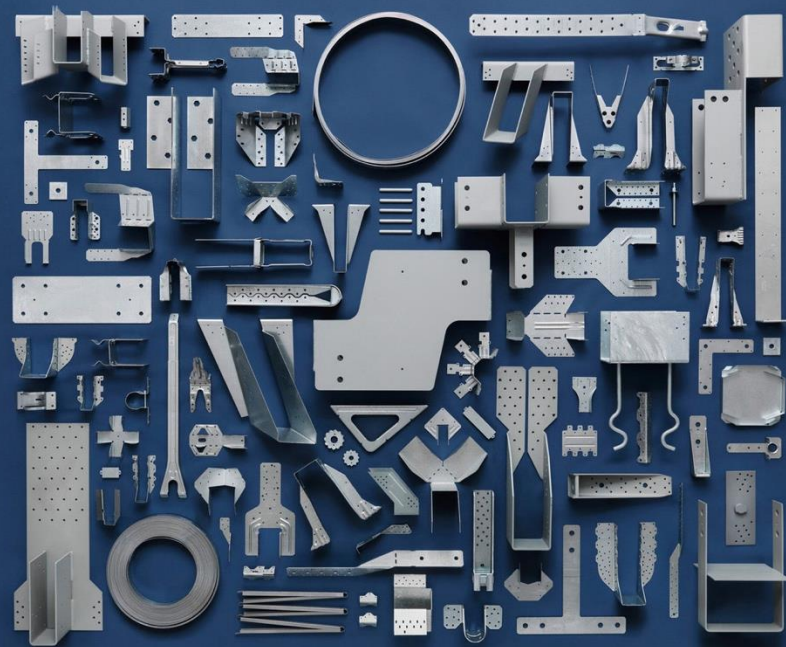




Making innovation happen

Chris Thompson
Founding Partner



www.viadynamics.com

agents of innovation

we help leaders of businesses, institutions and
start-ups to make innovation happen.



www.viadynamics.com

making innovation happen with:

3M

ABInBev

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AVIVA

Design
Council

HIF
Horizon Innovation Fund

Innovate UK

MRC
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BT
More power to you

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UNIVERSITY OF
BATH

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gsk

IKEA

LEO

MARS

NOKIA

PEPSICO

PHILIPS

Unilever

Cellegesce

scenescape

SNAP FASHION

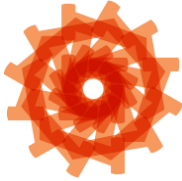
Sugru

via

www.viodynamics.com

our approach

identify
strategies



directions that
are engines for
growth

generate
propositions



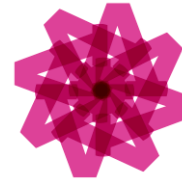
opportunities that
have the power to
disrupt

develop
capabilities



solutions & methods
with the potential to
transform

realise
value



results that are
ownable and
sustainable

**innovation
begins and
ends with
people**

three questions about innovation

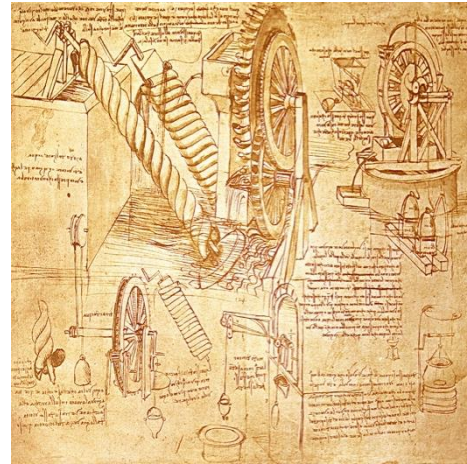
What factors are critical to its success?

How can we generate big ideas?

