

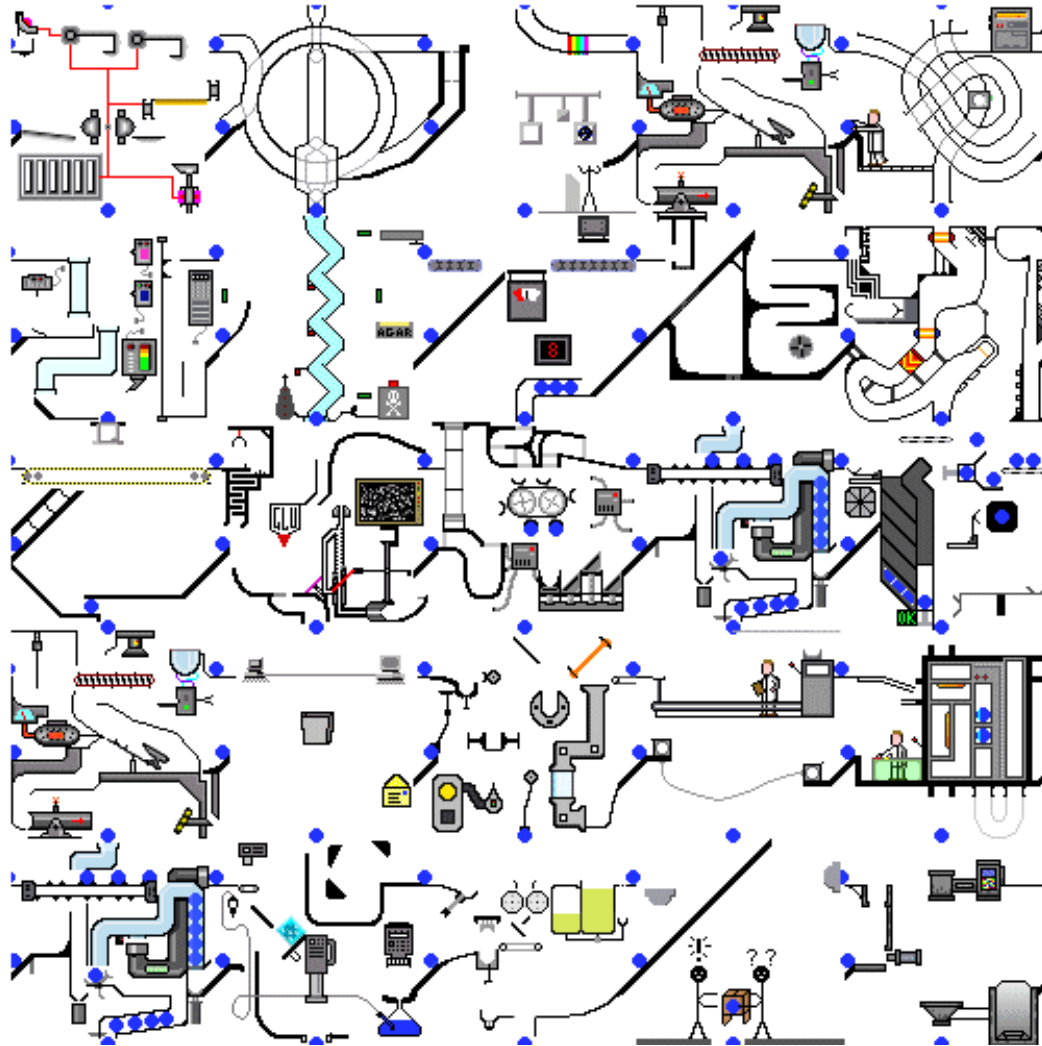


# Combinatoric Innovation

## Environments for mobilisation of Intellectual Capital

Prof. dr. Paul Louis Iske  
University Maastricht  
Chief Dialogues Officer, ABN AMRO

