



INNOVATIONFORUMo9

UDLAP
UNIVERSIDAD DE LAS
AMÉRICAS PUEBLA

SPORTKREATIVWERKSTATT 



CSCM
Cooperation
Systems Center
Munich

HOW TO FOSTER RADICAL INNOVATION EFFECTIVELY - METHODOLOGY AND PRACTICAL EXERCISES IN HOLISTIC INNOVATION



Eckehard Fozzy Moritz, Director SportKreativWerkstatt
UDLAP Innovation Forum 2009

AGENDA

- a few words on SportKreativWerkstatt
- concept and methodology of Holistic Innovation
- Innovatorics live: innovation in bike mobility
- reflections and future prospects

OUR OFFER AND POSITIONING

We are “your partner for holistic innovation”

We are a bridge between well-founded research and successful innovation

We stimulate, structure, and moderate complex and/or radical innovation projects

OUR CORE COMPETENCIES AND USPs

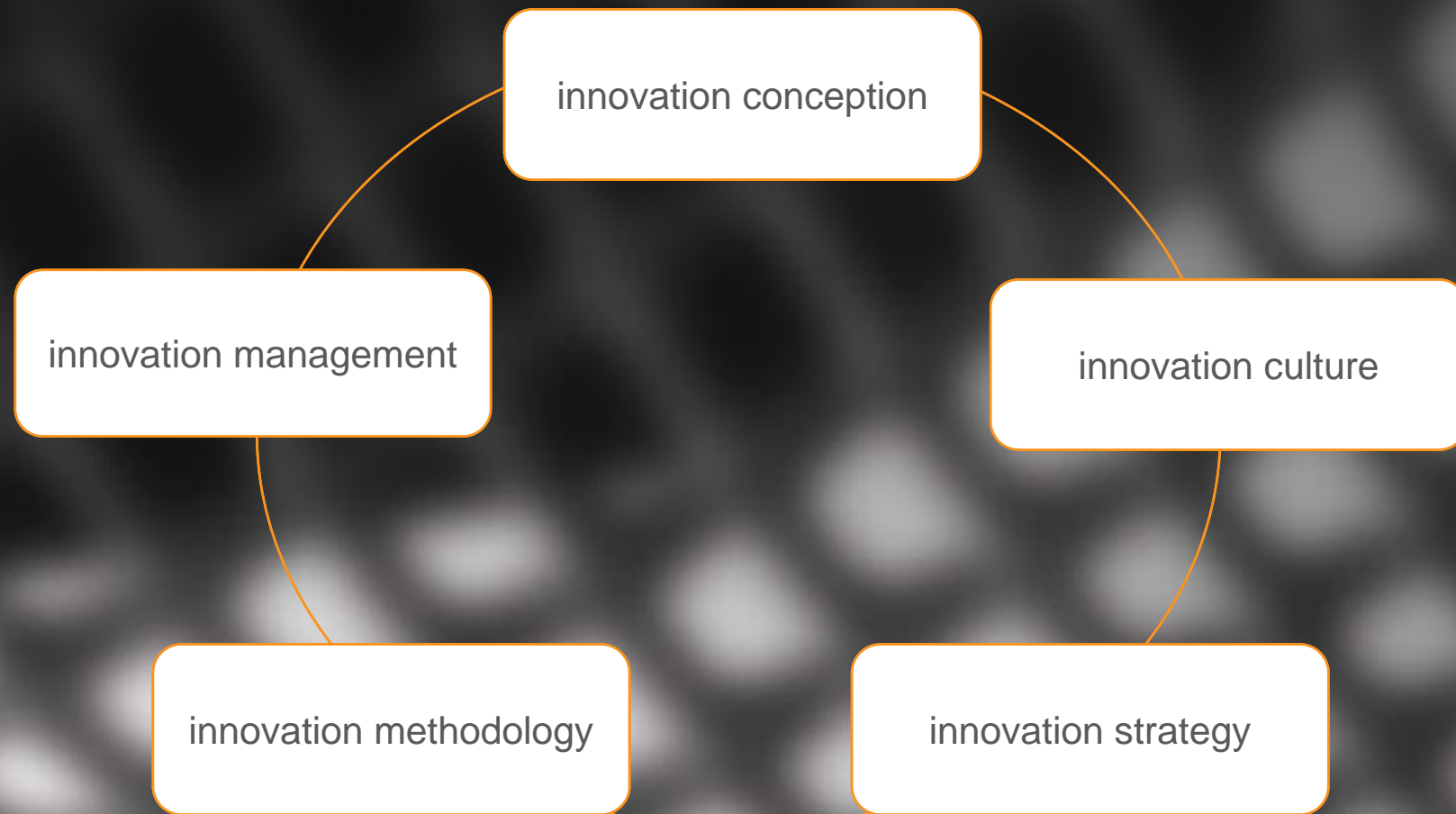
Dynamic utilization of our own innovation methodology

Theoretical and applied knowledge in user motivation, contextual embedding, system visioning, and determination of technological opportunities