How can we best pitch an innovation opportunity?



innovation critical success factors

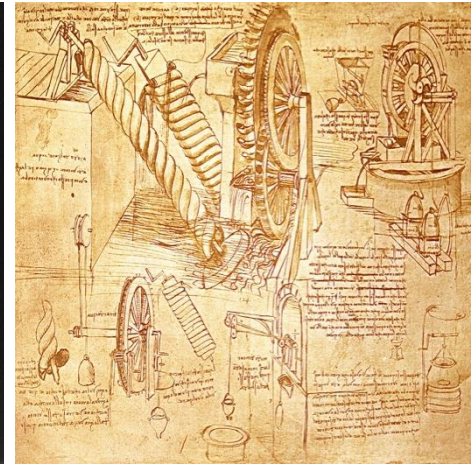


innovation critical success factors

1. Strategic prioritisation

LESS IS MORE

Make choices – focus
on opportunities that
really matter.



innovation critical success factors

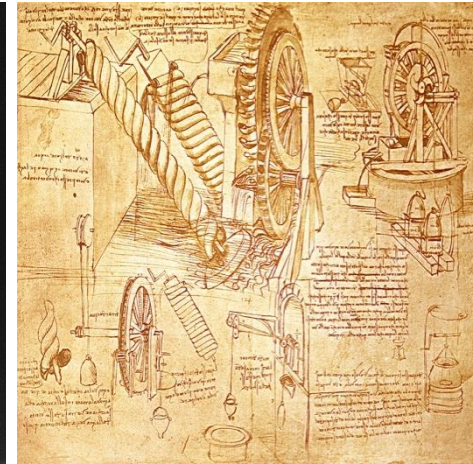
1. Strategic prioritisation



Make choices – focus on opportunities that really matter.

2. Leadership behaviour

Be bold. It is 'political', so manage stakeholders.



innovation critical success factors

1. Strategic prioritisation



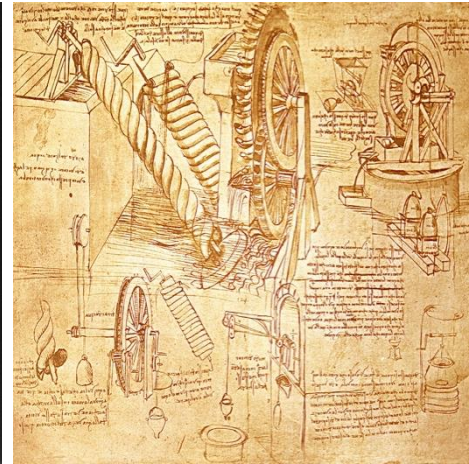
Make choices – focus on opportunities that really matter.

2. Leadership behaviour

Be bold. It is 'political', so manage stakeholders.

3. Establish an imperative

Communicate a burning platform or a compelling vision.



innovation critical success factors

1. Strategic prioritisation



Make choices – focus on opportunities that really matter.

2. Leadership behaviour

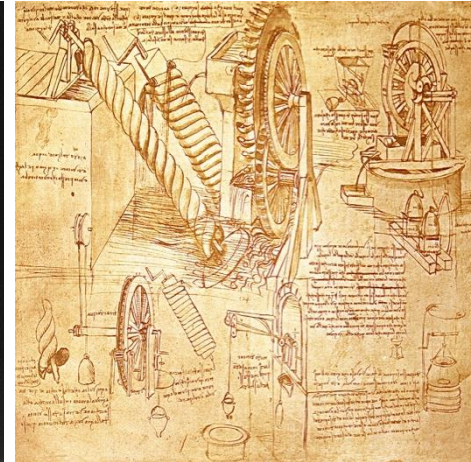
Be bold. It is 'political', so manage stakeholders.

3. Establish an imperative

Communicate a burning platform or a compelling vision.

4. Integrate understanding

Combine business, technical and market insights.



innovation critical success factors

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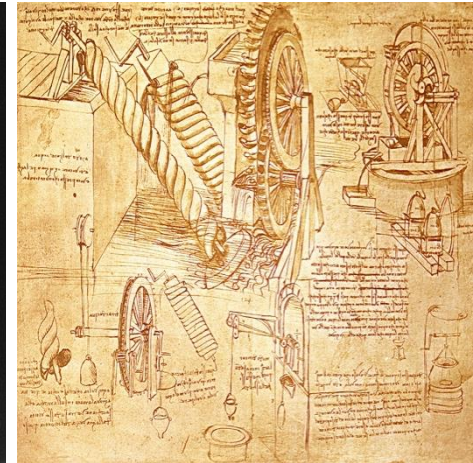
4. Integrate understanding

Combine business, technical and market insights.

