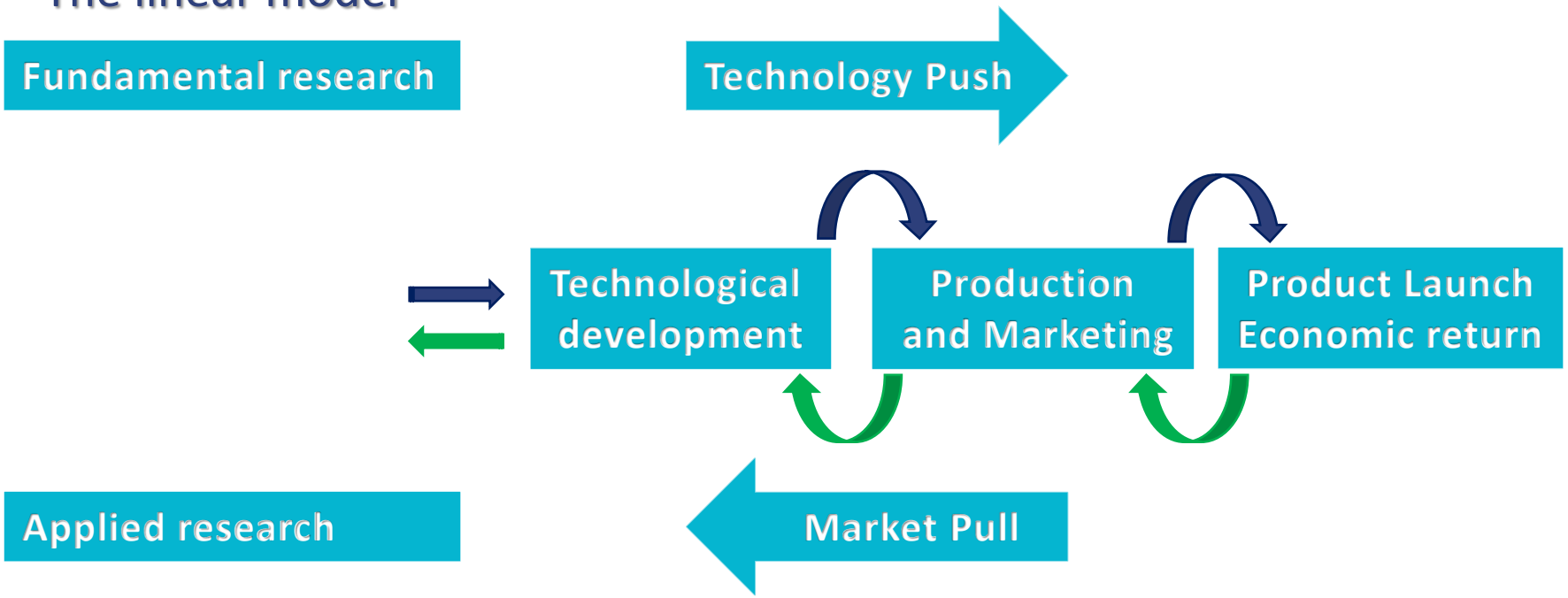
- Innovation in processes
- Innovation in products or services
- Innovation in business models
- Innovation in design and marketing

Types of innovation

- How do we innovate?
  - Closed Innovation
  - Open Innovation
  - Casual Innovation
  - Systematic Innovation
  - Radical Innovation
  - Incremental Innovation
  - Market Innovation
  - Company Innovation

