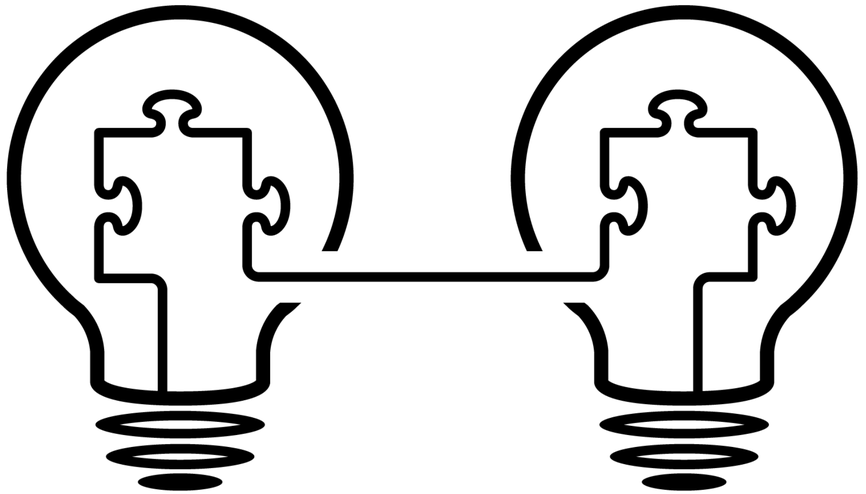
MOVING MINDS

CALL FOR
RESEARCH IDEAS 2016

Not Invented Here

cross-industry innovatie



UCCL Moving Minds

Marc Heleven
www.7ideas.net
marc@21lobsterstreet.com

commodore 64
CTRL
SHIFT
RUN STOP
SHIFT LOCK
RESTORE
RETURN
CLR HOME
INST DEL
BLK
WHT
RED
CYN
PUR
GRN
BLU
YEL

Cross-industry innovation

NOT INVENTED HERE

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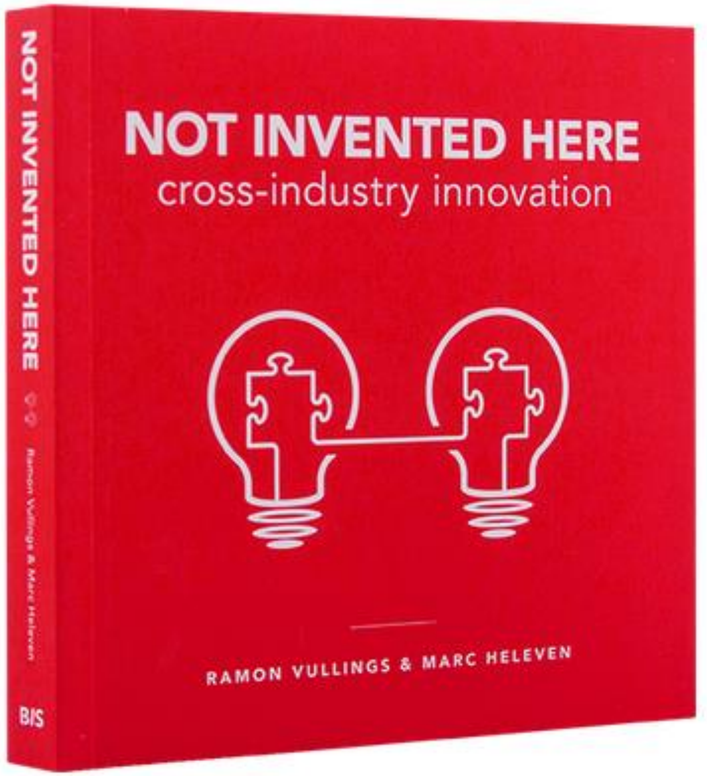

NOT INVENTED HERE

The lessons from other sectors

Where can a hospital apply principles from the airline sector?
How can a car manufacturer use tools from the video game industry?
What can an event organiser learn from the railways?