5. Work collaboratively



Nurture interdependent relationships.



innovation critical success factors

1. Strategic prioritisation



Make choices – focus on opportunities that really matter.

2. Leadership behaviour



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4. Integrate understanding

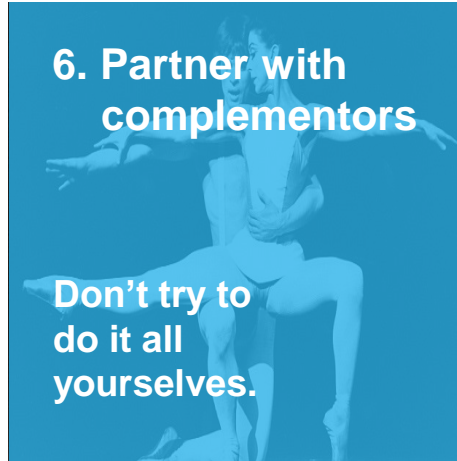
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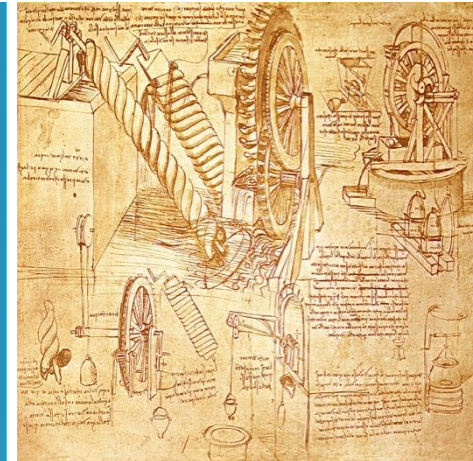


Nurture interdependent relationships.

6. Partner with complementors



Don't try to do it all yourselves.



innovation critical success factors

1. Strategic prioritisation



Make choices – focus on opportunities that really matter.

2. Leadership behaviour



Be bold. It is 'political', so manage stakeholders.

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Communicate a burning platform or a compelling vision.

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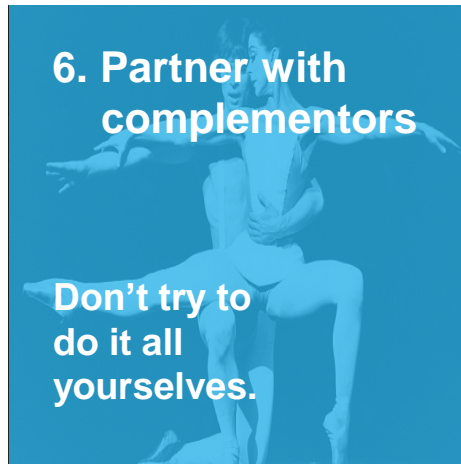
Combine business, technical and market insights.

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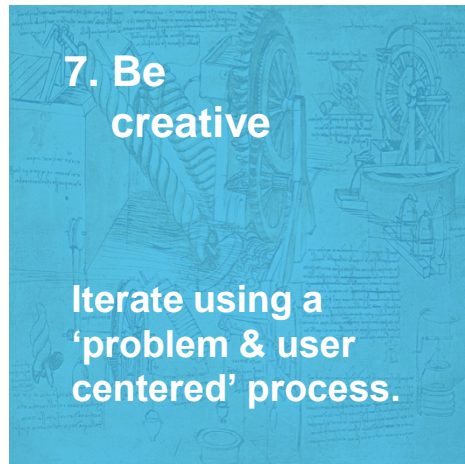
Nurture interdependent relationships.

6. Partner with complementors



Don't try to do it all yourselves.

7. Be creative



Iterate using a 'problem & user centered' process.

Which one is most critical to you ...now?