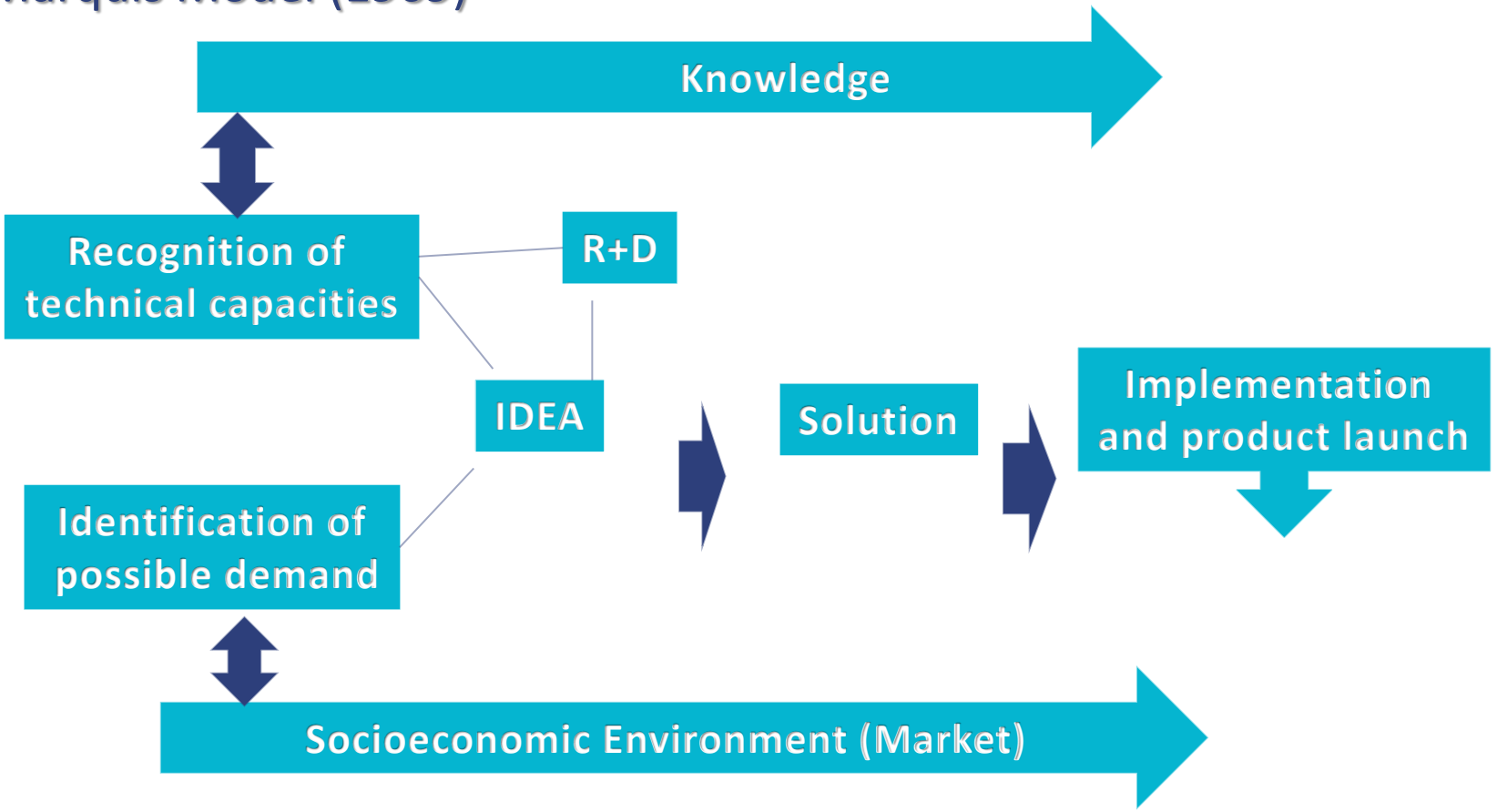
Ways to innovate: What innovation models are there?