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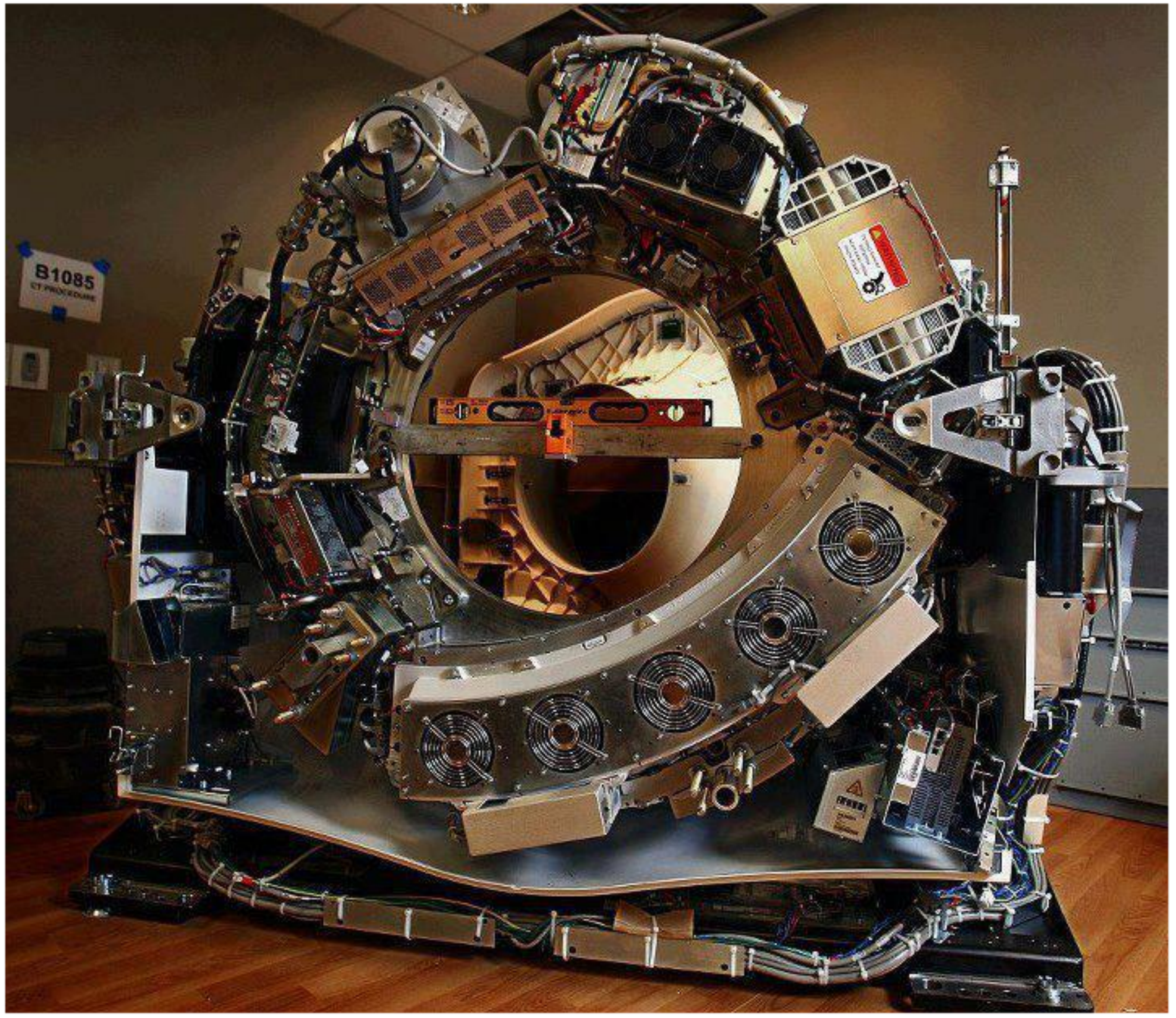
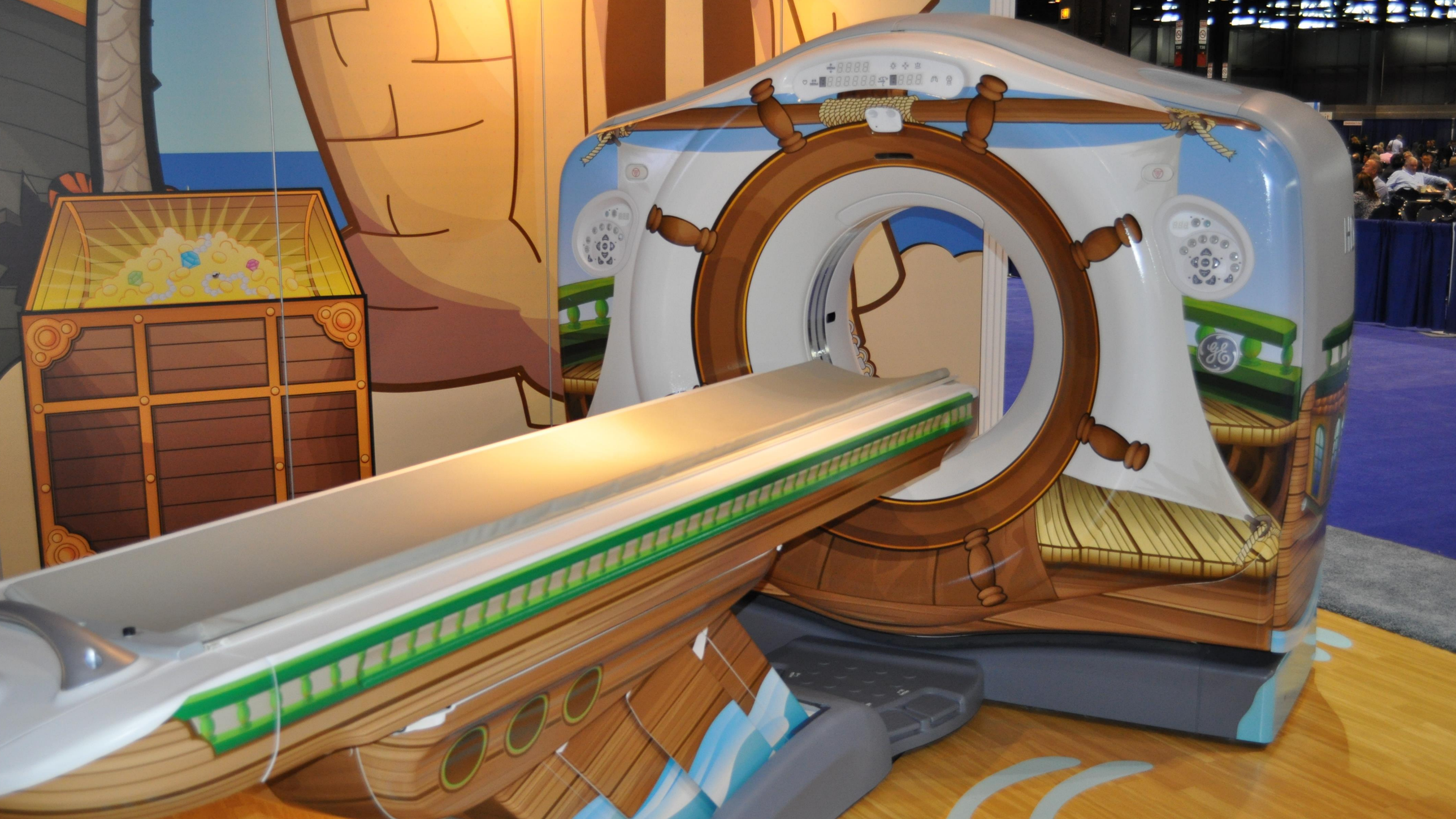
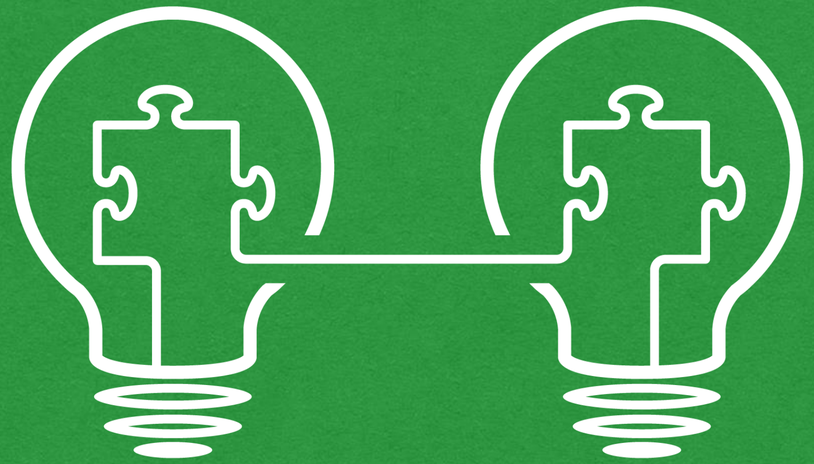
3840
0.0
LightSpeed


B1085

Where Dreams Come True
Walt Disney World





Innovatie van
product
service (design)
proces
business model
strategie / cultuur

Waarom?

Waarom?

Grenzen tussen sectoren vervagen (gezondheid, onderwijs, energie …)
Mega impact technologieën (IoT, Big Data, 3D printing, Drones …)

Waarom?

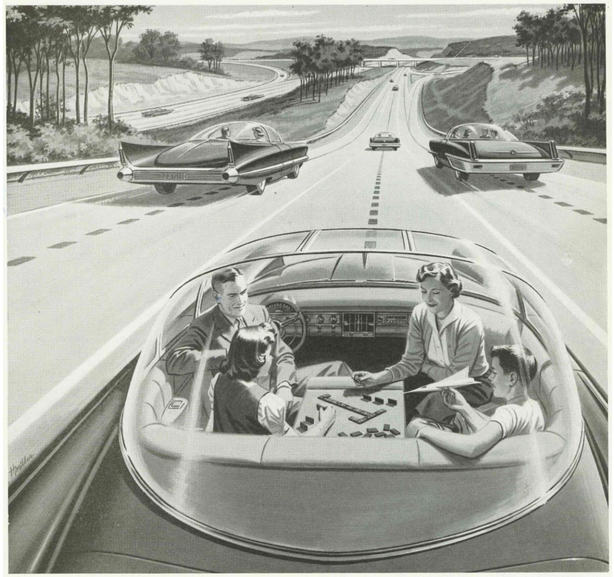
Grenzen tussen sectoren vervagen (Tesla)