A	Strategic prioritisation	Make choices – focus on opportunities that really matter.	
B	Leadership behaviour	Be bold. It is 'political', so manage stakeholders.	
C	Establish an imperative	Communicate a burning platform or a compelling vision.	
D	Integrate understanding	Combine business, technical and market insights.	
E	Work collaboratively	Nurture interdependent relationships.	
F	Partner with complementors	Don't try to do it all yourselves.	
G	Be creative	Iterate using a 'problem & user centered' process.	

innovation generator^{cc}

engaging, equipping and enabling
people and businesses to build
new and better futures



What is the big
idea?



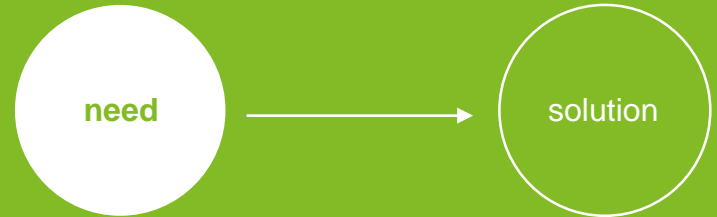
We might start with a
need!



We just have
to find the solution



We just have
to find the solution



Or alternatively...



We've found a
novel solution!

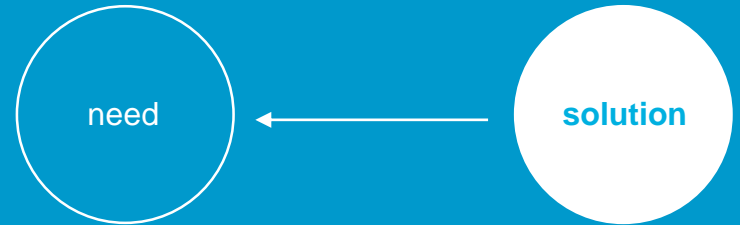


solution

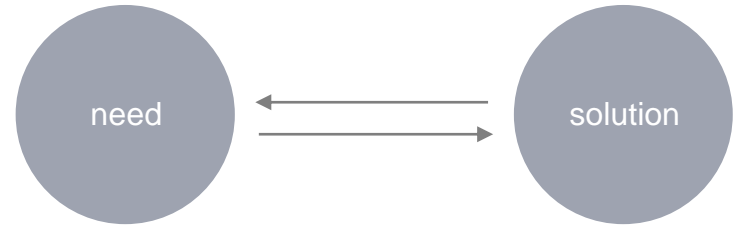
We just have to find
the need



And who has it



But is this the big idea?



meaningful challenge?



A diagram consisting of three circles. A large white circle at the top contains the word 'challenge' in red. Below it are two smaller white circles, one on the left containing 'need' and one on the right containing 'solution', both with black outlines. The circles are arranged in a triangular pattern.