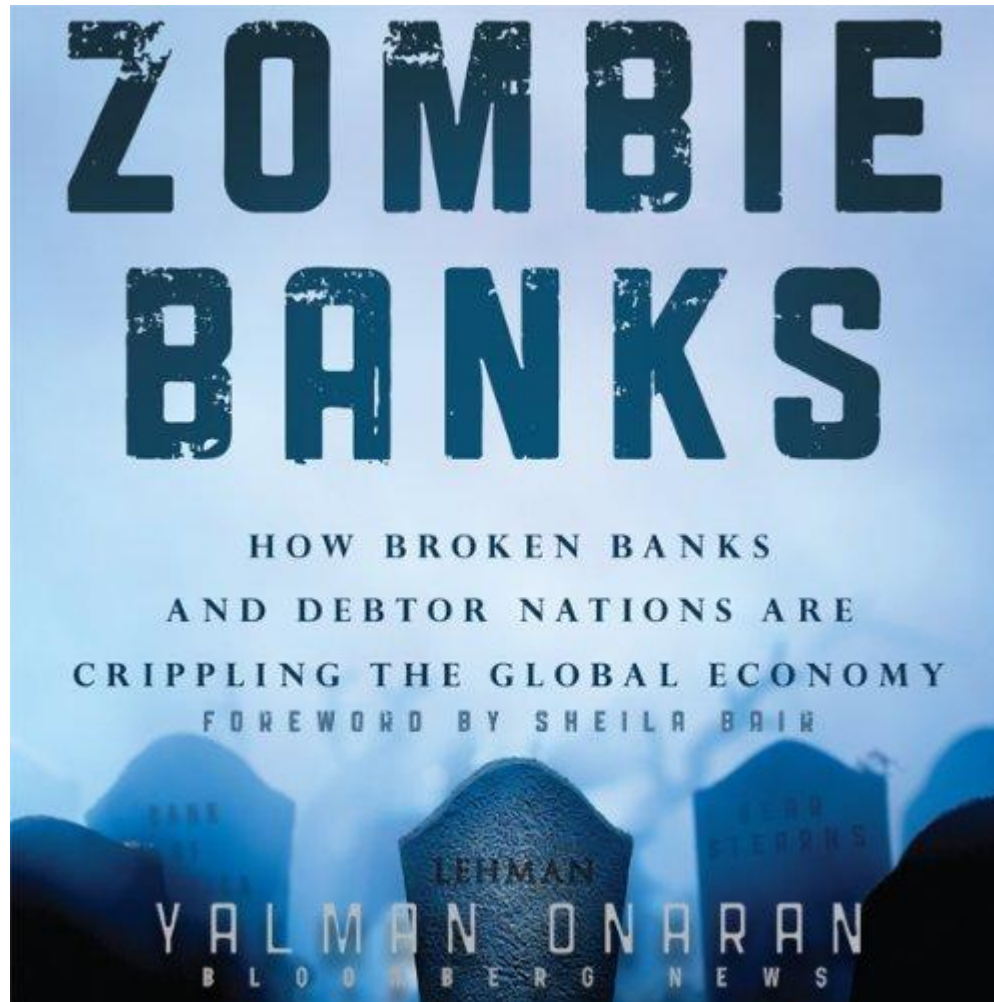
# The world is getting more and more complex



