



**Government  
of Alberta** ■

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Jalisco – Alberta R&D and  
Commercialization Program

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Integrated Innovation

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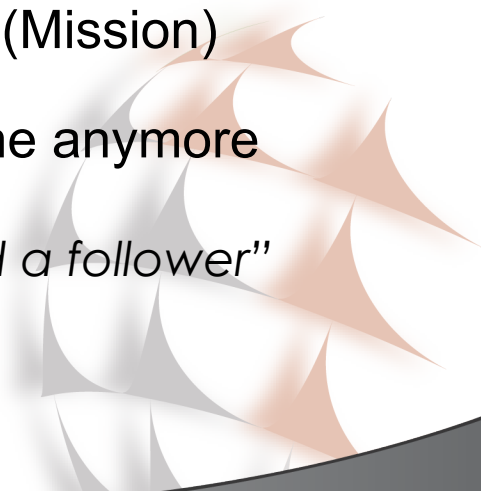
## Innovation ... do we need it?

- What is innovation? -- “**something**” that leads to the creation of economic and social value ...

*“Without innovation, companies and societies die”  
Anthony William – Coauthor Wikinomics (paraphrased)*

- Innovation is a “core business competency” today – necessary to be competitive in a global economy
- Must be aligned to your overarching business strategy (Mission)
- To differentiate must innovate – cant do it on price alone anymore

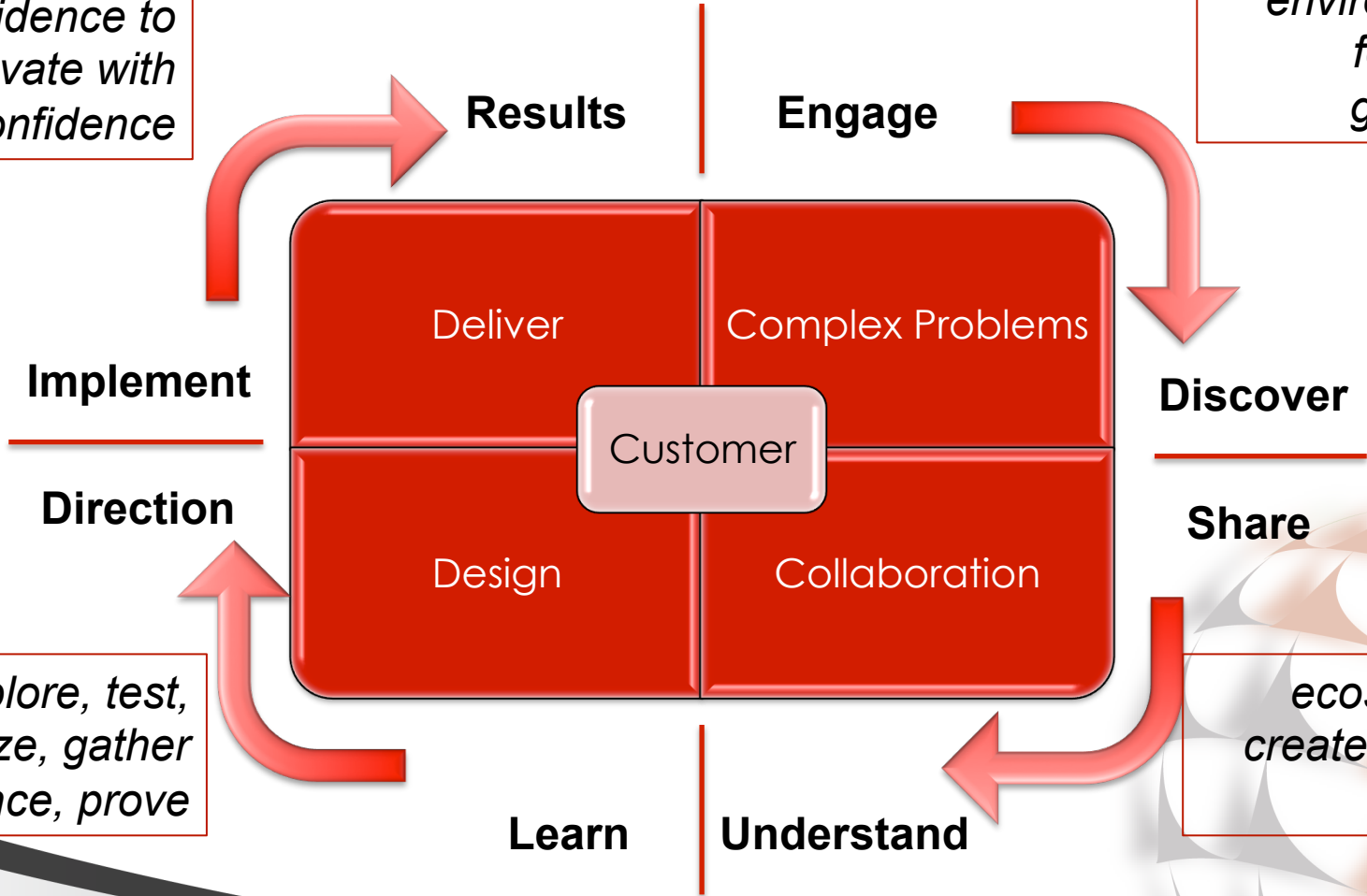
*“Innovation distinguishes between a leader and a follower”  
Steve Jobs – Apple*