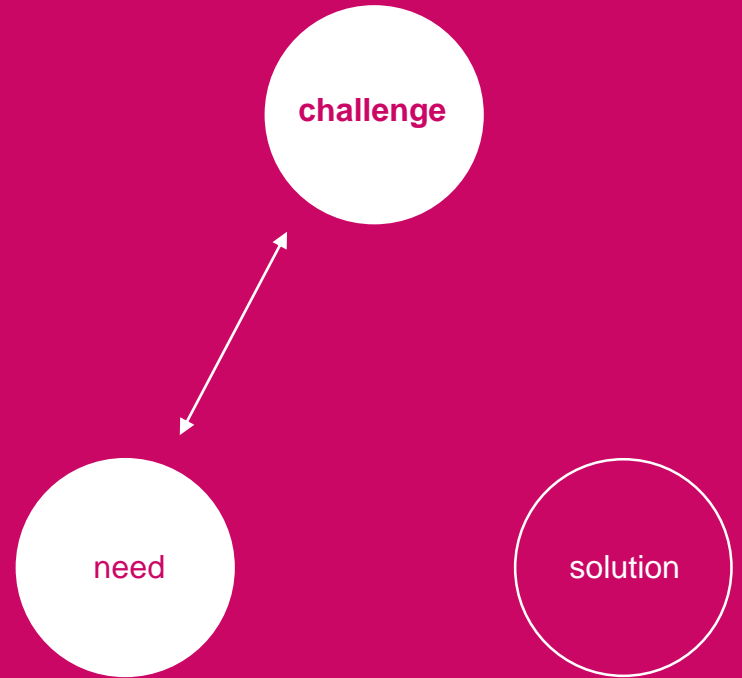
challenge

need

solution

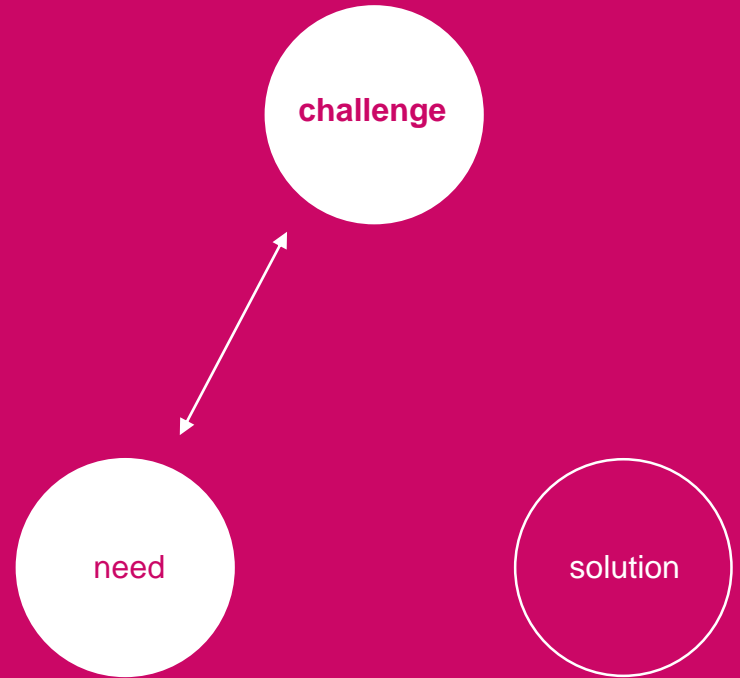
via 

Who really cares
about this problem?



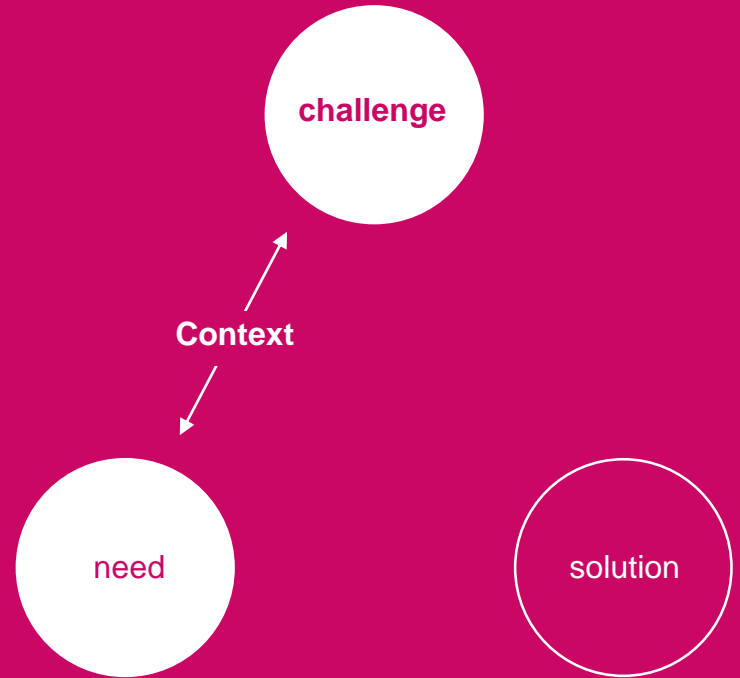
Who really cares
about this problem?

Why does it matter
to them?