disruption often comes from outside your sector

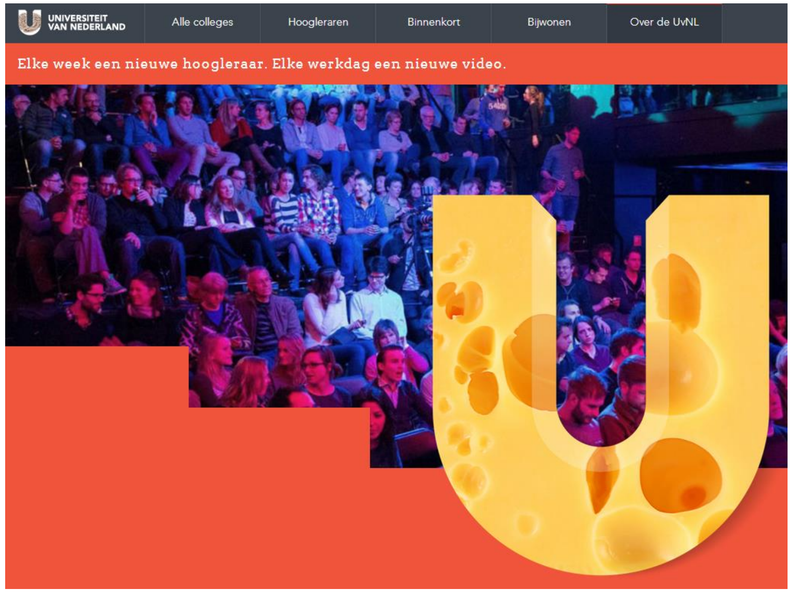
@7ideas

Encyclopædia Britannica

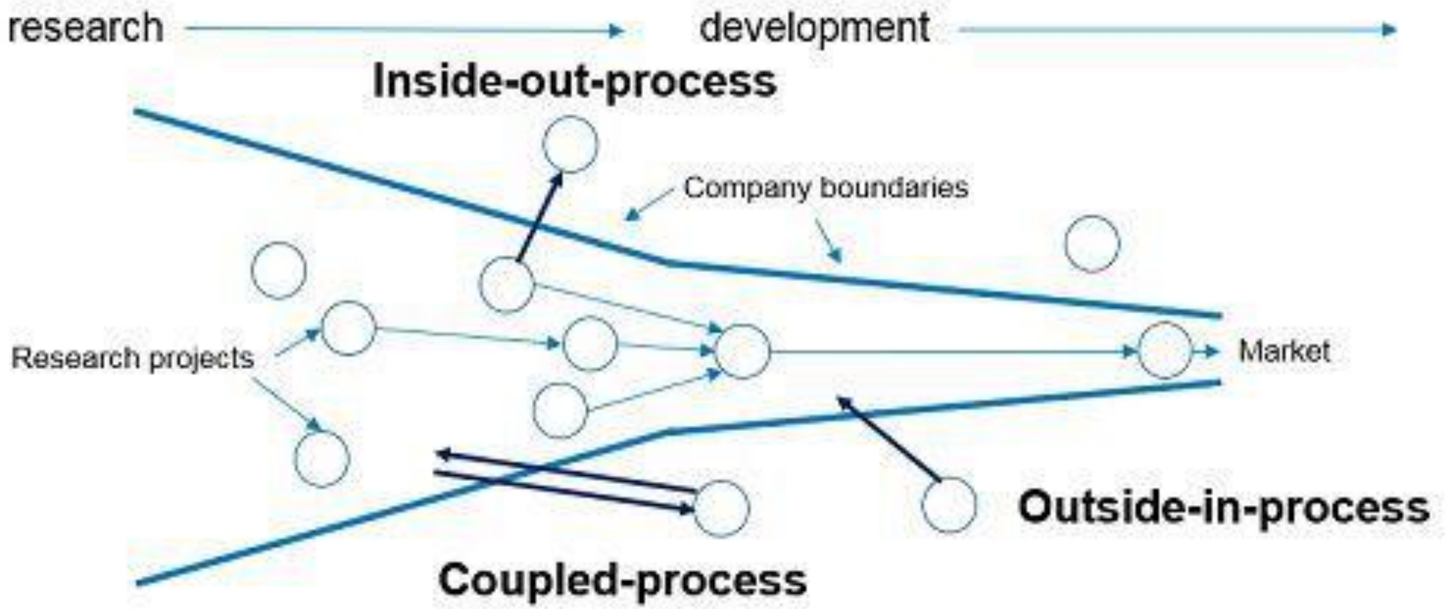
1.44 MB
2HD



ELECTRICITY MAY BE THE DRIVER. One day your car may speed along an electric super-highway, its speed and steering automatically controlled by electronic devices embedded in the road. Travel will be more enjoyable. Highways will be made safe—by electricity! No traffic jams . . . no collisions . . . no driver fatigue.