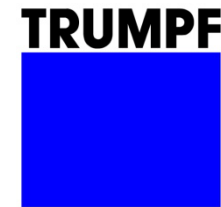
Theoretical and social experts network

Team experience in innovation projects

APPROACHES TO FOSTER HOLISTIC INNOVATION



SOME OF OUR CLIENTS



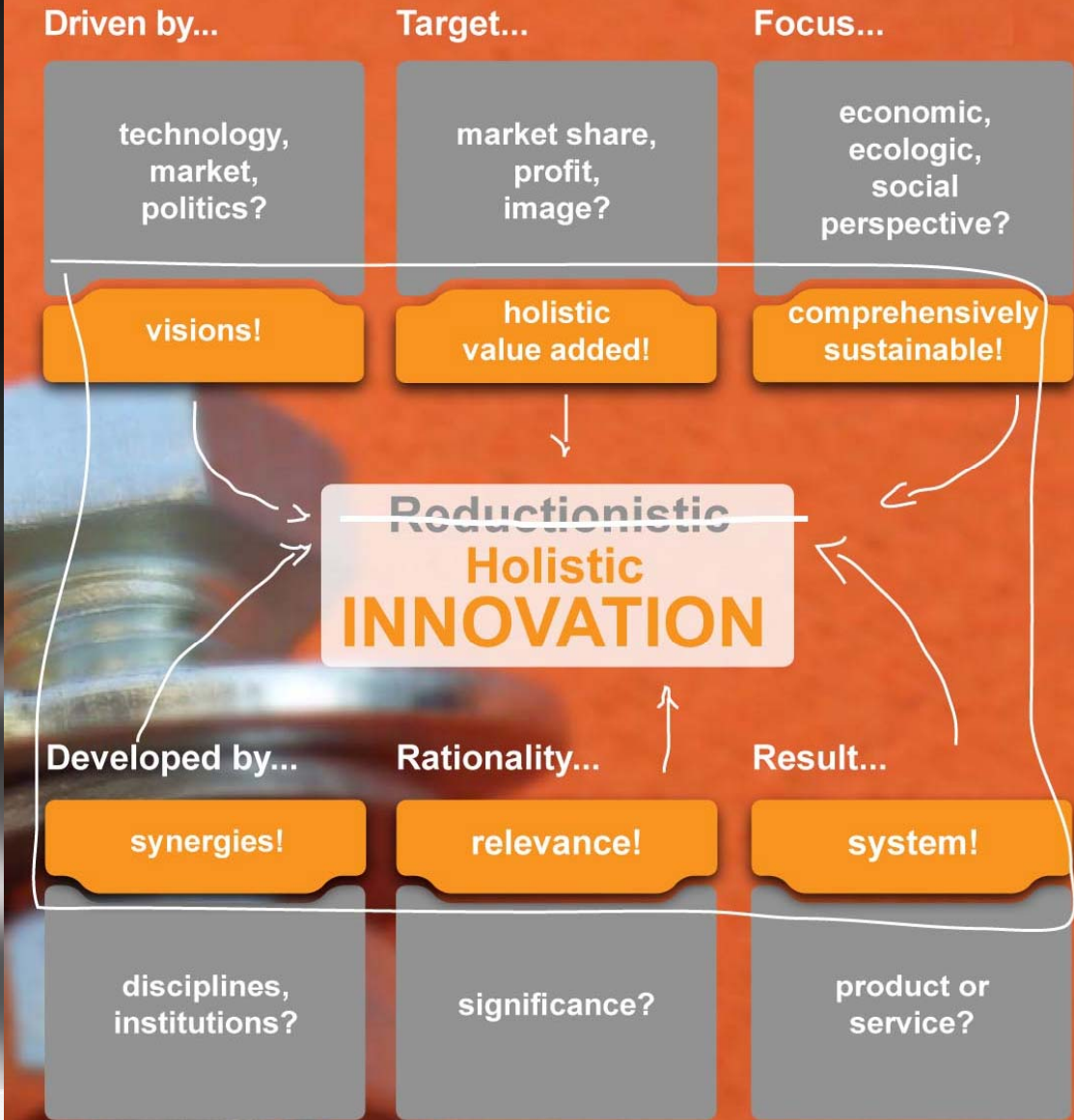
BOSCH



SOME OF OUR PARTNERS



FROM REDUCTIONISTIC TO HOLISTIC INNOVATION



THE PATH TO INNOVATION

INNOVATION PROCESS

ADAPTIVE ORGANISATION OF THE COOPERATION

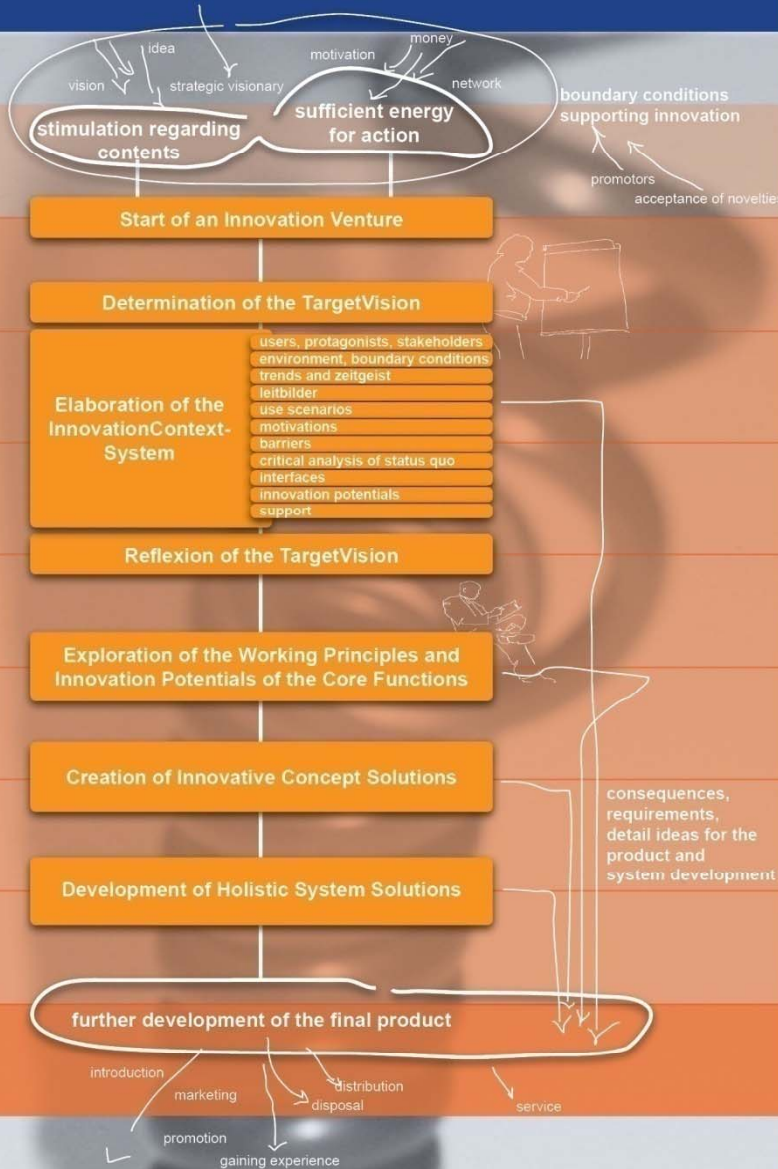
CREATION AND MAINTENANCE OF KNOWLEDGE AND IDEA MANAGEMENT

FOSTERING AN INNOVATION CULTURE

EVALUATION, EXPERIMENTATION, ASSESSMENT

MARKET AND MARKETING THINKING

PRESTIGE
1. IMPULSE
2. START
3. VISION
4. CONTEXT
5. REFLEXION
6. FUNCTIONS
7. CONCEPT
8. SYSTEM
9. PRODUCT
EARLY STAGE
MATURING STAGE



innovative institutions

promotion of innovative personalities

experimenting

market relevance

synergies

organisational support

permissance of „freedom of mind“

core team

ideas

partners in the market

trust

promotion of imagination and creativity

creative methods

continuous reflexions regarding the market

networks

implicit knowledge

qualitative methods

methodology experts

images, metaphors

market size

informal cooperation

acceptance of novelties

partially functional prototypes

fusion of knowledge modes

experts

creation of an inspiring environment

reflexion of the process

anticipation of marketing activities

technical support

creatives

emergence

experimental prototypes

selection of protagonists

combination of an innovative atmosphere and entrepreneurial power

testers

innovative distribution channels

requirements

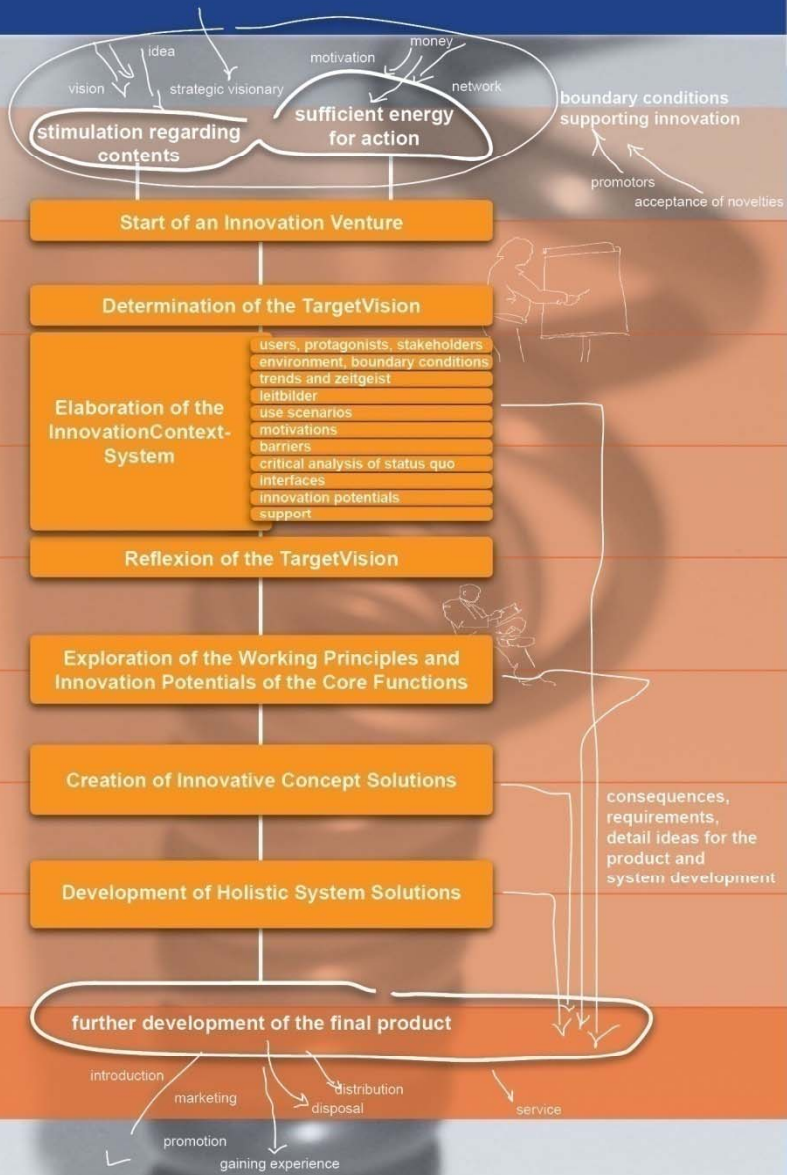
customers

close-to-market prototypes

THE PATH TO INNOVATION

INNOVATION PROCESS

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EARLY STAGE
MATURING STAGE



ADAPTIVE ORGANISATION OF THE COOPERATION	COMBINATION AND MAINTENANCE OF KNOWLEDGE AND IDEA MANAGEMENT	FOSTERING AN INNOVATION CULTURE	EVALUATION, EXPERIMENTATION, ASSESSMENT	LEADERSHIP AND MARKETING THINKING
multi-stakeholder institutions	synthesis	encouragement of innovative personalities	experimenting	market relevance
idea teams	organizational support	promotion of "freedom of mind"		partners in the market
clubs	chairs		creative methods	continuous reflections regarding the market
networks	forums			market size
methodology systems	images, messages	acceptance of novelties	partial functional prototypes	
informal cooperation	forum of knowledge sharing			
accounts	creation of an inspiring environment			anticipation of marketing activities
technical support			reflexion of the process	
articles	emergence		organizational prototypes	
shared form of responsibilities	combination of an innovative atmosphere and entrepreneurial power		tests	
participants				innovative distribution channels
customers			close-to-market prototypes	