- The linear model



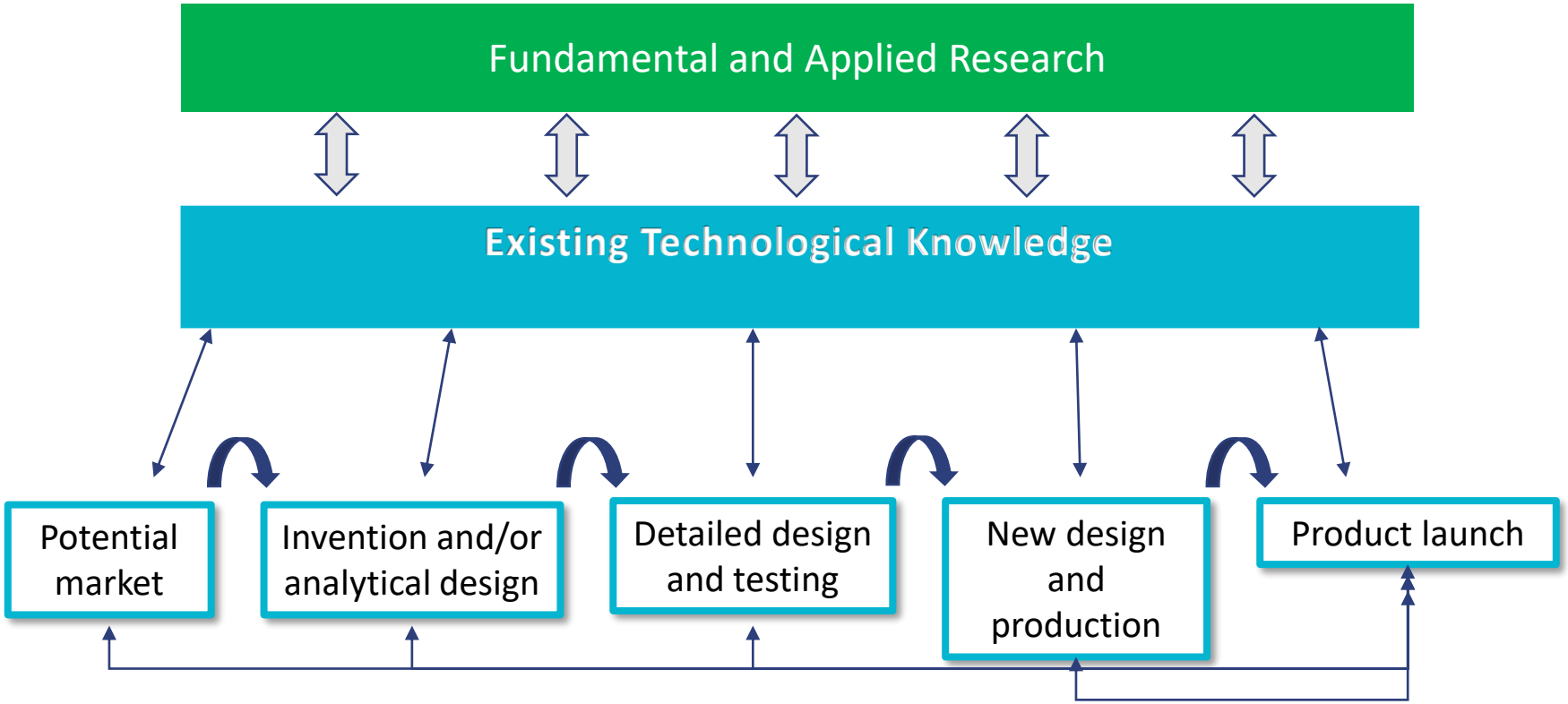
Ways to innovate: What innovation models are there?

- Marquis Model (1969)



Ways to innovate: What innovation models are there?

- Kline and Rosenberg Model (1986)



Ways to innovate: What innovation models are there?

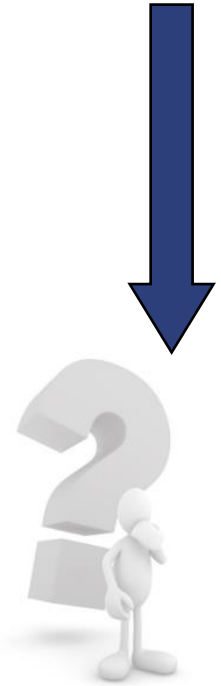
- **Open Innovation**

"Using ideas both internal and external to the organization as a source of innovation". Prof Henry Chesbrough

Innovation methodologies

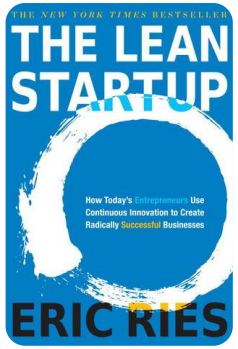
- Innovation methodologies as a tool.

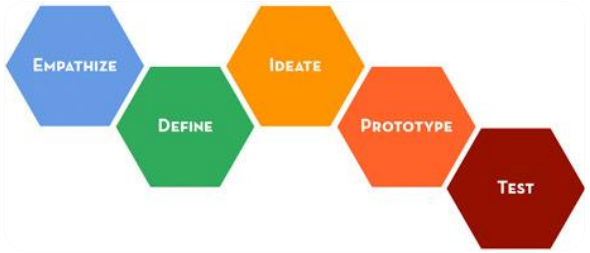
- Where are we and where do we want to go?
- What are our surroundings?
- The ideas to resolve our problems?
- A team to take our idea towards a solution?
- How do I make my solution reach its target?