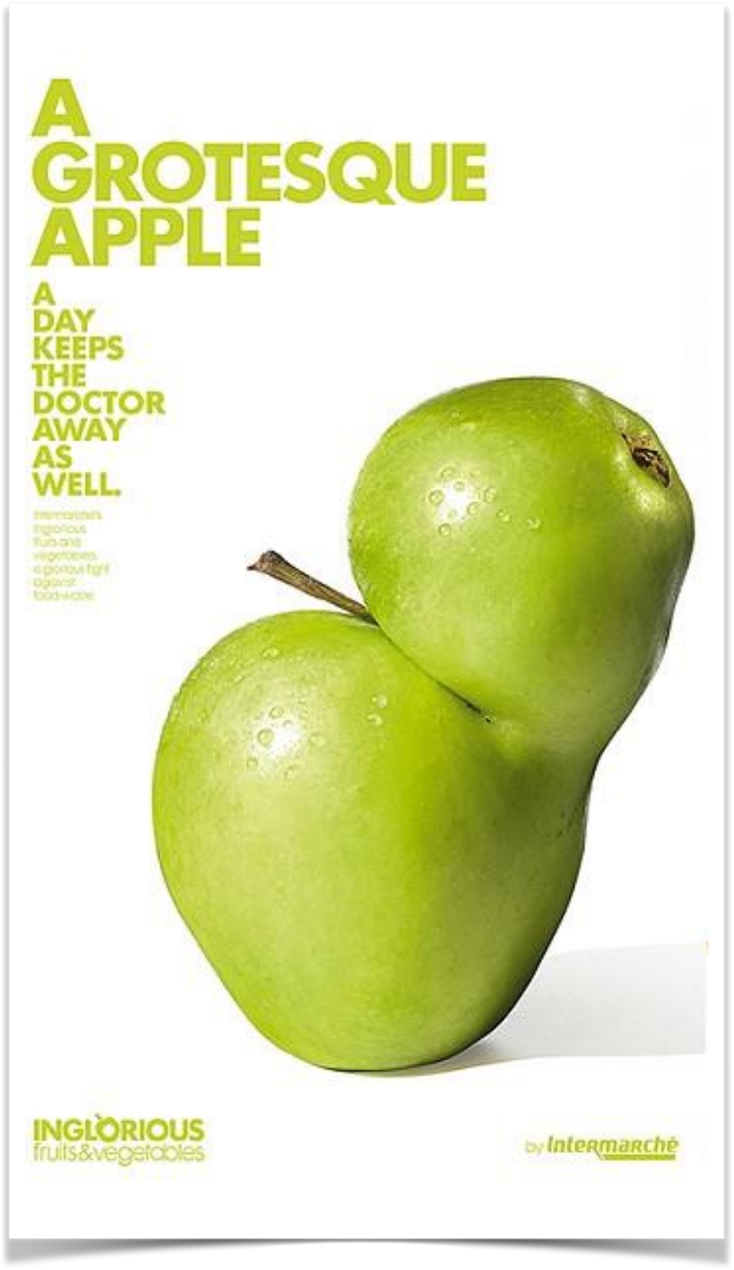


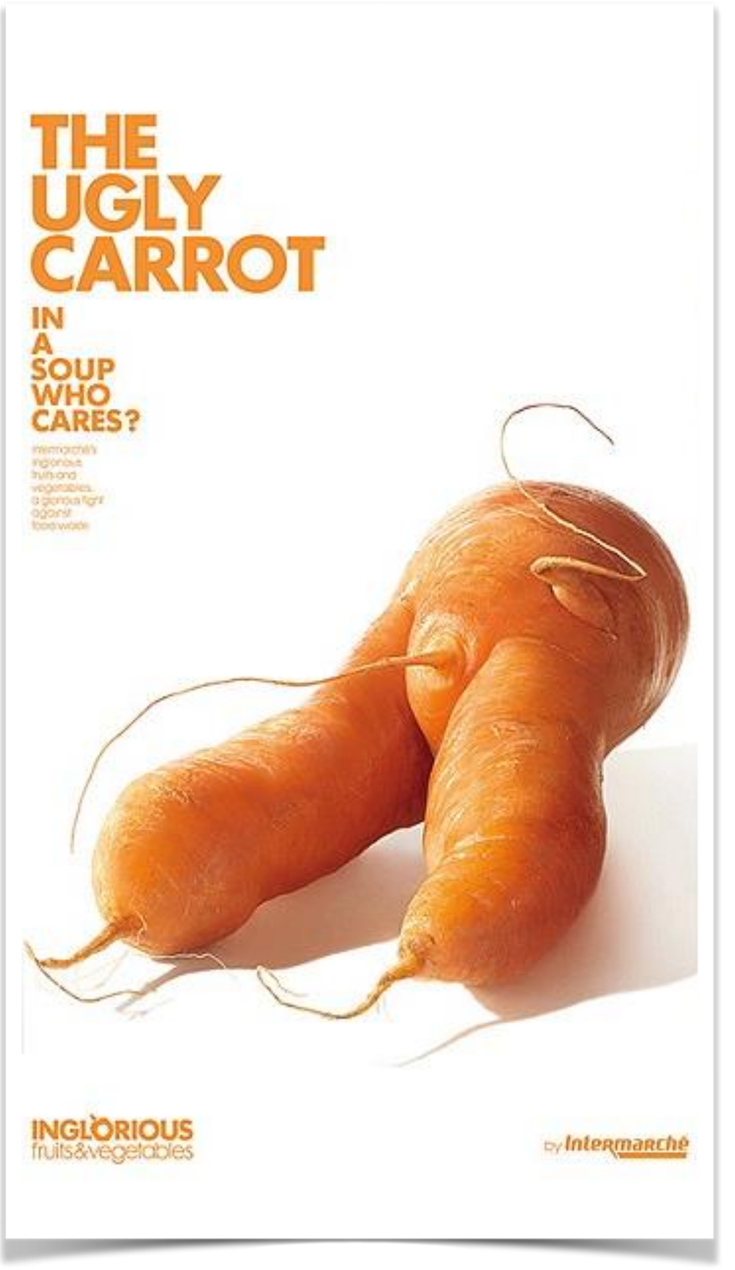
Invalshoeken

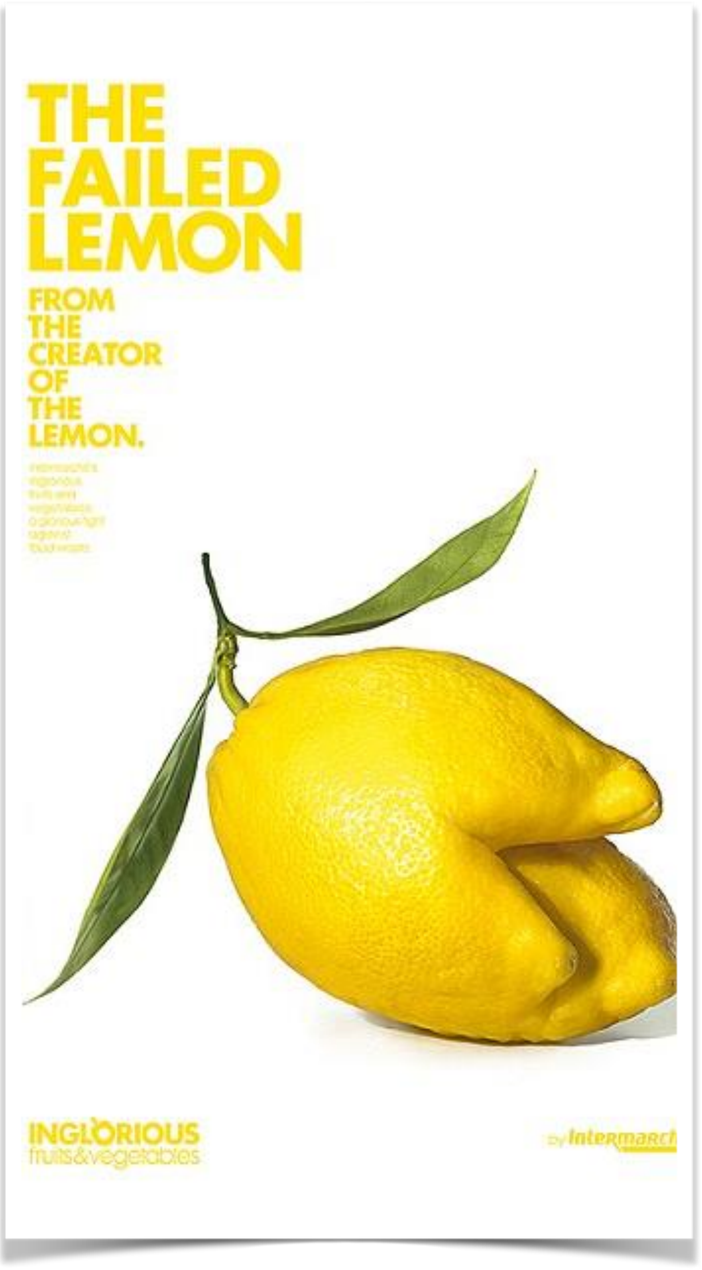


Inside-Out	Outside-In	Partnering
(own technologies transferred in other industries)	*(external tech-nologies used for own industry)*	*(Collaboration with external partner)*