# Before you know the fun is over!



**“I’m dead, but I don’t know it”** (R. Newman)





12:30 PM

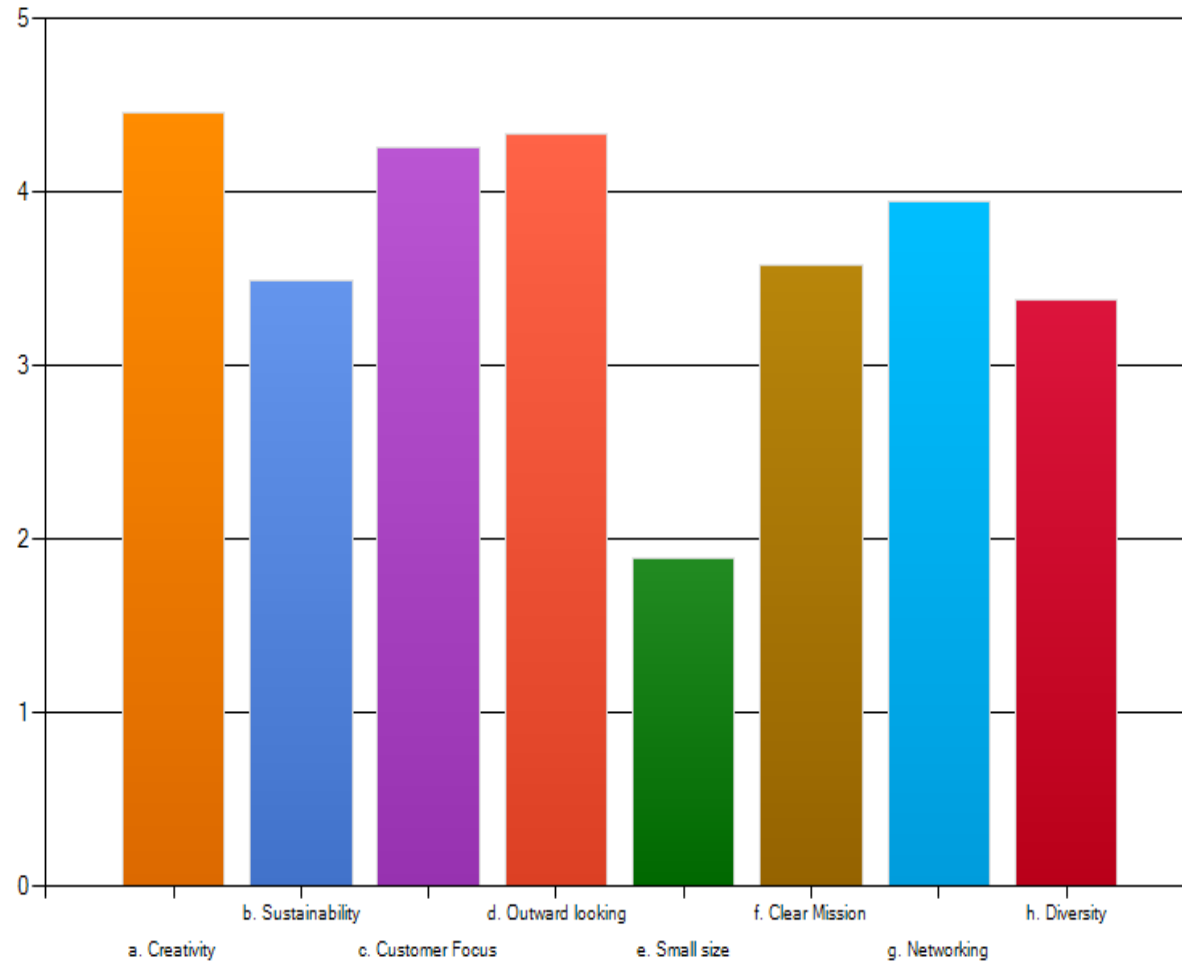


# NEXT GENERATION BANK

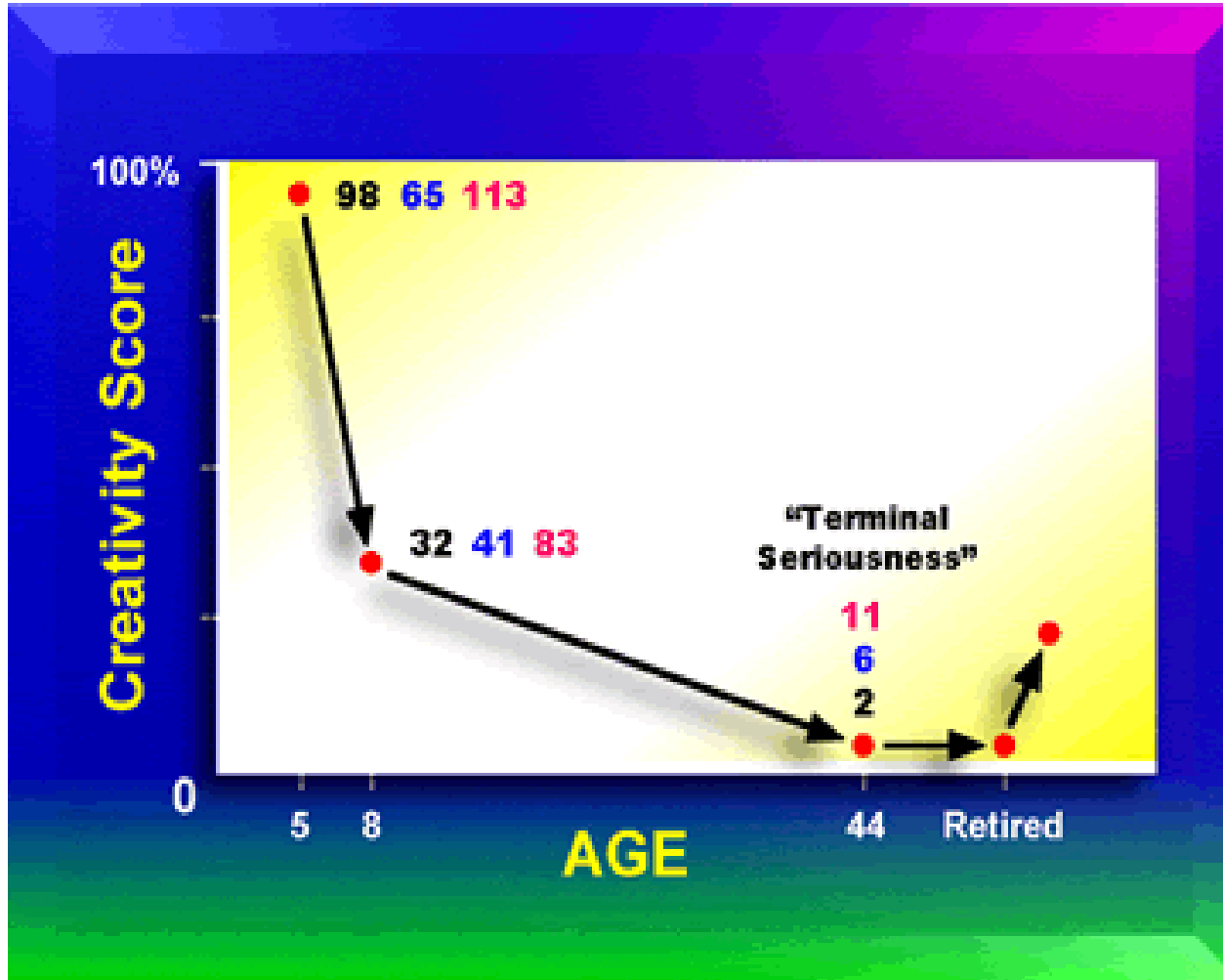
(dia)logisch bouwen



Please indicate the importance of the following aspects in an organisation in order to determine its REAL age (especially those that distinguish young organisations from older ones):