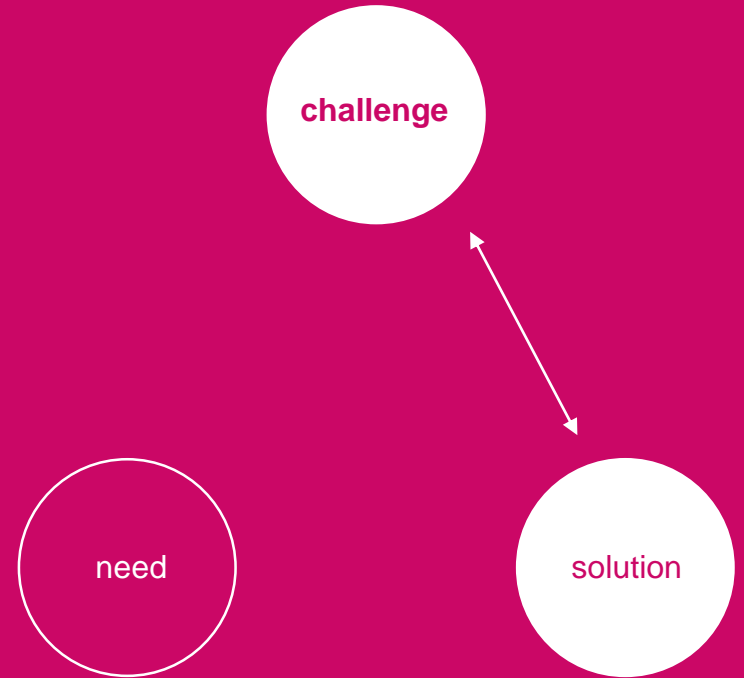


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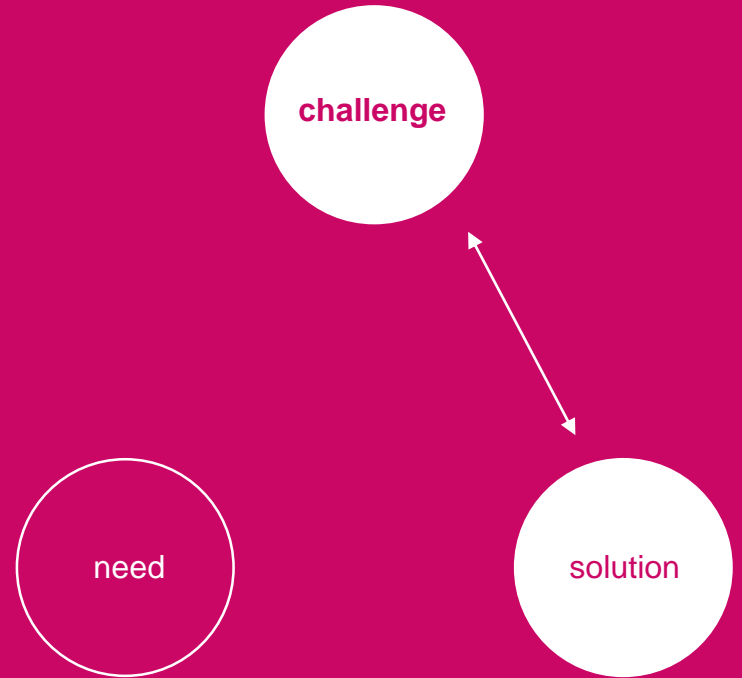


Why has no one
fixed it before?



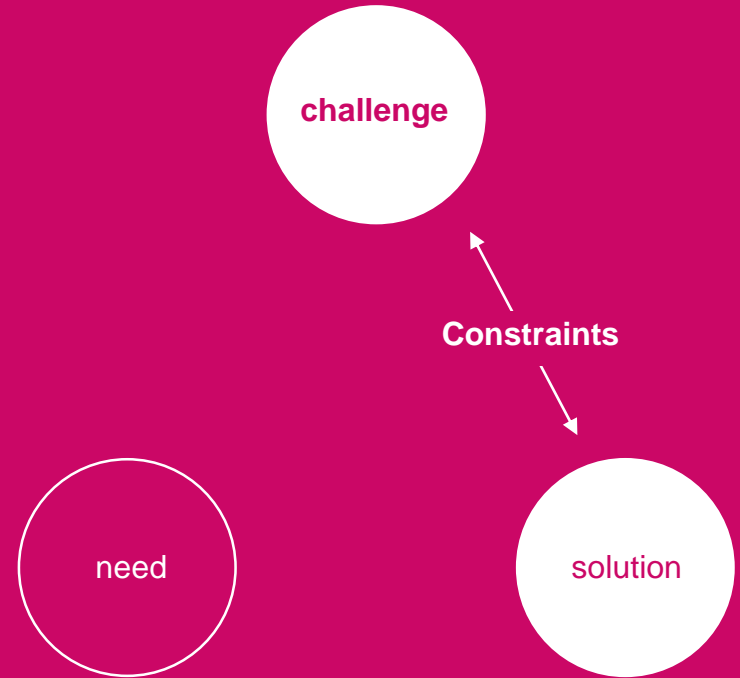
Why has no one
fixed it before?

