

**Some Thoughts on
Innovation & Up Scaling
in the 21st Century**

by

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May 14th, 2012.

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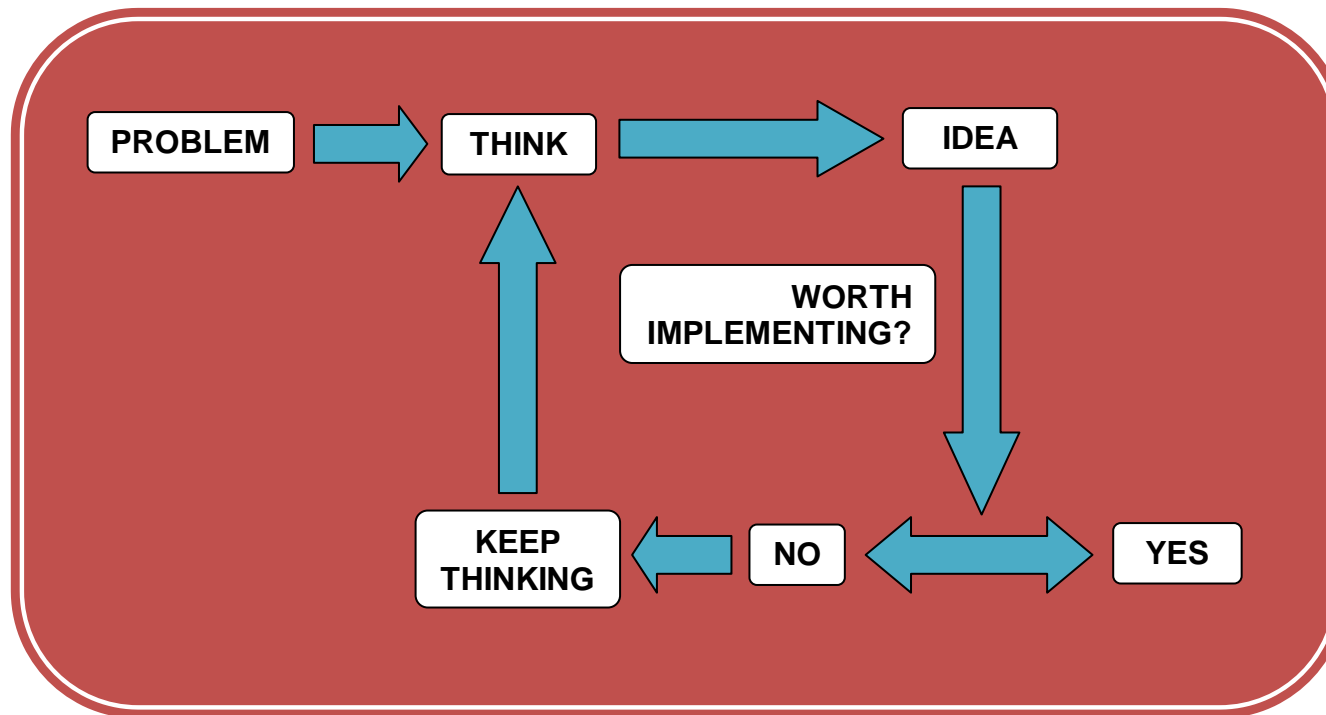
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Creative and Digital Economy: A New Fusion