# Innovation Cycle

*use evidence to innovate with confidence*

*environment to foster idea generation*

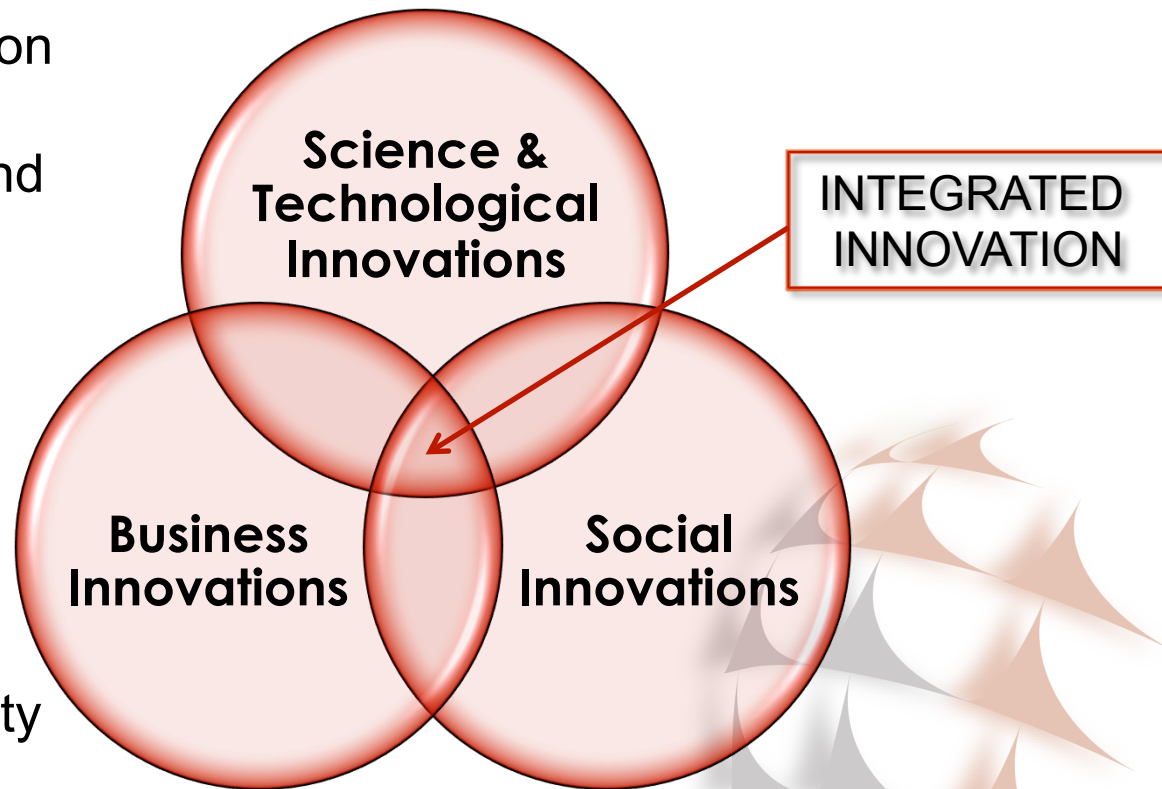


*explore, test, prioritize, gather evidence, prove*

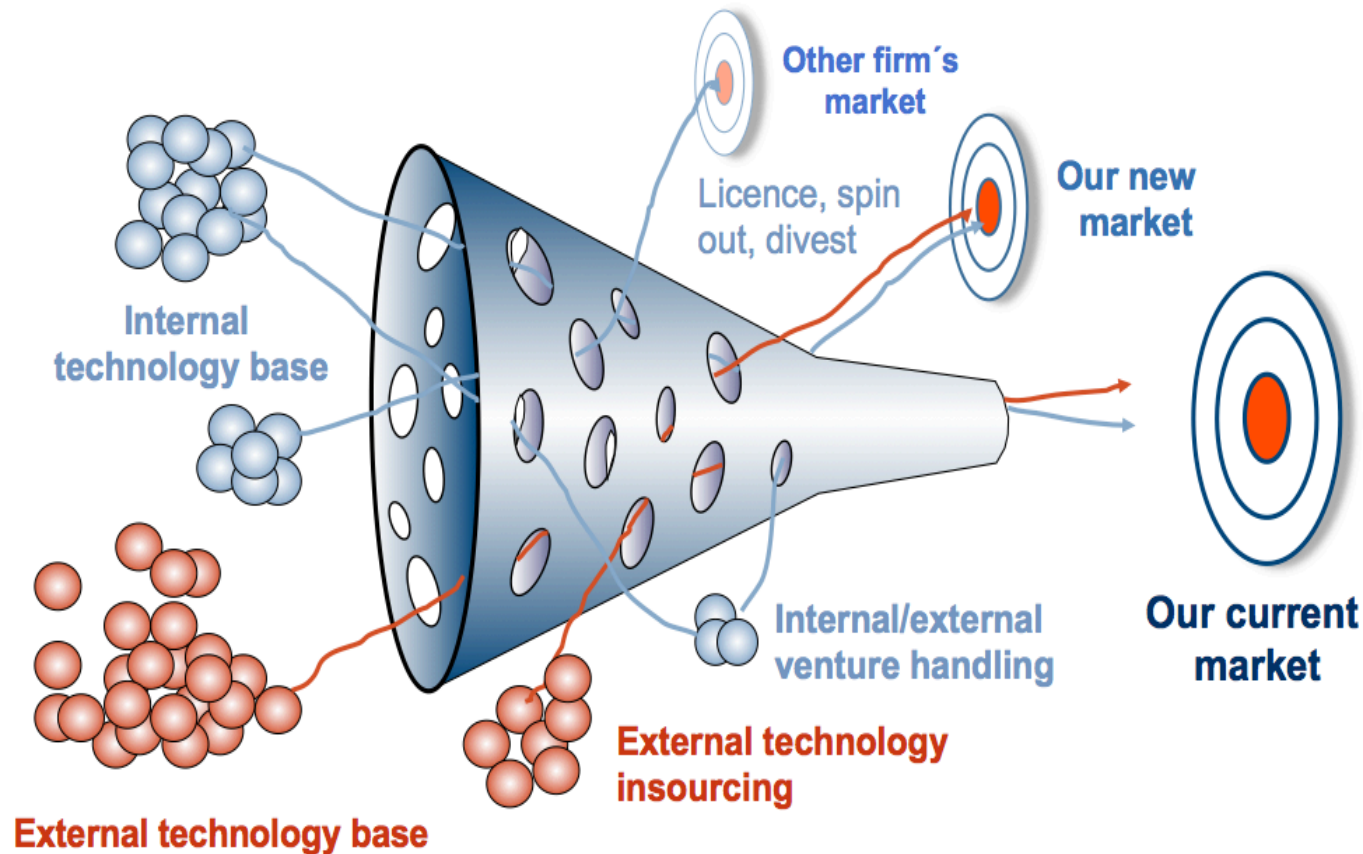
*ecosystem to create a shared vision*

## What is Integrated Innovation?

- Coordinated application of science and technology – social and business innovation to develop whole solutions to complex challenges.
- There is often risk aversion to adoption of ‘new’ technology – business and social inclusion mitigates this risk
- A collaborative user-centric approach and balance of innovative approaches will significantly enhance adoption and sustainability