Outside - in







Misvormde groenten

Les Biscuits
MOCHES
Chocolat Noir
MOCHE, MAIS MATE LES TABLETTES !
8x

Les Biscuits
MOCHES
Coeur de Lait
J'SUIS PAS BEAU, MAIS J'AI DU CŒUR !
10x

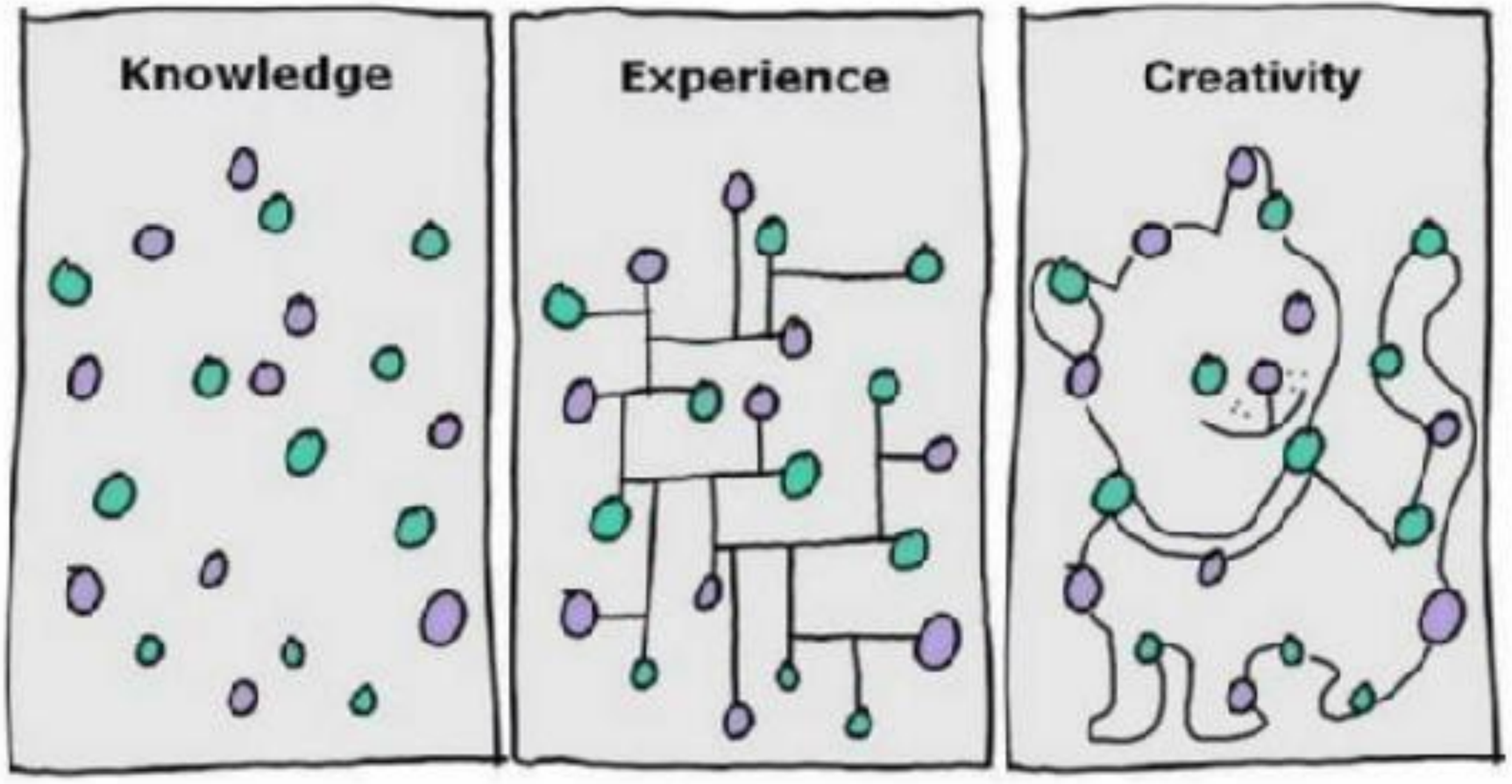
Les Biscuits
MOCHES
Chocolat Blanc
MOCHE, MAIS MATE LES TABLETTES !
8x

Misbaksels

Inside - out

"My team has created a very innovative solution, but we're still looking for a problem to go with it."

Cross-overs
Partnering


Knowledge
Experience
Creativity

Humanitas Deventer en haar woonstudenten

DUURZAAM ONDERNEMEN

INTELLIGENTE ZORG

UITDAGEND ONDERWIJS

DARE2 CROSS

INNOVATION THROUGH COLLABORATION

AEROSPACE MEETS MARITIME & MORE

SECTOR	ONDERZOEK	INCUBATOR	ECOSYSTEEM	CAMPUS
Life sciences	Biomed - UH Zorginnovatie - PXL Healthy Living - UCLL Jessa Hasselt ZOL Genk	Bioville	LifeScienceValley	Diepenbeek
Bouw	IMOB - UH	Construction Academy	Confederatie Bouw	Diepenbeek
Energie	IMO - UH IMOMEC - UH Bouw&Energie - PXL Energy - UCLL, Energyville	IncubaTHOR		THORpark Genk
Cleantech	CMK - UH Bio-research - PXL Lab4U - UCLL	Greenville		Houthalen
Creatieve economie	EDM - UH MAD-research - PXL Luca - UCLL	C-mine crib Modeincubator (°)	IDE	Genk Hasselt
Vrijetijdseconomie	IMOB - UH Tourism-research - PXL		Toerisme Limburg Contoer (privé) LRM (grote projecten)	
Logistiek en mobiliteit	IMOB - UH Log-IC - PXL Energy - UCLL		Logistiek Platform Limburg	
Land- en tuinbouw	CMK - UH Bio-research - PXL Lab4U - UCLL	Agropolis Fruit Port	Agropolis PC Fruit Boerenbond	Kinrooi Sint-Truiden
Maakindustrie	IMO - UH IMOMEC - UH EDM - UH SOC Maakindustrie		Flanders Make	
ICT	EDM - UH) Tech-research - PXL Smart ICT - PXL iTech - UCLL	Corda-Incubator C-mine Crib		Cordacam-pus Hasselt C-mine Genk
Drones			DronePort	Sint-Truiden
Fietsen		Bikeville	Bike Valley	Beringen

CMK: Centrum voor Milieukunde
EDM: Expertisecentrum Digitale Media
IDE: Innovatie & Design Euregio
IMO: Instituut voor Materiaalonderzoek
IMOMEC: Instituut voor Materiaalonderzoek in Micro Elektronica
LRM: Limburgse investeringsmaatschappij
PXL: Hogeschool Limburg (fusie van PHL en XIOS)
SOC: Strategisch Onderzoekscentrum
UCLL: Universitaire Campus Leuven-Limburg (vroeger KHLim)
UH: Universiteit Hasselt

Reinventing multifunctionality

Combining goals, sharing means, linking interests

Dutch **'system-thinking'** delivers holistic, adaptive, scalable, cost-effective solutions across many sectors

Glowing Lines

Glow-in-the-dark lining absorbs energy during the day and glows in the dark. The lining emits light for as long as ten hours. A safe and sustainable alternative to conventional lighting for dark roads.

Dynamic paint

Temperature-controlled marking lights up and becomes transparent again, depending on temperature. The marking warns road users when the road deck can be slippery. Drivers experience direct interaction with the road deck.

Electric Priority Lane

Induction charging offers electric cars the possibility to charge themselves while driving. Electric priority lanes stimulate sustainable transportation.

Studio Roosegaarde

Waar zoeken?

Where do you get your best cross-industry ideas?

Inspirerende bedrijven

What Would Google Do?