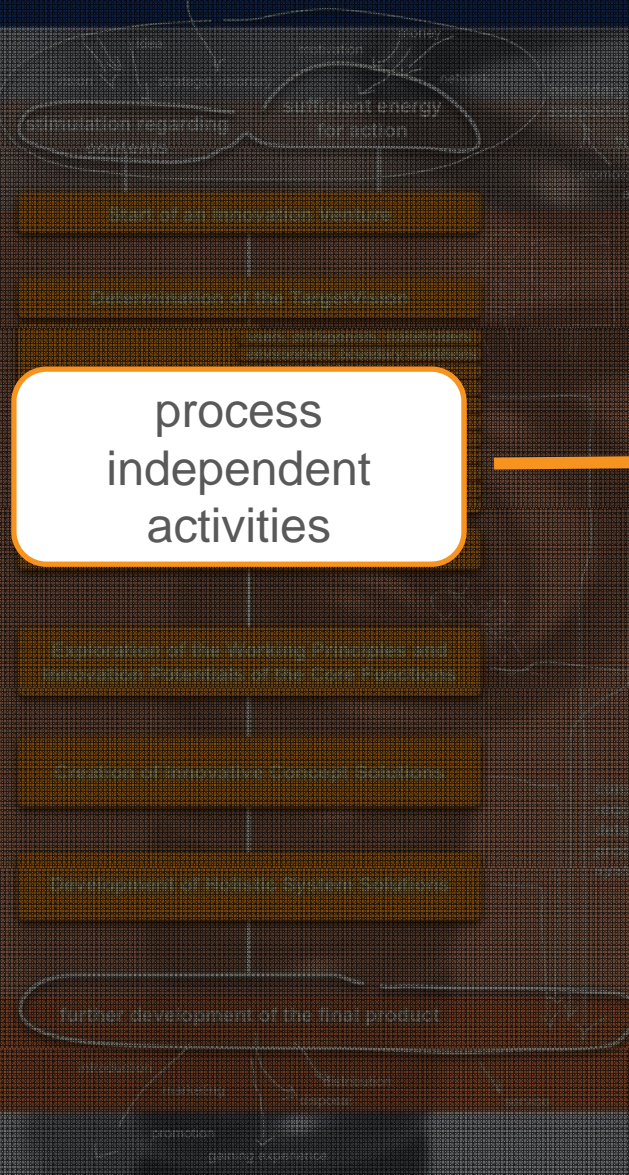
process steps



THE PATH TO INNOVATION

INNOVATION PROCESS

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2. START
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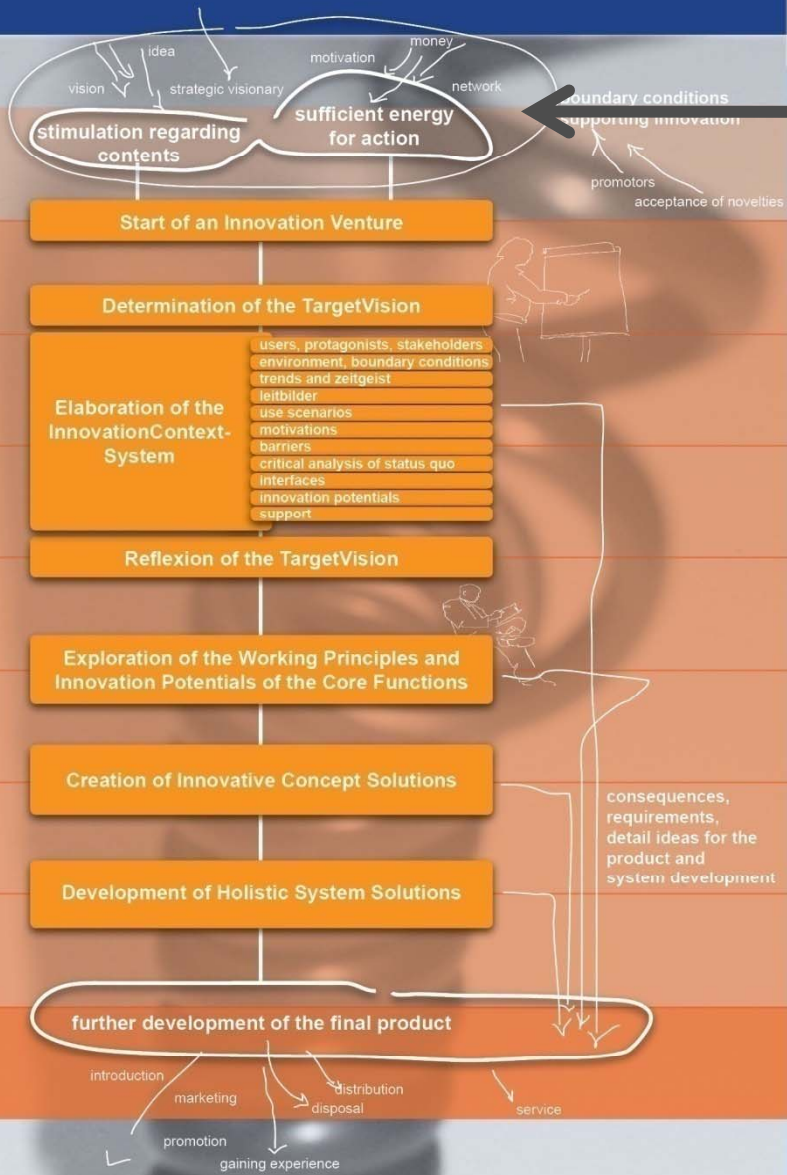
process independent activities

ADAPTIVE ORGANISATION OF THE COOPERATION	CREATION AND MAINTENANCE OF KNOWLEDGE AND IDEA MANAGEMENT	FOSTERING AN INNOVATION CULTURE	EVALUATION, EXPERIMENTATION, ASSESSMENT	MARKET AND MARKETING THINKING
innovative institutions		promotion of innovative personalities	experimenting	market relevance
	synergies			
core team	organisational support	permissance of „freedom of mind“		partners in the market
trust	ideas		creative methods	continuous reflexions regarding the market
networks	implicit knowledge	promotion of imagination and creativity	qualitative methods	
methodology experts				market size
	images, metaphors	acceptance of novelties	partially functional prototypes	
informal cooperation	fusion of knowledge modes			
experts		creation of an inspiring environment	reflexion of the process	anticipation of marketing activities
	technical support		experimental prototypes	
creatives	emergence		testers	
		combination of an innovative atmosphere and entrepreneurial power		innovative distribution channels
selection of protagonists				
	requirements		close-to-market prototypes	
customers				

THE PATH TO INNOVATION

INNOVATION PROCESS

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ADAPTIVE ORGANISATION OF THE COOPERATION | CREATION AND MAINTENANCE OF KNOWLEDGE AND | FOSTERING AN INNOVATION CULTURE | EVALUATION, EXPERIMENTATION, ASSESSMENT | MARKET AND MARKETING THINKING