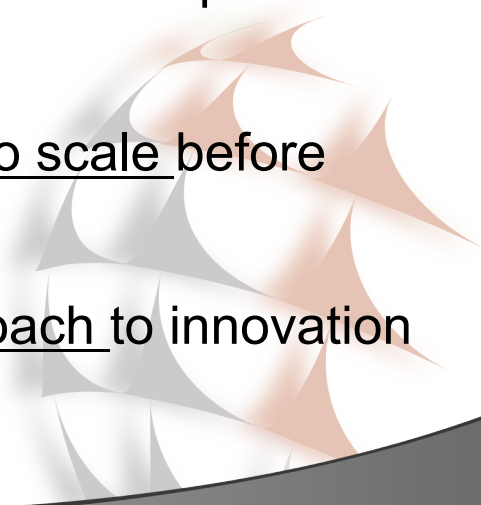
# Technology Innovation



- What technologies are necessary to address the problem?
- Can an existing product be modified?
- Is the technology feasible – market ready?
- Is it sustainable, scalable, accessible, affordable?

## Social Innovation

- Simply, a social innovation is an idea that works for the public good – address major societal challenges
- Social challenges are seen as innovation opportunities
- Governments and industries see social innovation as a means to reap the potential untapped markets have to offer – enhancing their global competitiveness ...
- Come from individuals, groups or organizations, and can take place in the for-profit, nonprofit and public sectors
- Jurisdictions / Regions must be able to take solution to scale before impact can become reality...
- **MUST** involve society in design – citizen centric approach to innovation



# Business Innovation

## Innovation Agenda

- Visioning & Strategic Planning
- Innovation Process Management

## Innovation Areas

- Products, Services, Markets
- Operations, Processes
- Business Models

## Innovation Enablers

- Integration of Business & Technology
- Collaboration & Partnering
- Development of an Innovation Culture
- Leadership

## Industry Model

- move into / redefine / create new industries

## Revenue Model

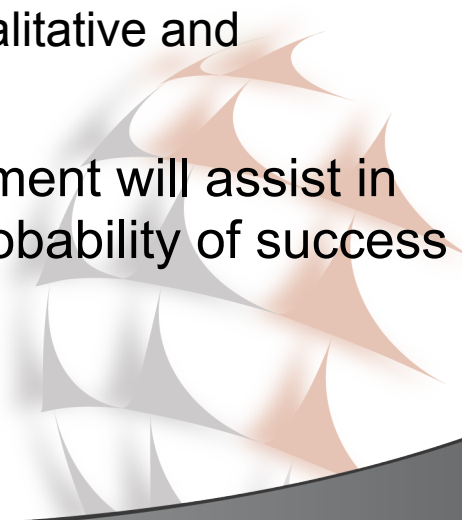
- change how we generate revenue – pricing models etc.

## Enterprise Model

- change our role in the value chain – by changing our extended enterprise / networks / capability / assets

## Alignment to Jalisco / Alberta Program

- As mentioned the program has a large focus on commercialization
- Things judges will be looking for in proponent applications for funding:
  - project can demonstrate a validated customer need
  - includes industry collaboration from both jurisdictions
  - project identifies business and technological competitive assessments
  - project has commercialization goals and strategy
  - articulates economic benefit for Jalisco and Alberta (qualitative and quantitative)
- An integrated innovation approach to project development will assist in responding to many of the above and will enhance probability of success





## Questions / Discussions

### *References:*

- The Creation of Economic and Corporate Wealth in a Dynamic Economy – *IBM Global Business Services, 2008*
- Open Innovation The Next Frontier - Henry Chesbrough *EIRMA SIG III, 2005-10-20*
- Bold Idea for Humanity - *Grand Challenges Canada – September 2010*
- The Lisbon Council think tank for the 21<sup>st</sup> Century
- Alberta / Jalisco R&D and Commercialization Program Plan – August 2011



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