What's wrong with
the current solutions?

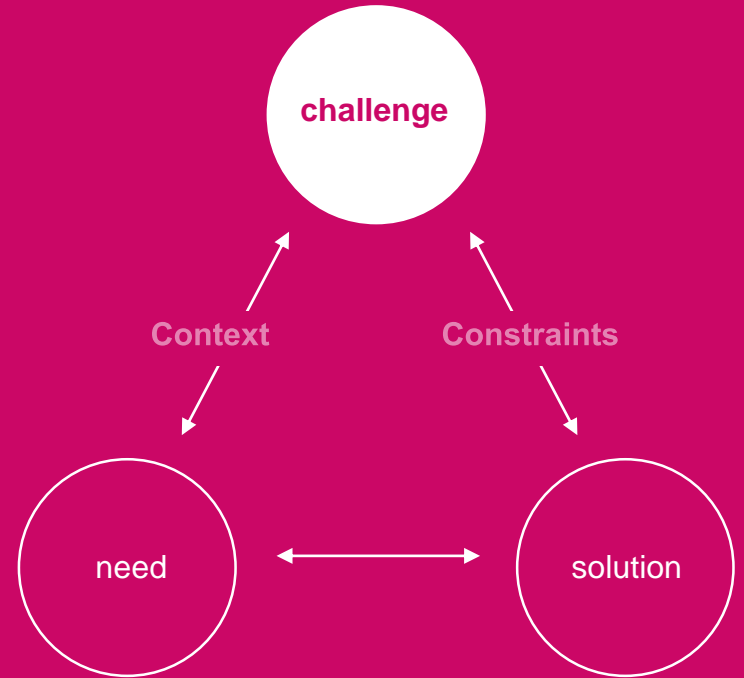


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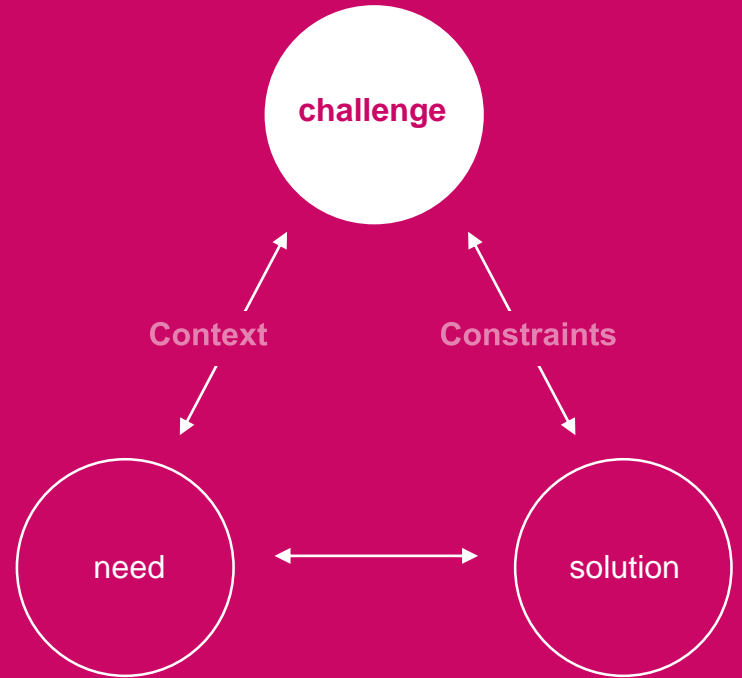


How far can we take
this on our own?