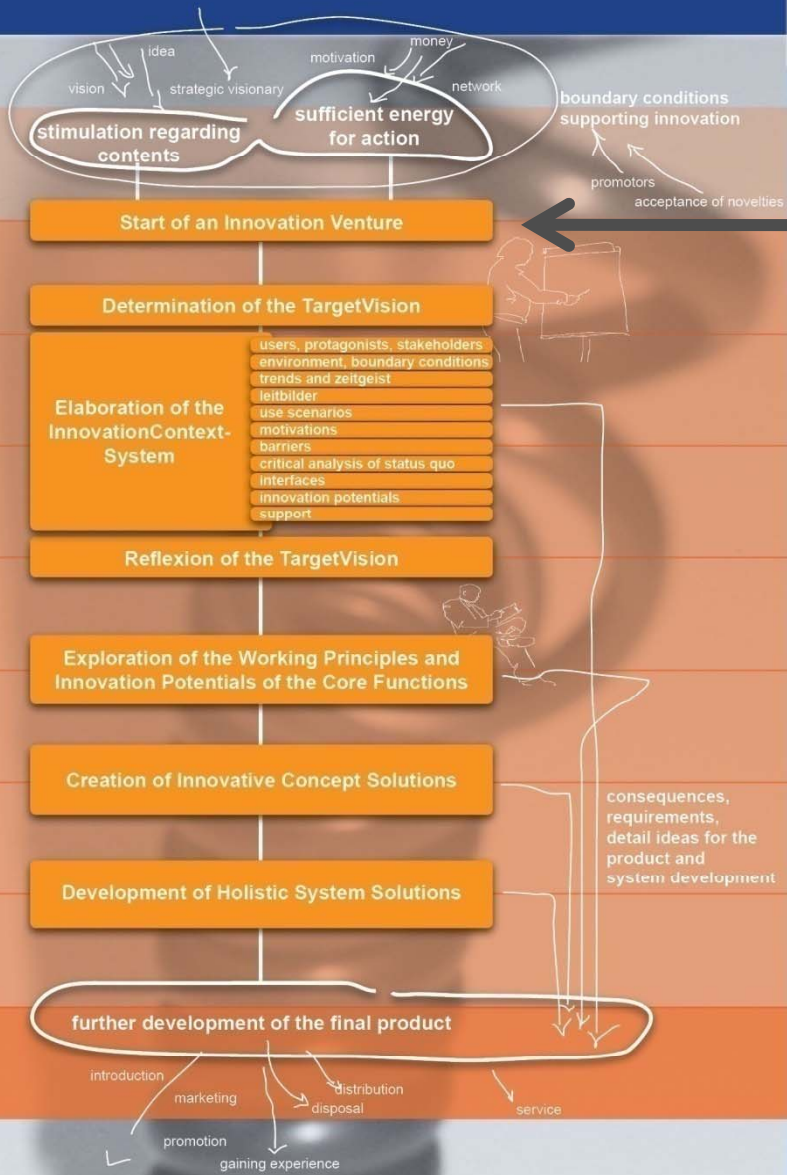
impulse, energy, environment



THE PATH TO INNOVATION

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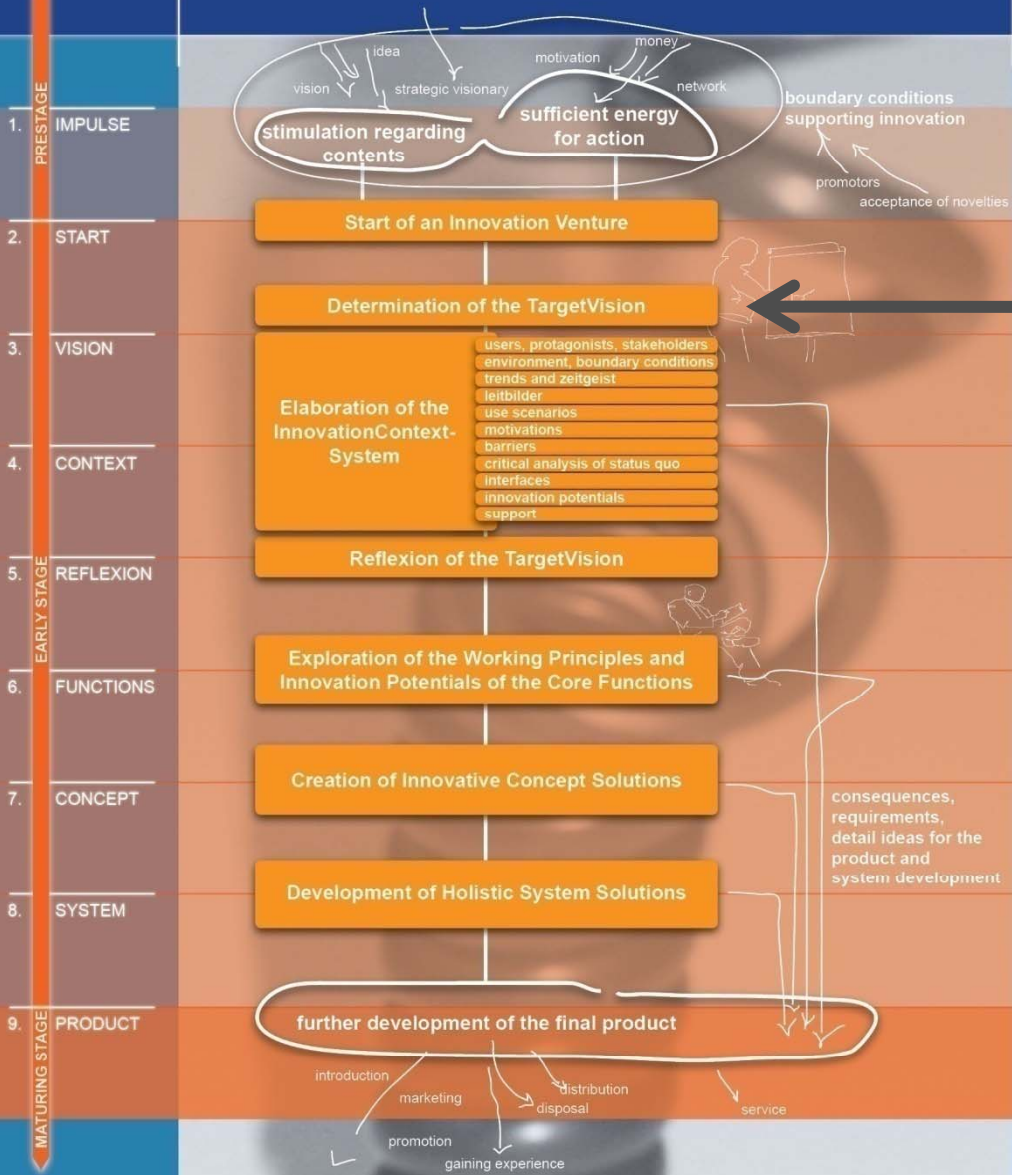
ADAPTIVE ORGANIZATION OF THE COOPERATION | CREATION AND MAINTENANCE OF KNOWLEDGE AND IDEA MANAGEMENT | FOSTERING AN INNOVATION CULTURE | EVALUATION, EXPERIMENTATION, ASSESSMENT | MARKET AND MARKETING THINKING

start



THE PATH TO INNOVATION

INNOVATION PROCESS



target vision

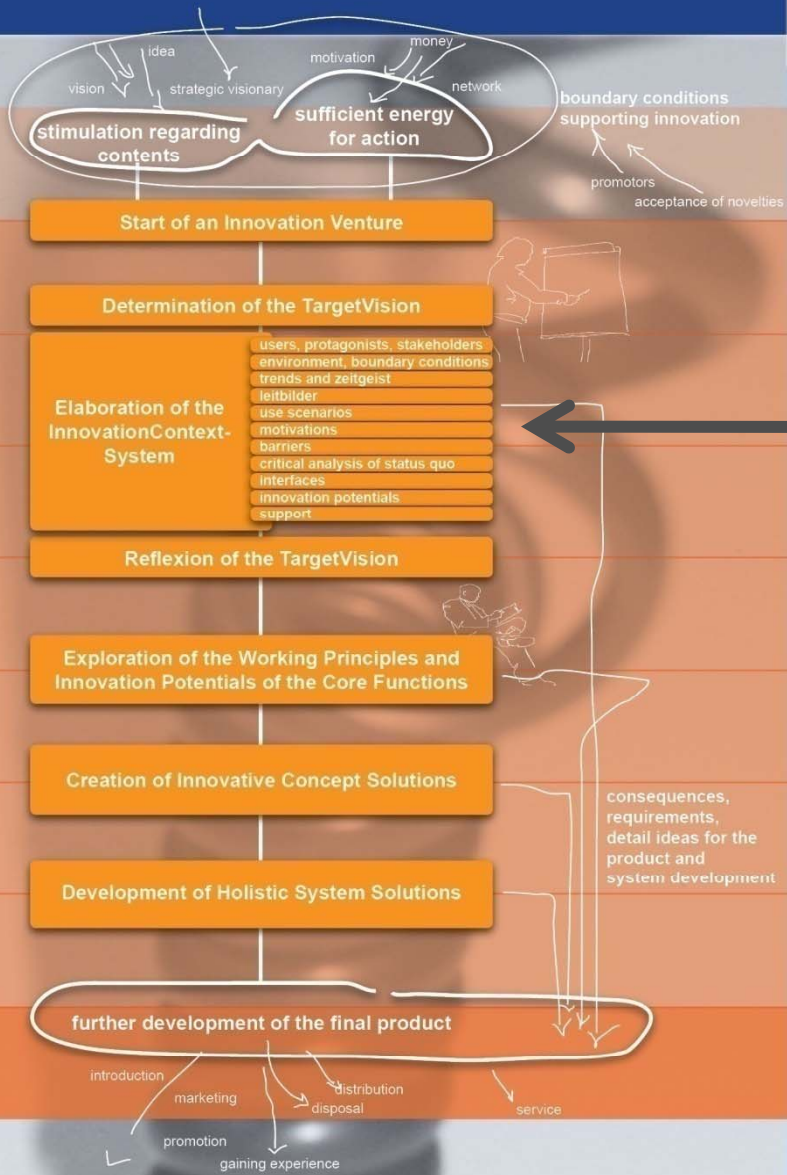
“Concepting and prototyping of ICT tools for supporting innovation projects and education on holistic innovation”