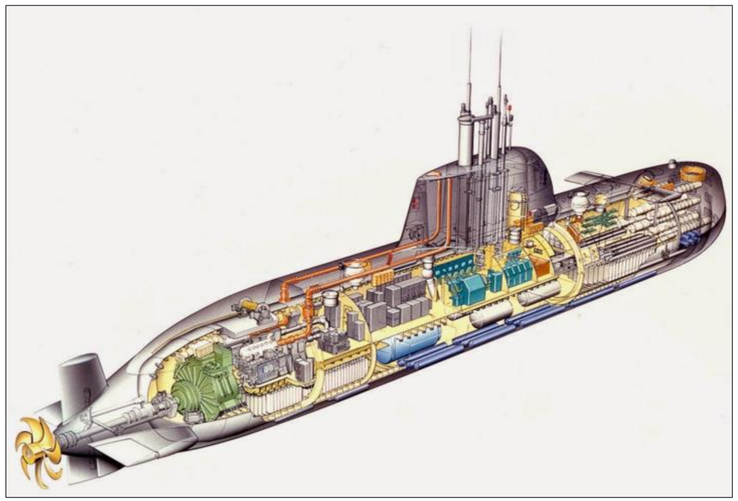
FRED LEE

ALS DISNEY DE BAAS WAS IN UW ZIEKENHUIS

9½ DINGEN DIE U ANDERS ZOU DOEN

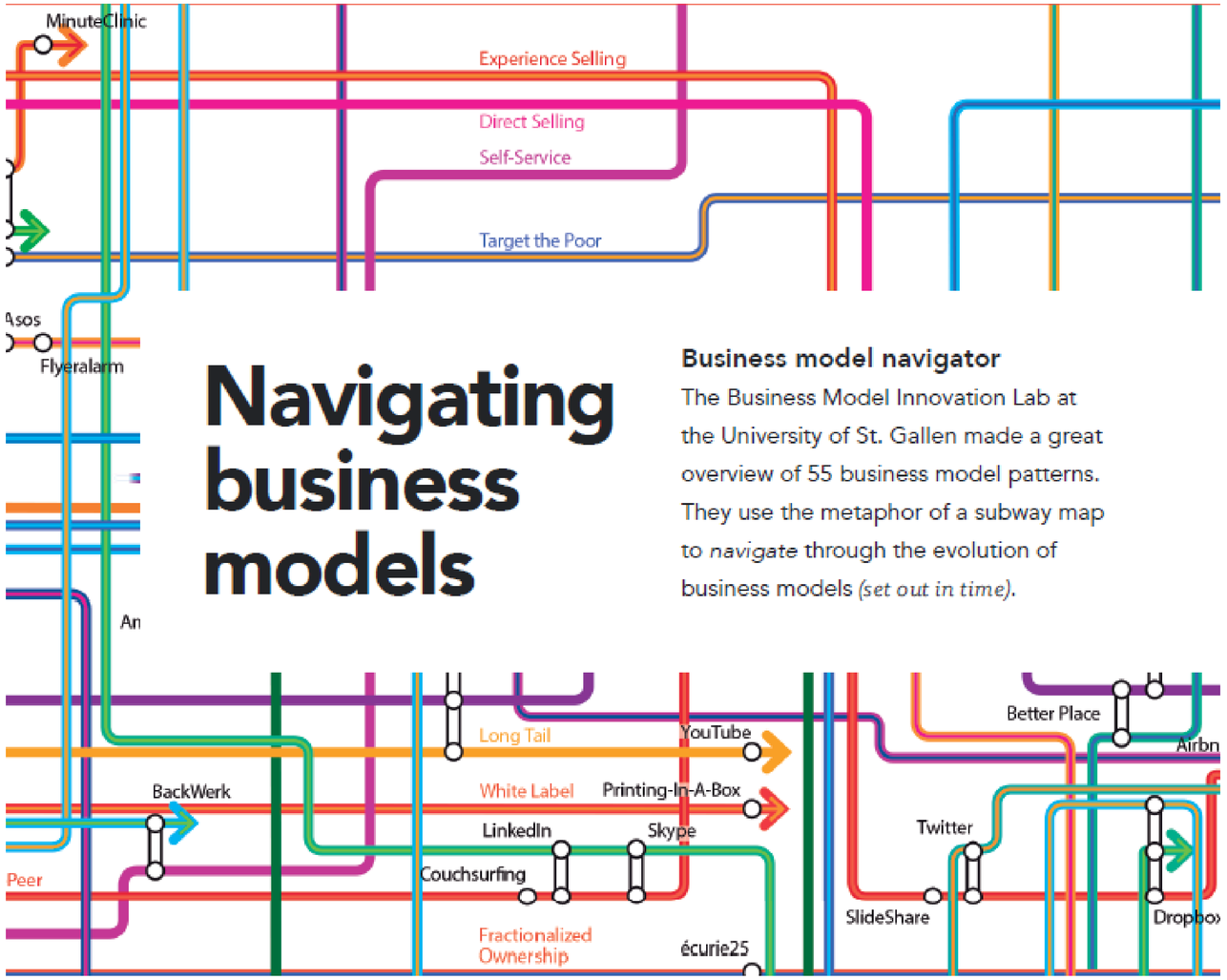
Andere sectoren / industrieën

Kleinere multifunctionele teams



ISS016E033691

Nieuwe business modellen



http://www.im.ethz.ch/education/HS13/MIS13/Business_Model_Navigator.pdf

Bedrijven
Industrieën
Business Models
Historywatching
Inspiration from nature
Art
Ideeënwedstrijden
Startups
Mega impact technologieën
God?
...

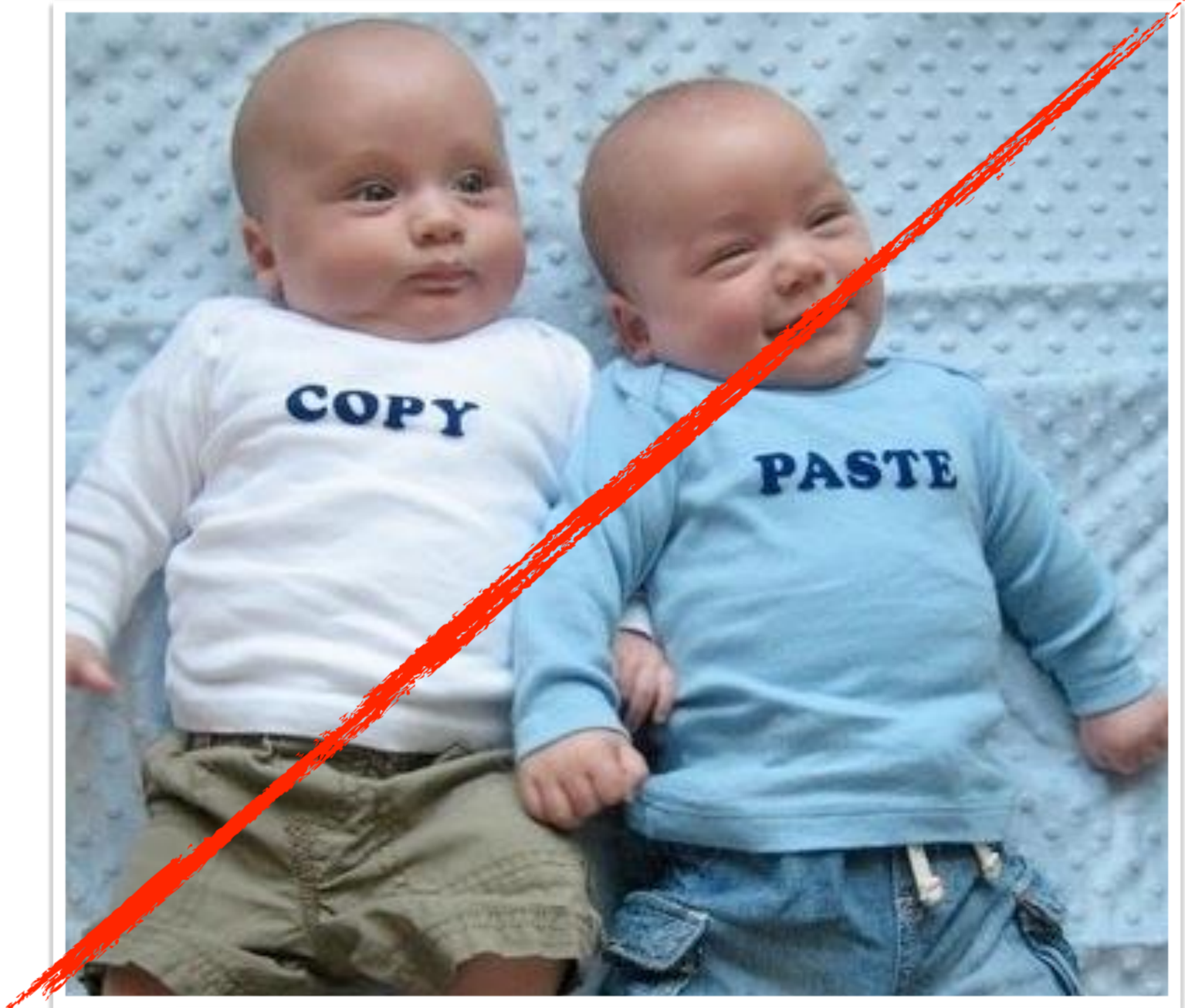
Sint Sixtusabdij
Westvleteren
Home
God
Onze gemeenschap
Gasten en bezoekers
Infotheek
Sint-Sixtusabdij Westvleteren