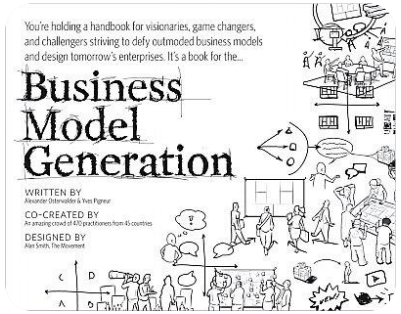


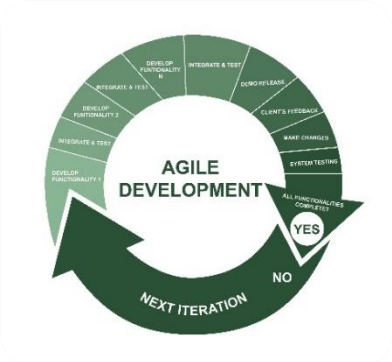
Innovation methodologies

- Types of methodologies









The Playbook for Strategic Foresight and Innovation Methodology

Introduction to the Methodology

WHAT IS THIS GUIDE FOR?

- Creating a radical idea and turning it into a new business, product or service.
- Inspiring organizations to support and implement continuous development of innovation.

5 phases for the strategic planning of innovation

- PERSPECTIVE
- OPPORTUNITY
- SOLUTION
- TEAM
- VISION

5 phases for the strategic planning of innovation

PERSPECTIVE

Strategy in the long term and R&D cycles

Context Maps

What is the big picture?

Progression Curves

What was done in the past?

Janus Cones

What patterns can we anticipate?

5 phases for the strategic planning of innovation

OPPORTUNITY

Discovering the path toward our innovation

Generational Arcs

What changes in people matter?

Future User

How are our future customers?

Futuretelling

How can we excite our audience?

5 phases for the strategic planning of innovation

SOLUTION

...the prototype of the innovation

White Spots

Where is the untapped market?

Paper Mockups

What is our first prototype?

Dark Horse

What is essential about our idea?

Change Paths

What action should we do next?

5 phases for the strategic planning of innovation

TEAM

Surrounding ourselves with innovators

Buddy Checks

How do we find good partners?

VOICE Stars

What leadership do we need?

Crowd Clovers

How can we use our network?

5 phases for the strategic planning of innovation

VISION

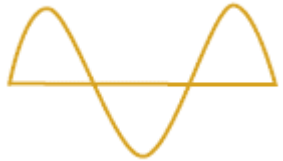
A shared vision

Vision Statement

What is a good vision?

DARPA Hard Test

How can we test our vision?



Path Finders

How can our vision succeed?

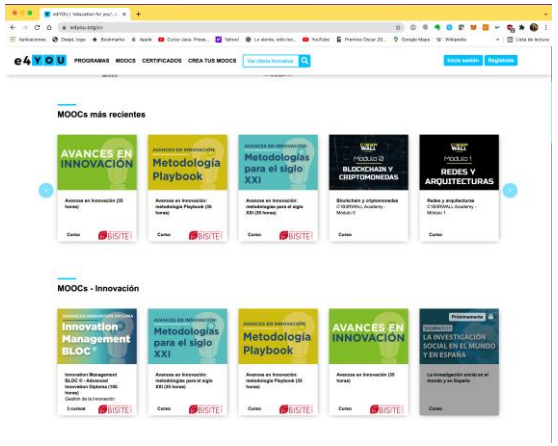
How do we use the Playbook?

- We can start at any point in the guide.
- For the widest and most complete idea of strategic innovation planning, it is advisable to start from the beginning.

How do we use the Playbook?

For quicker and more comprehensible reading, the guide is structured as follows:

- General Information
- Overview of method, tips, and other items that require attention
- Schema with annotations and insights
- Step-by-step instructions and proposals to encourage innovation



Overview → Examples → Instructions → Insights → Tips → Photos → Templates

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