ADAPTIVE ORGANISATION OF THE COOPERATION	OPERATION AND MAINTENANCE OF KNOWLEDGE AND IDEA MANAGEMENT	ECOSYSTEMS AND INNOVATION CULTURE	EVALUATION, EXPERIMENTATION, ASSESSMENT	MARKET AND MARKETING THINKING
innovative institutions	cyberplaces	promotion of innovative personalities	experimenting	market relevance
organisations		permeability of		
open teams				
social				
networks		promotion of imagination and creativity		
implicit knowledge			qualitative methods	
methodology				market size
networks				
informal cooperation				
orders				
methods				
selection of protagonists				
customers				

THE PATH TO INNOVATION

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ADAPTIVE ORGANISATION OF THE COOPERATION	CREATION AND MAINTENANCE OF KNOWLEDGE AND IDEAMANAGEMENT	FOSTERING AN INNOVATION CULTURE	EVALUATION, EXPERIMENTATION, ASSESSMENT	MARKET AND MARKETING THINKING
innovative institutions	systems	promotion of innovative personalities	experimenting	market relevance
core team	organizational support	permission of freedom of mind	directed	participate in the market
trust	networks			
methodology	measures			market size
	images, relationships			

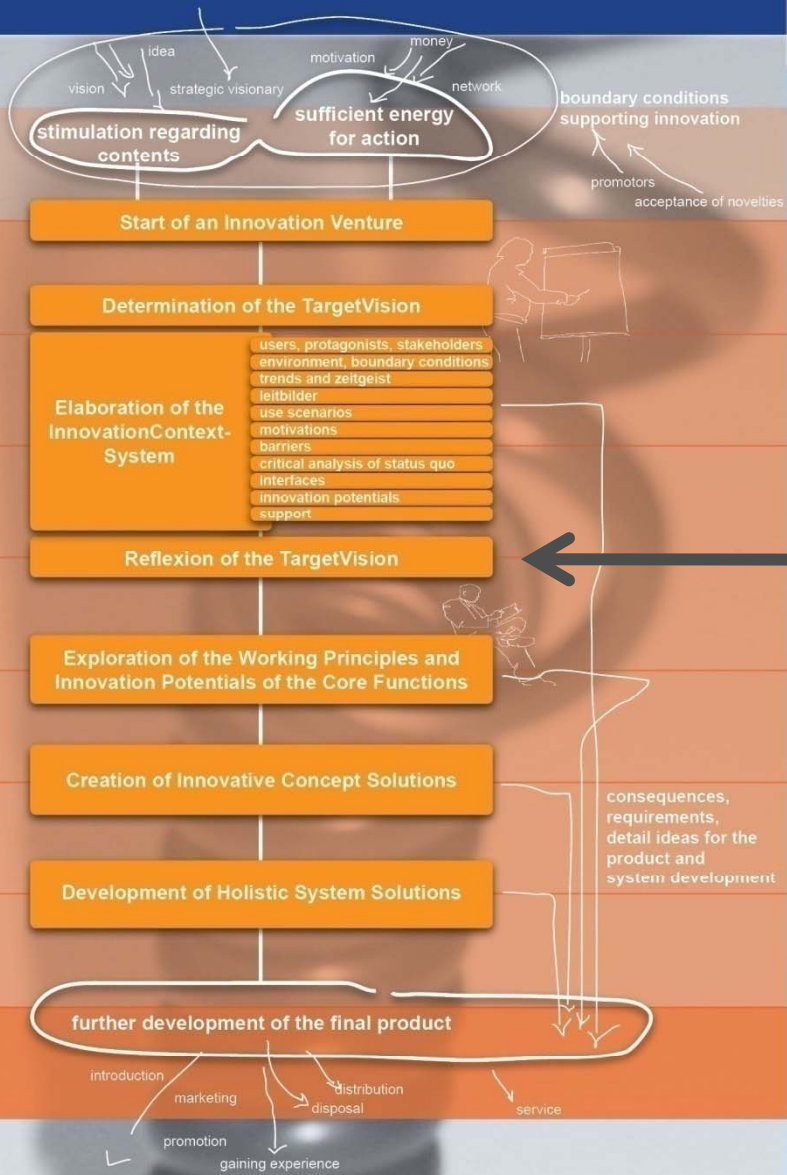
embedding, context

- users, protagonists, stakeholders
- environment, boundary conditions
- trends and zeitgeist
- leitbilder
- use scenarios
- motivations
- barriers
- critical analysis of status quo
- interfaces
- innovation potentials
- support

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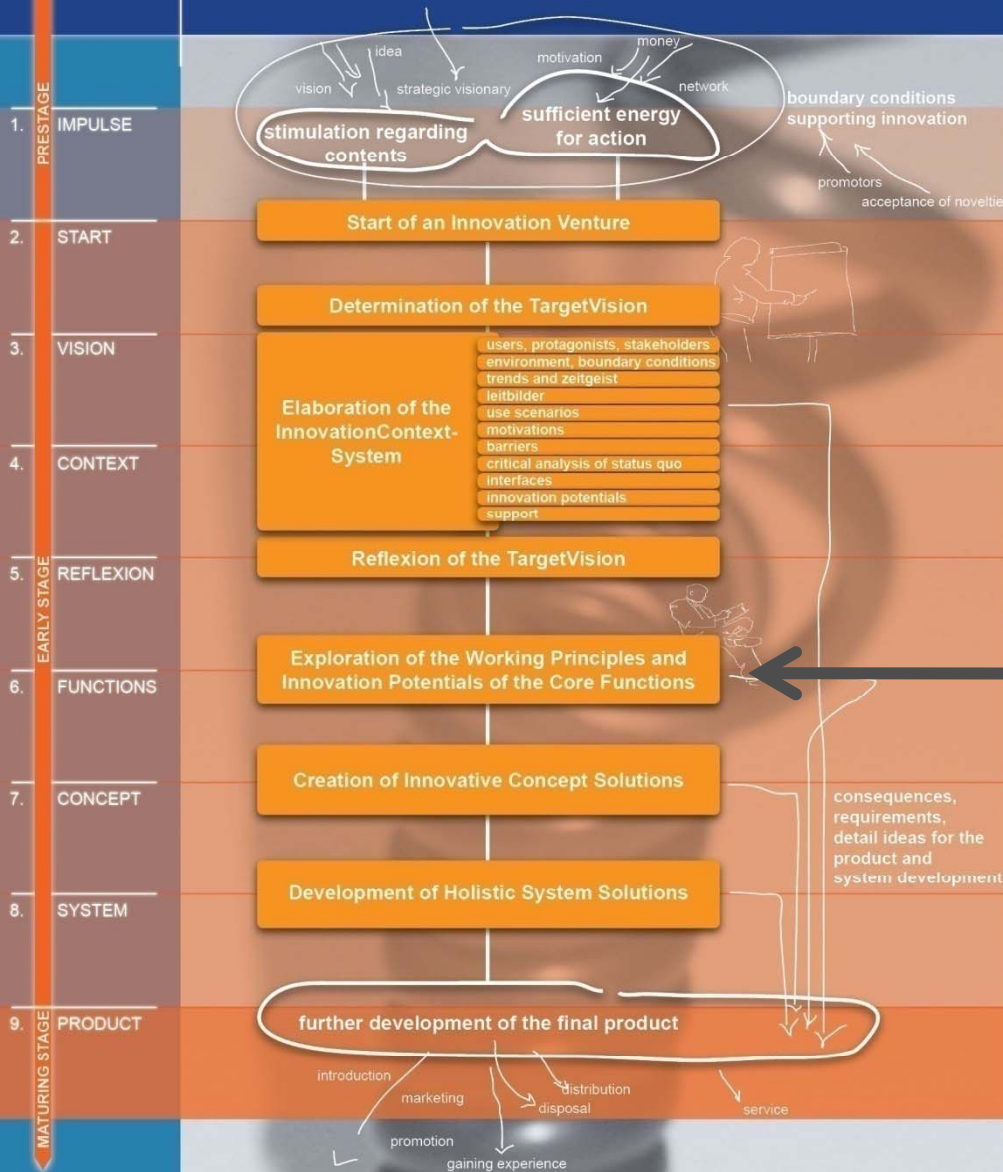