Innovation

Innovation is not a new concept:-



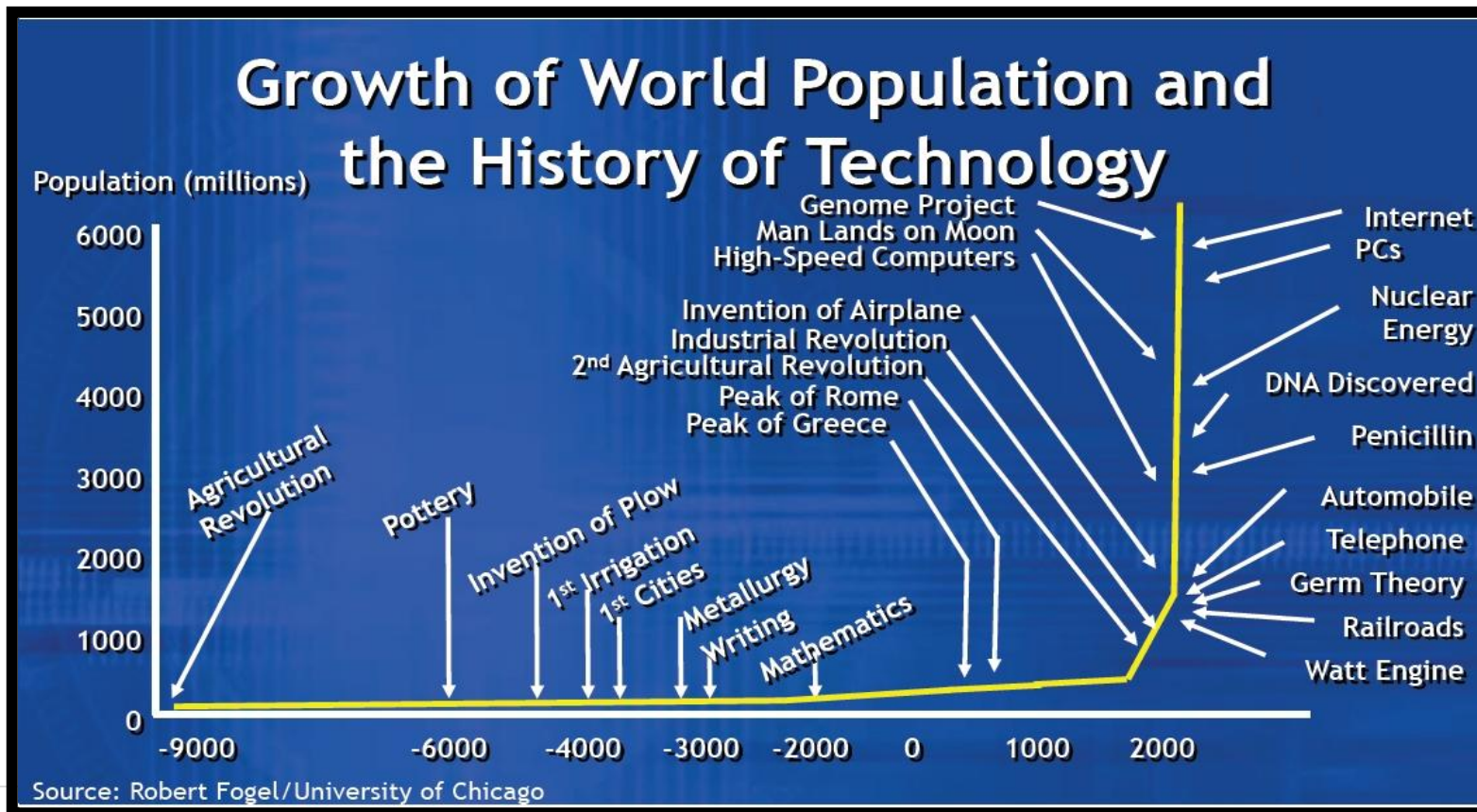
- We need to be more innovative in reminding ourselves simply to be innovative
- Create a philosophy of Innovation in our organisations – as a perpetual process

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The New State of Innovation

- Appreciate that the pace of innovation has and continues to change dramatically

Growth of world population and the History of Technology



Global Innovation

Pros:-

- Greater opportunities
- Larger audiences
- Faster Up Scale potential

Cons:-

- Greater competition
- Precarious IP situation
- Issue of Timeliness



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Investment, Bureaucracy & Innovation

20 th Century	21 st Century
<ul style="list-style-type: none">• Slower pace innovation• Bureaucracy commonplace• Bureaucracy tolerated	<ul style="list-style-type: none">• Faster pace of innovation• Bureaucracy unacceptable• Bureaucracy no longer fits

- New modules are required
- Current models of bureaucracy need to be completely rethought.

Current funding models:

- Delayed or even thwarted innovation
- Restrict the rate of growth
- Not compatible with the needs of timeliness

New modules might include:

- Proactive funding solutions
- R & D friendly banks
- Minimal bureaucracy

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New vs. Old Innovation

Old Innovation Model:

INNOVATION + BEURACRACY = BAD SITUATION

New Innovation Model:

INNOVATION - BEURACRACY = GREAT SITUATION

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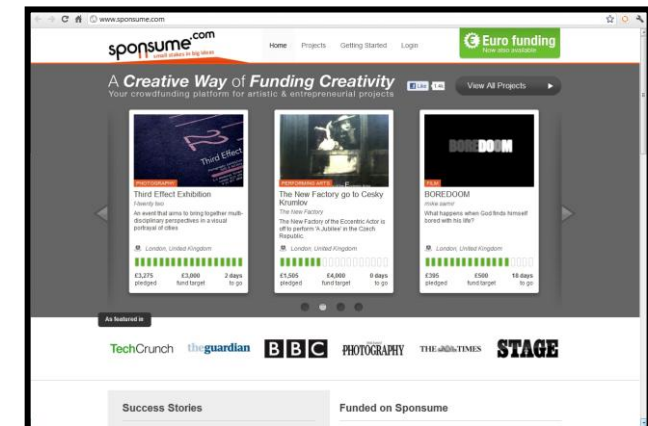
Finally

Possibly the greatest new opportunity for innovative organisations:

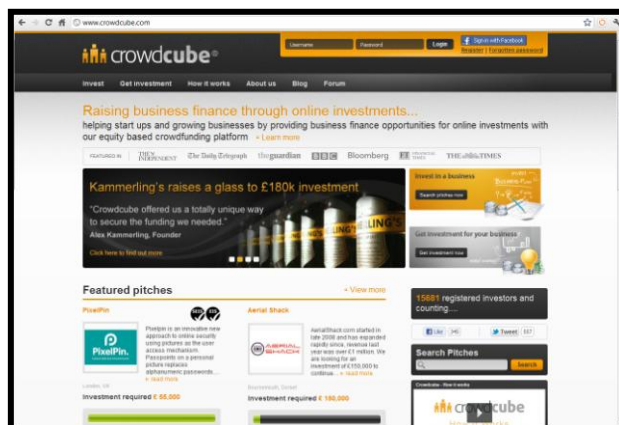
Crowdfunding offers:

- Low levels of bureaucracy
- Rapid funding models
- Fast access to R & D funding
- Fast access to markets

www.sponseum.com



www.crowdcube.com



www.seedrs.com



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