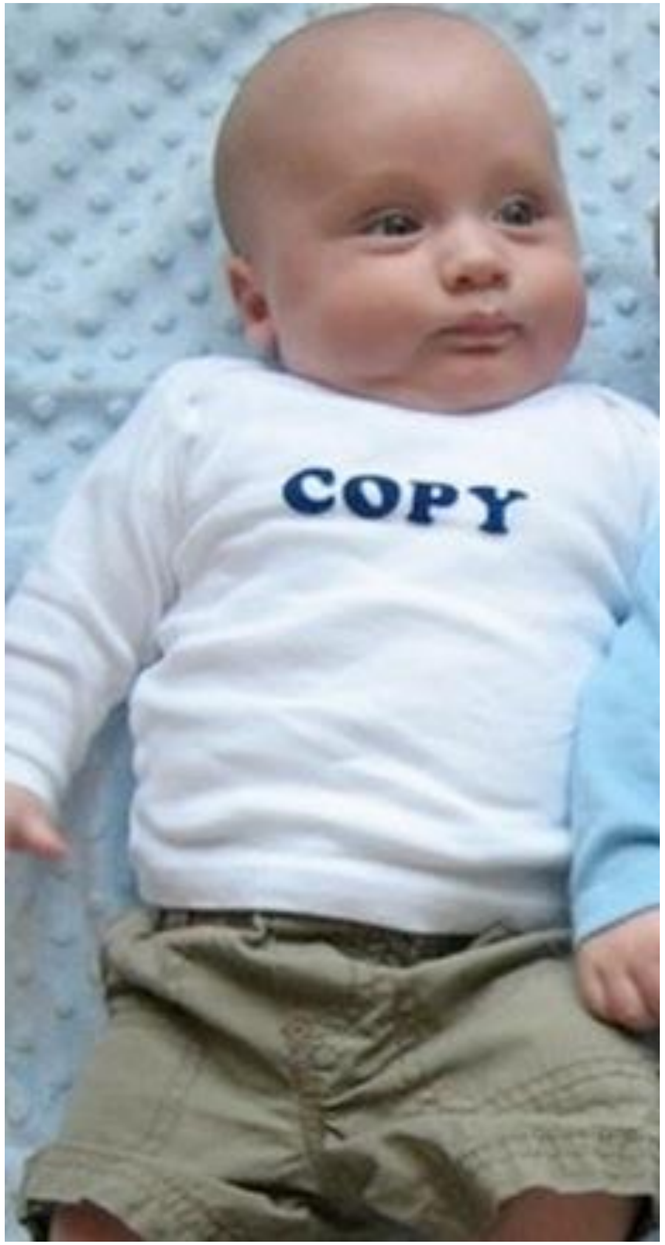
ANPR
SOFTWARE
SEND SIGNAL
ARH 001

Copy Paste?

COPY
PASTE

hp laserjet 3380
printer · fax · scanner · copier
Copying
Page Copy#1-1
copy


COPY
PASTE



Adapt
Enrich
Customize
Take 1 element
Learn
Enhance
Experiment
Integrate
Modify
…

务站
365天
新

Concept
combine
create

Concept
Combine
Create

crossindustryinnovation.com

Concept

Mooie of idiote vragen

Waarom kan je op TV stemmen voor je favoriete idool en moet je bij verkiezingen naar een stemhokje?
Waarom kan je een matras 30 dagen op proef testen maar kan je niet in een toekomstig huis proefslapen?
Waarom wordt een auto slechts 3 uur per dag gebruikt?
Waarom kiest de slimme thermostaat niet meteen de goedkoopste of duurzaamste energieleverancier?
Waarom kunnen voetballers gemakkelijk van team wisselen en is dit voor docenten in het onderwijs moeilijk?
Waarom is er een vervaldatum voor voeding maar niet voor regels / wetten?
Waarom is er een jaarlijkse autokeuring en geen periodieke medische controle?

10
km
VERBODEN VOOR ONBEVOEGDEN
VOLGENS ART. NR....

Mooie of idiote vragen

Hoger abstractieniveau / jargon

Wat als ...

Vooronderstellingen wegnemen

Omkeren

HASTIGHETS
LOTTERIET
DU KÖR
24
KM/H

Combine

Concept
Combine
Create

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Creativity
is just connecting
things