ADAPTIVE ORGANISATION OF THE COOPERATION	CREATION AND MAINTENANCE OF KNOWLEDGE AND IDEA MANAGEMENT	FOSTERING AN INNOVATION CULTURE	EVALUATION, EXPERIMENTATION, ASSESSMENT	MARKET AND MARKETING THINKING
innovative institutions	strategies	ecosystems of innovative personalities	experimenting	market relevance
open teams	organizational support	promoters of "freedom of mind"	real-time feedback	partners in the market
groups	chests	promotion of innovation and creativity	qualitative	strategic reflections regarding the market
networks	implicit knowledge			
methodology systems				
informal cooperation				
networks	technical support	creation of an inspiring environment	reflection of the process	articulation of marketing activities
experiences	heterogeneities	emergence of an innovative atmosphere and synergistic effects	experiments, prototypes	radicals
needed form of organizations	responsibility			alternative distribution channels
instruments				

reflection

THE PATH TO INNOVATION

INNOVATION PROCESS



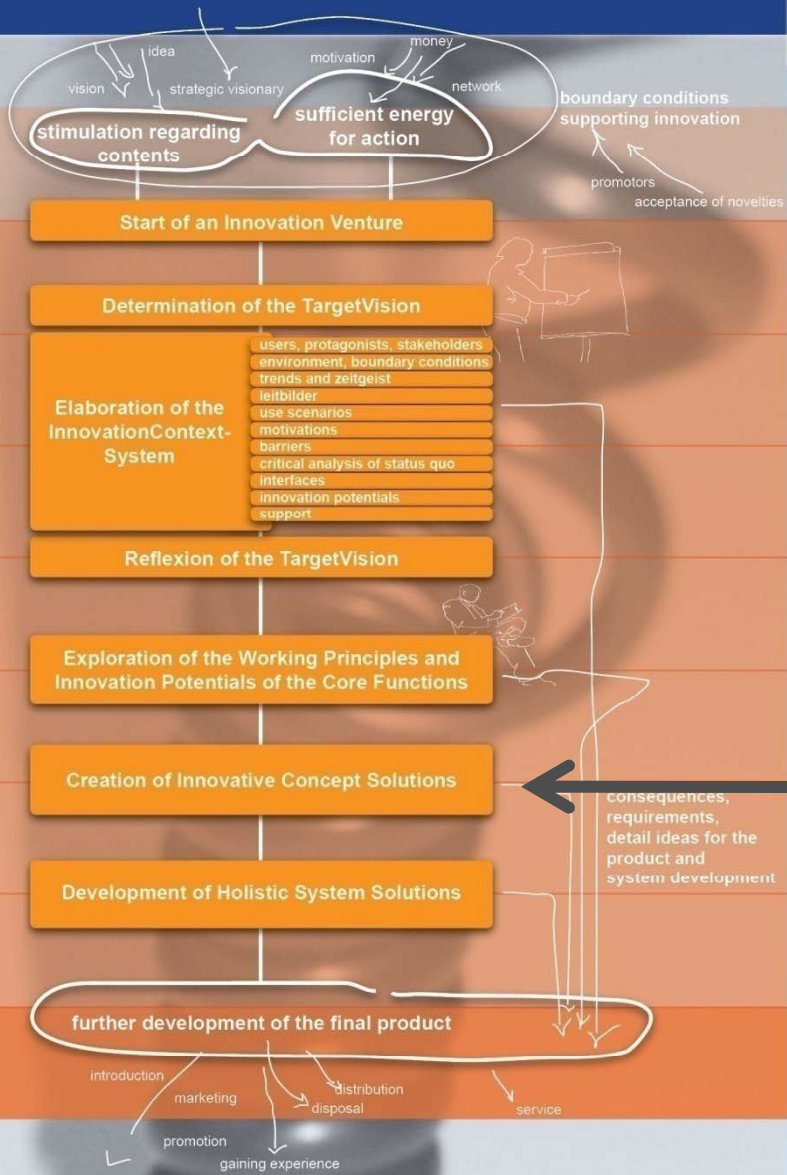
- effective support of innovation work and education
- joy of use
- sustainability in use
- synchronous and asynchronous collaboration
- ubiquitous accessibility

core functions (principles, potentials)

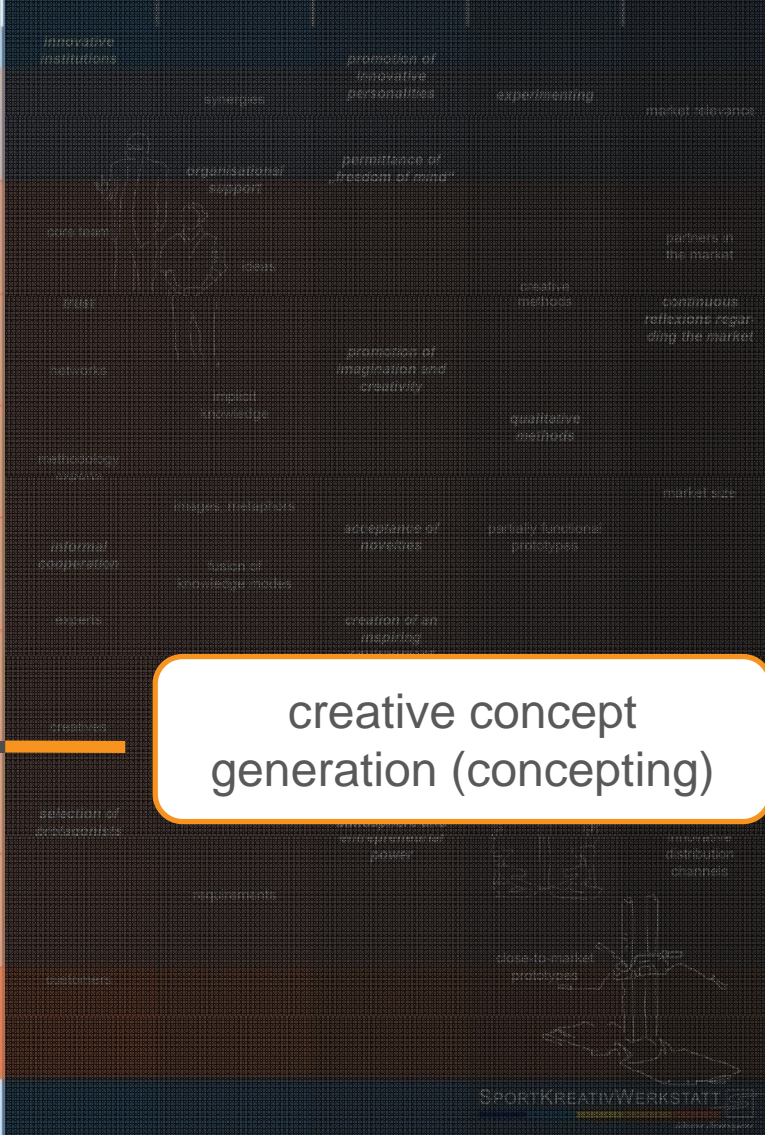
THE PATH TO INNOVATION

INNOVATION PROCESS

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FOSTERING AN INNOVATION CULTURE
EVALUATION, EXPERIMENTATION, ASSESSMENT
MARKET AND MARKETING THINKING

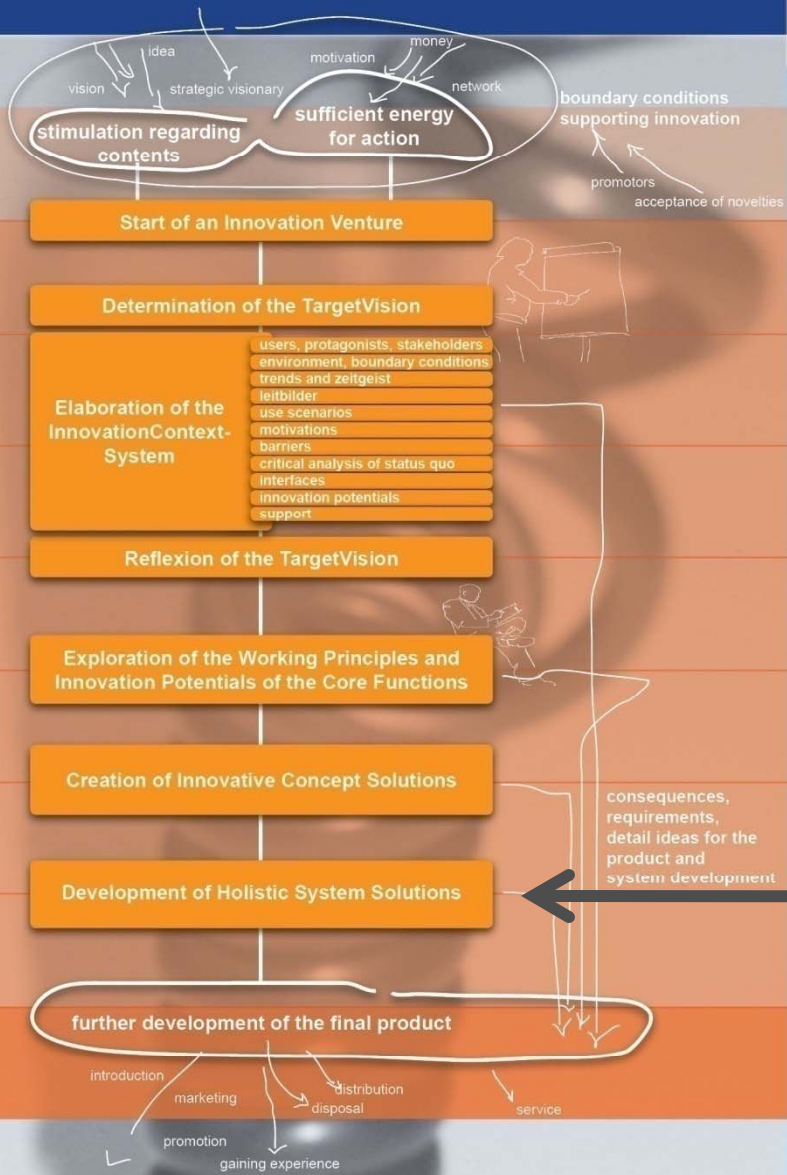


creative concept generation (concepting)

