Innovation basée sur la recherche

Laurent Miéville (Unitec)
Mehdi Shili (Innovation Director, Coty Inc.)
Factor-Driven Economy

• Cheap labor / natural resources

Investment-Driven Economy

• Start of University-Industry research collaboration
• Companies can absorb best available foreign technologies

Innovation-Driven Economy

• Supply of scientists and engineers
• Quality of research
• University-Industry research collaboration
• VCs
• Intense local competition
• Ability to innovate at world’s technology frontiers
• Create unique product designs
• Sell products and services globally

Où trouver des idées ?

<table>
<thead>
<tr>
<th>Sources used to develop new ideas or commercialize new business, % of respondents who are top managers,†</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dedicated product-development teams, groups within business units</td>
</tr>
<tr>
<td>Partnerships with academia, research centers</td>
</tr>
<tr>
<td>Centralized innovation initiative teams</td>
</tr>
<tr>
<td>Centralized innovation group or unit (eg, department that is cost center)</td>
</tr>
<tr>
<td>Traditional R&amp;D center</td>
</tr>
<tr>
<td>Outsourced R&amp;D (eg, to another organization or geography)</td>
</tr>
<tr>
<td>Corporate venture capital fund</td>
</tr>
<tr>
<td>None of the above</td>
</tr>
</tbody>
</table>

*How companies approach innovation*
McKinsley Quarterly, October 2007
What is innovation?
Definition

New way of doing things, which can commercialized

Porter M. - 1990

Invention
Innovation
Diffusion

Process of creating value from ideas

Tidd J.-2014

Schumpeter Trilogy
Why is innovation important?
NADI ET SEVILLE

CET ÉTÉ, PARTEZ PLUTÔT DEUX FOIS QU’UNE.

Why not?
THEY’LL NEVER SEE EXACTLY WHAT YOU SAW, BUT IT’S PRETTY DAMN CLOSE.
«Pour faire court: c’est de la daube.» ★★★★★

User envy pour l’art. 372880, Imprimantes

digitec.ch
1 avis sincère sur 198478
Importance of innovation

Value = \frac{Benefit}{Price}

Innovation helps to win the value equation by:
- Increasing the perceived benefit
- Reducing the costs
What are the types of innovation?
10 types of innovation

Configuration
- Profit Model: The way in which you make money
- Network: Connections with others to create value
- Structure: Alignment of your talent and assets
- Process: Signature or superior methods for doing your work
- Product Performance: Distinguishing features and functionality

Offering
- Product System: Complimentary products and services
- Service: Support and enhancements that surround your offerings
- Channel: How your offerings are delivered to customers and users
- Brand: Representation of your offerings and business
- Customer Engagement: Distinctive interactions you foster

Source: The Ten Types of Innovation (Doblin)
Sustaining innovation

Source: Clayton Christensen, 2007
Disruptive innovation

Key characteristics:
• Initially provides inferior performance
• Adopted by a market currently underserved or not served at all
• Often has a steeper improvement trajectory
• Cheaper, simpler and smaller

Source: Clayton Christensen, 2007
Research & Innovation
Bureau de transferts de technologies

Missions

- Évalue le potentiel commercial des résultats de la recherche.
- Renseigne sur la propriété intellectuelle et protège les découvertes.
- Finance la transition d’un concept vers son implémentation par le fonds INNOGAP.
- Organise des séminaires de formation et des cours de sensibilisation.
- Prépare et négocie des contrats de collaborations, de licence et de transfert.
- Soutient la création de « spin-off » issues de l’Université et organise des manifestations de sensibilisation à l’entrepreneuriat.

Clients

[Logos des partenaires]