1928:
Lingotto Fiat Factory

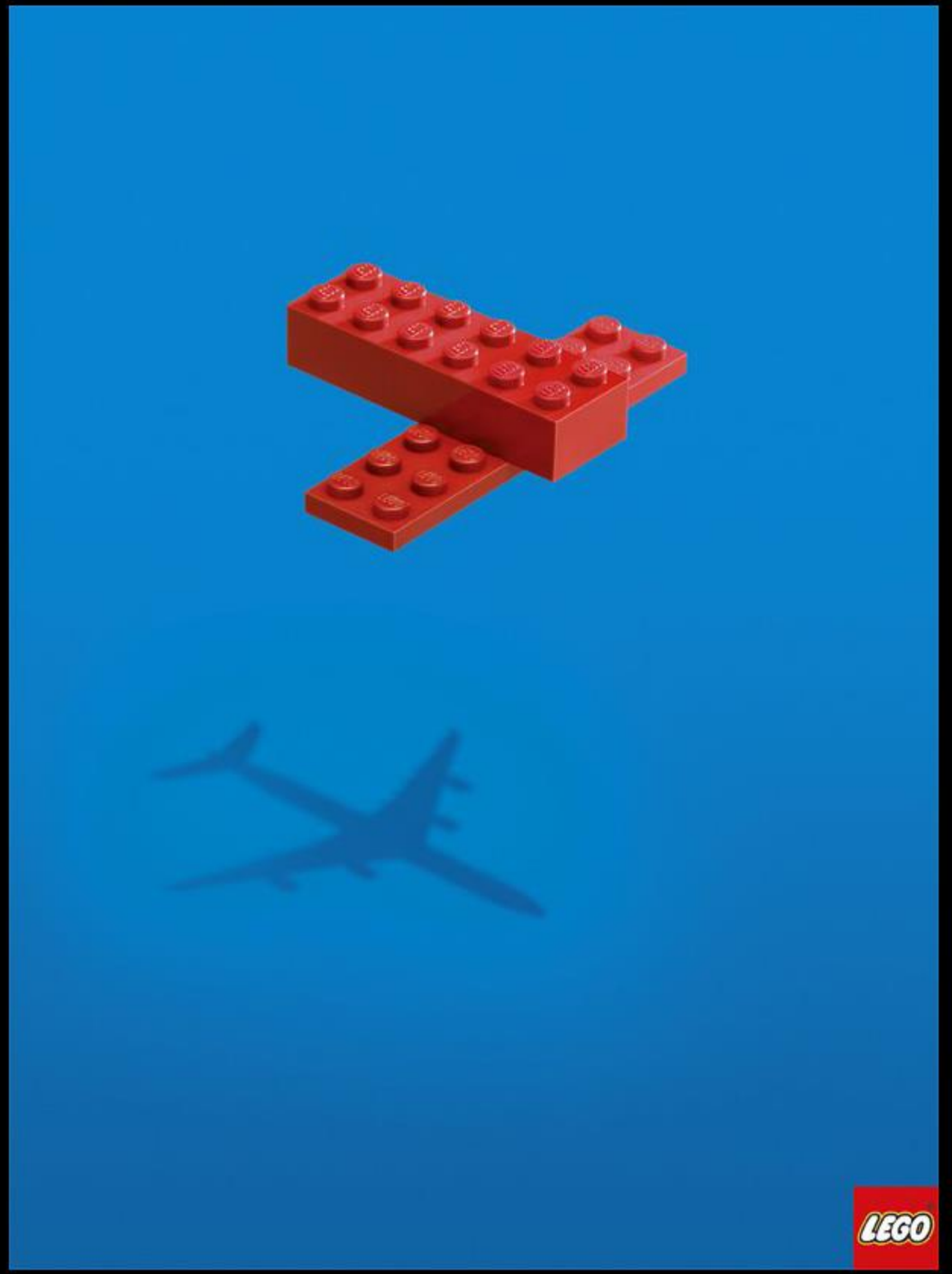
- text

Pay Parking Here
1.
2.
PAYMENT INSTRUCTIONS
3. CHANGE / RECEIPT

P
Kasse
pay station

Baby pram meets landing gear

Everything is LEGO



(L)EGO

Man Bijt Hond - De kettingzaag fiets

Alcobendos 11 video's Abonneren

http://www.youtube.com/watch?v=UcLN7V9zC9M

Create

Concept
Combine
Create

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IT'S NOT SURVIVAL OF THE
FITTEST
IT'S SURVIVAL OF THE MOST
FITTING

Toen Google in 1998 gelanceerd werd, waren er al 20 andere zoekmachines op de markt.

OM DENKEN

Intrigerend feit

Google was late to search.
Facebook was late to social networking.
Apple was late to the MP3 Player.

Where would we be if they listened to
everyone who said they were too late?

It's *never* too late.
Just do it better.

WEGDEK
IN SLECHTE
STAAT
DOE ER DAN
IETS AAN!

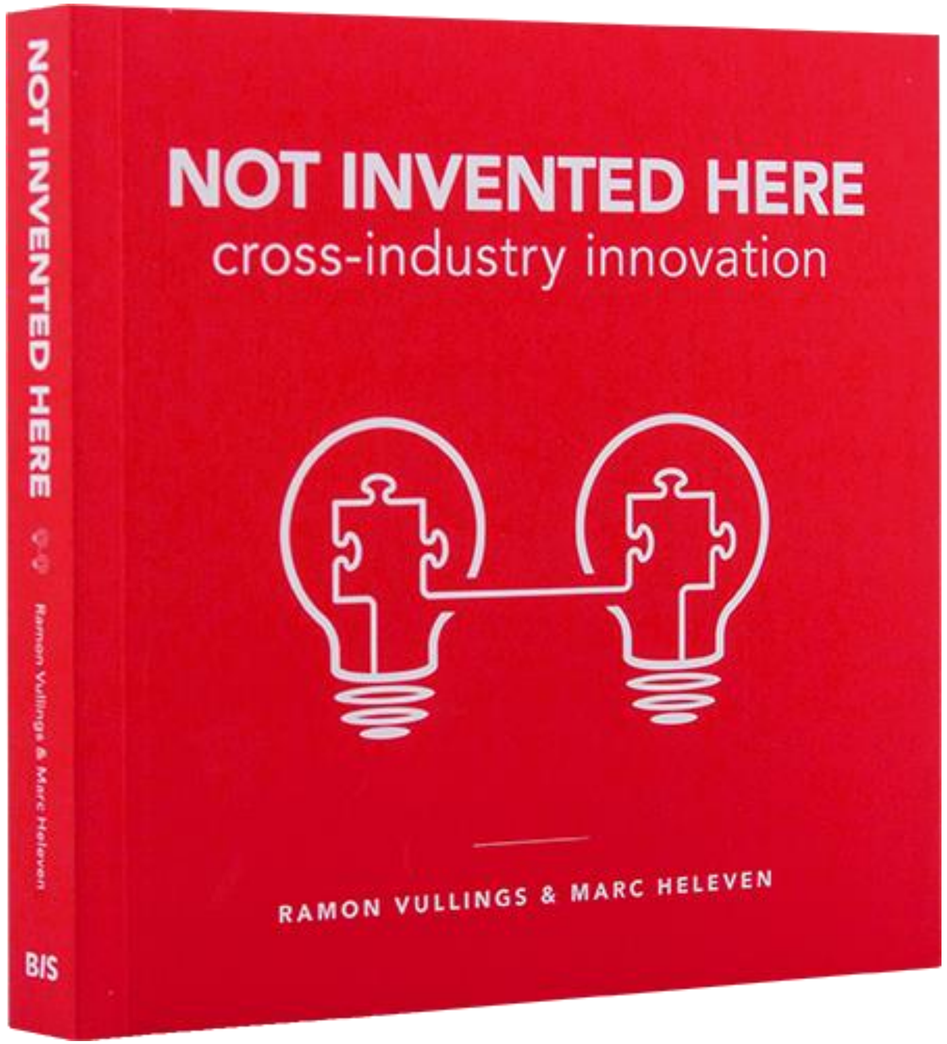
2 m 20
OPGEPAST
VERKEERSLICHT
IN WERKING

Kijk Jan Kriekels,
hier bouwen wij voor
onze opvolgers!
THE SKY IS THE LIMIT
WILLY GROUP
NAESSENS
INDUSTRIEBOUW AGRO ZWEMBADEN
VERF · INDUSTRIEBOUW
WILLY
WILLY
General Contractor
NAESSENS

jaga
THE RADIATOR FACTORY
Willy,
Wij verwarmen
niet alleen uw woning,
maar ook uw hart!
JAN
THE SKY IS THE LIMIT
Convecteurs &
Radiateurs Design
jaga

Kortom

1. **De meeste disruptieve innovaties komen van buiten uw sector**
2. **Iemand anders heeft uw probleem al opgelost**
3. **Waar zoeken (bedrijven, sectoren, BMI, …)**
4. **Tactiek: copy adapt paste**
5. **Strategie:** concept – combine – create
6. **Het begint met juiste vragen** (concept)
7. **Alles is LEGO** (combine)
8. **Survival of the most fitting** (create)



Dank u!

Marc Heleven

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