THE PATH TO INNOVATION

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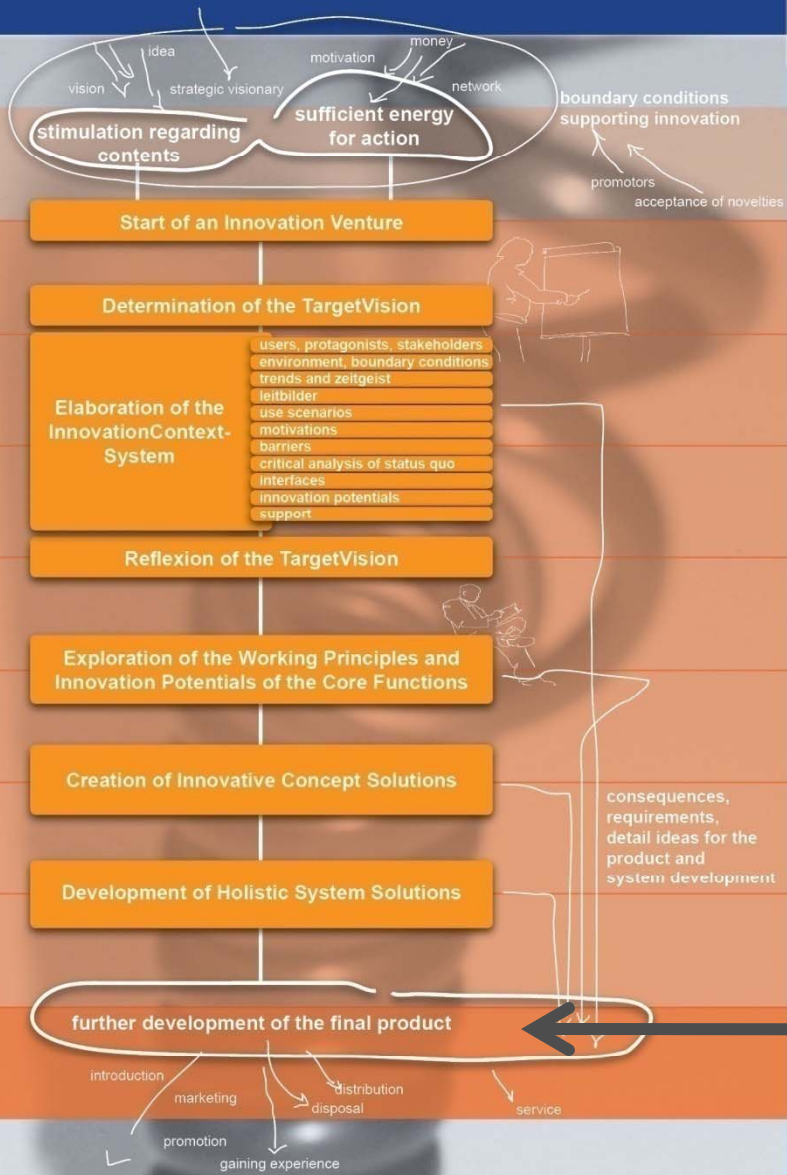
ADAPTIVE ORGANISATION OF THE COOPERATION	CREATION AND MAINTENANCE OF KNOWLEDGE AND IDEAMANAGEMENT	FOSTERING AN INNOVATION CULTURE	EVALUATION, EXPERIMENTATION, ASSESSMENT	MARKET AND MARKETING THINKING
innovative institutions	synergies	promotage of distinctive personalities	experimenting	market relevance
open team	organizational support	patronage of "freedom of mind"		partners in the market
trust	cases		creative methods	continuous reflections regarding the market
networks	empirical knowledge	promotion of imagination and creativity	qualitative methods	
methodology seminars	images, metaphors	acceptance of novelties	preliminary functional prototypes	market size
informal cooperation	quest of knowledge needs			
experiments	technical support	creation of an inspiring environment	reflexion of the process	anticipation of marketing activities
exercises	experiences		experimental prototypes	
structured processes				
customers			close-to-market prototypes etc.	

system conception

THE PATH TO INNOVATION

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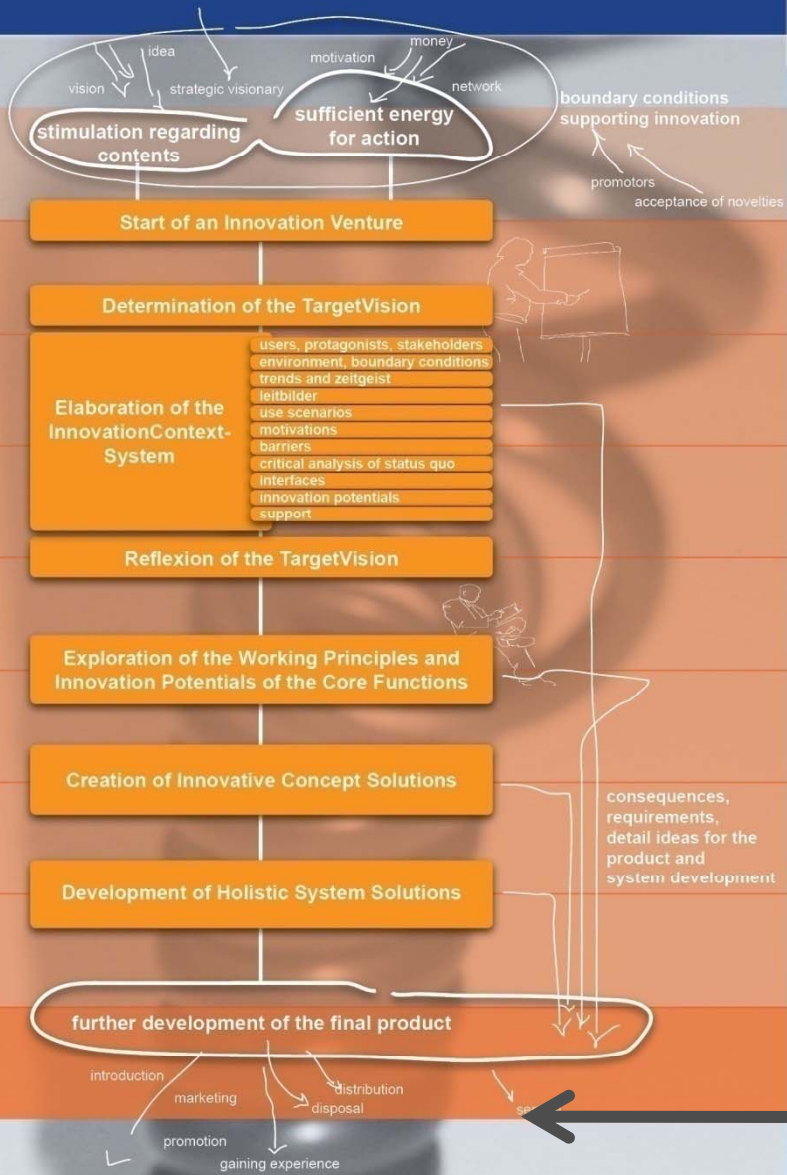
ADAPTIVE ORGANISATION OF THE COOPERATION	CREATION AND MAINTENANCE OF KNOWLEDGE AND IDEAMANAGEMENT	FOSTERING AN INNOVATION CULTURE	EVALUATION, EXPERIMENTATION, ASSESSMENT	MARKET AND MARKETING THINKING
innovative institutions	synergies	promotion of innovative personalities	experimenting	market relevance
idea management	organizational support	performance of "breakthrough ideas"		partners in the market
idea management	idea management		creative methods	continuous reflections regarding the market
networks	implicit knowledge	promotion of imagination and creativity	qualitative methods	
methodology systems	images, metaphors	acceptance of novelties	partially functional prototypes	market size
informal cooperation	spread of knowledge systems	creation of an enabling environment	reflection of the process	articulation of marketing activities
experts	technical support		experimental prototypes	
networks	exchange	combination of an innovative atmosphere and entrepreneurial power	users	alternative distribution channels