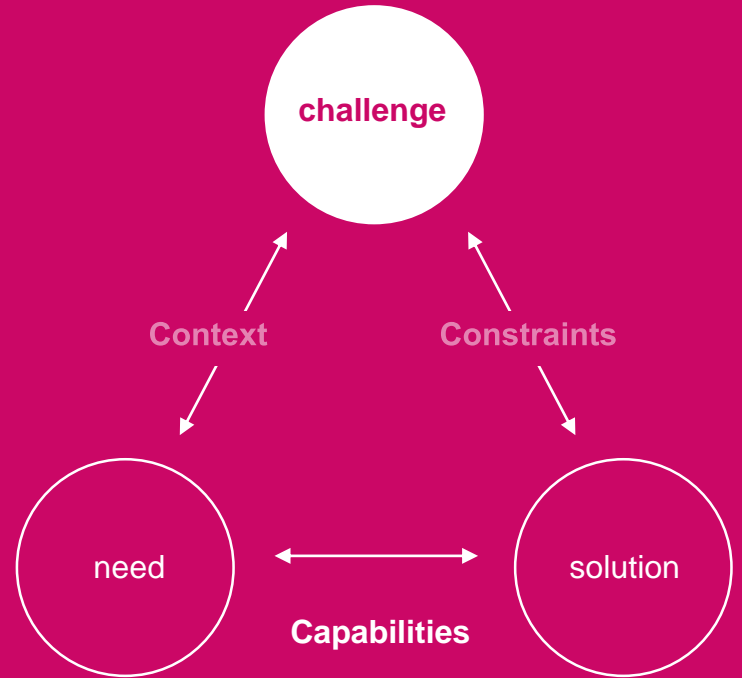
How far can we take
this on our own?

Who could help us
and how?



How far can we take
this on our own?

Who could help us
and how?



innovation generator^{cc}

the makings of a big idea, and how to pitch an innovation opportunity



innovation case^{cc}

Seven questions that distill
an innovation opportunity to
its core elements.



need

What is the need you are addressing
What is the problem you are trying to solve and who has it?

barrier(s)

What are the barriers you are overcoming?
Why has this not been properly addressed or solved already?
What makes it tricky?

solution route(s)

What's your solution?
Why is it different and better?

opportunity

How are you creating or adding value?
How big is the market?

why us, who else

What do you bring?
How will you fill any gaps in your capabilities?

next steps

What's the next milestone?
How might you get there?

end game

Where might you take this?
How might you let go?

visual

Title:

Mouldable glue

Owner:

Jane (Inventor)

Sponsor:

Roger

(Chairman)

need

What is the need you are addressing
What is the problem you are trying to solve
and who has it?

People buy new stuff all the time – but many want to improve, fix, or reimagine their stuff so it works better for them. There's no quick, easy, safe way to augment, adapt, personalise, or fix things that need more 'structure'.

barrier(s)

What are the barriers you are overcoming?
Why has this not been properly addressed
or solved already?
What makes it tricky?

Formulating something that feels beautiful and safe, pliable, versatile, and sticks to everything. Introducing a 'new to the world' behaviour.

solution route(s)

What's your solution?
Why is it different and better?

A new class of silicon material that is just one part (rather than 2) but is also air curing. A kind of space-age rubber! Pigments + silicon + powders of different grades – called Sugru! And a manifesto and a mission!

opportunity

How are you creating or adding value?
How big is the market?

Sell globally for a whole range of applications – create a community of fixers and they themselves discover and share applications.

why us, who else

What do you bring?
How will you fill any gaps in your capabilities?

I am creating Sugru the concept and vision of the material to 'hack things better'. I need many others to support me (scientists, business mentors, creatives, etc.).

end game

Where might you take this?
How might you let go?

By 2022 to be the global brand with 20 million fixers, and turn Sugru from a noun into a verb.

next steps

What's the next milestone?
How might you get there?

Create the infrastructure to undertake further formulation work – get a prototype ready for proof of concept!

visual



thank you



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