product development

THE PATH TO INNOVATION

INNOVATION PROCESS

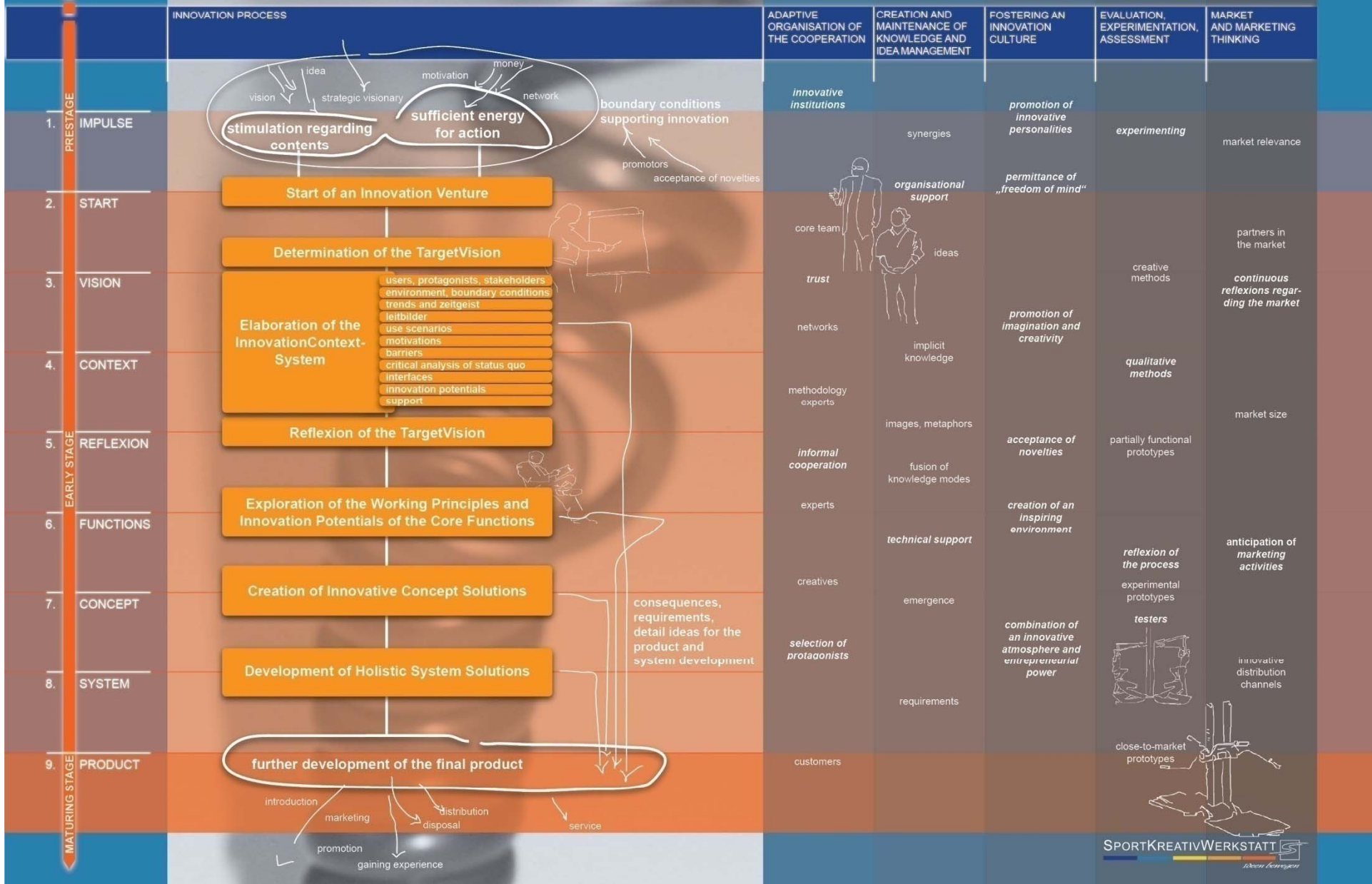
PRESTIGE
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innovative institutions	synthesis	knowledge of innovative personalities	experimenting	market relevance
collaboration	organizational support	permeation of "freedom of mind"		presence in the market
trust	ideas		objective methods	customer reflections regarding the market
networks	market knowledge	promotion of imagination and creativity	qualitative methods	
methodology	images, metaphors	integrative of movement		market size
informal organizations	forms of knowledge media		preliminary forecasts	
reports	technical support	creation of an inspiring atmosphere		anticipation of marketing activities
experiences	strategies		experimental prototypes	
absorption of experiences	combination of an innovative atmosphere and encouragement of power		feedback	
	requirements			relative distribution channels
customers			close-to-market prototypes	

(market) introduction

THE PATH TO INNOVATION



INNOVATION PROCESS

ADAPTIVE ORGANISATION OF THE COOPERATION

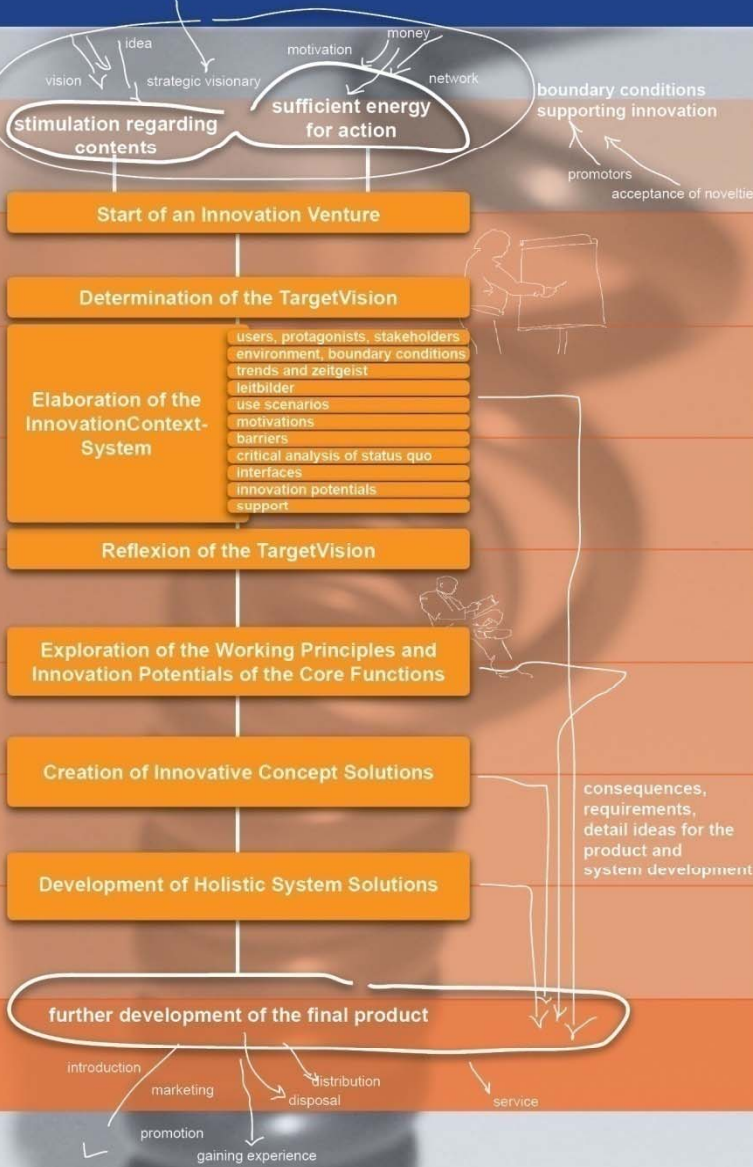
CREATION AND MAINTENANCE OF KNOWLEDGE AND IDEA MANAGEMENT

FOSTERING AN INNOVATION CULTURE

EVALUATION, EXPERIMENTATION, ASSESSMENT

MARKET AND MARKETING THINKING

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innovative institutions		promotion of innovative personalities	experimenting	market relevance
	synergies			
core team	organizational support	permissance of „freedom of mind“		partners in the market
trust	ideas		creative methods	continuous reflexions regarding the market
networks	implicit knowledge	promotion of imagination and creativity	qualitative methods	
methodology experts				market size
	images, metaphors	acceptance of novelties	partially functional prototypes	
informal cooperation	fusion of knowledge modes			
experts		creation of an inspiring environment		anticipation of marketing activities
	technical support		reflexion of the process	
creatives			experimental prototypes	
	emergence	combination of an innovative atmosphere and entrepreneurial power	testers	
selection of protagonists				innovative distribution channels
	requirements			
customers			close-to-market prototypes	