# Increasing the Creativity Score





# Creativity, Entrepreneurship are Spontaneous







Social space



Virtual space



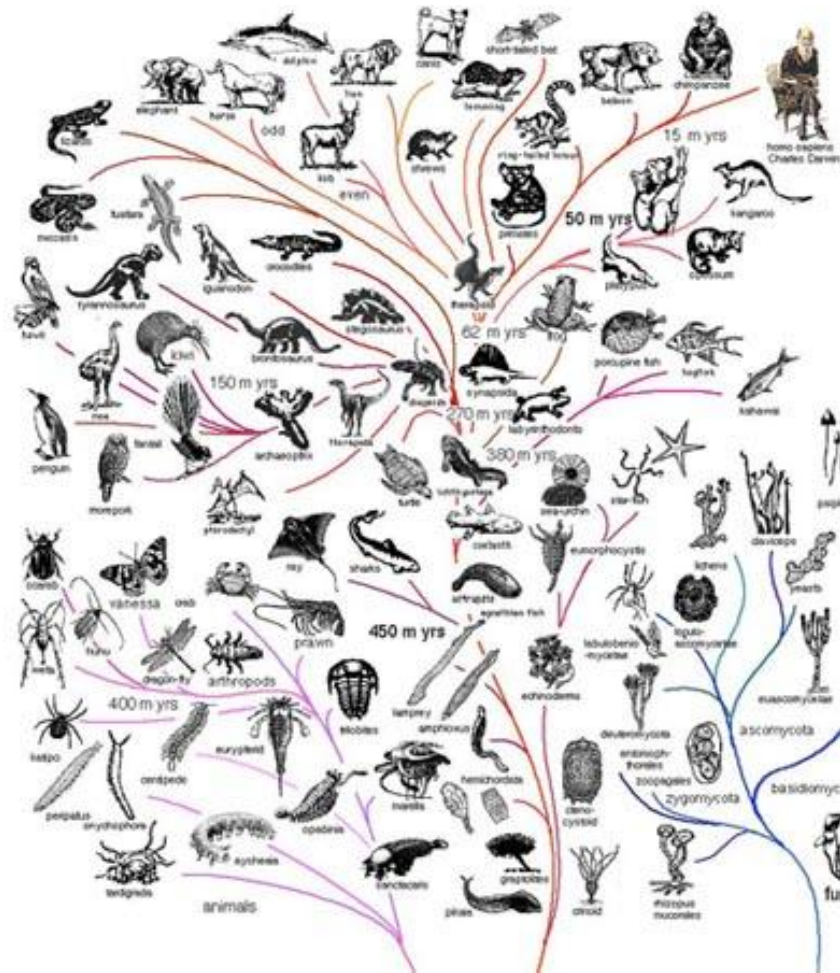
Process space



Physical space

# Environments for Innovation (C. Leadbeater)

1. Diversity
2. Selection
3. Perpetuation
4. Co-evolution
5. Unlearning
6. Disruption
7. Simplicity
8. Spare capacity
9. Timing





# Example of an integrated environment

 DIALOGUES  
HOUSE





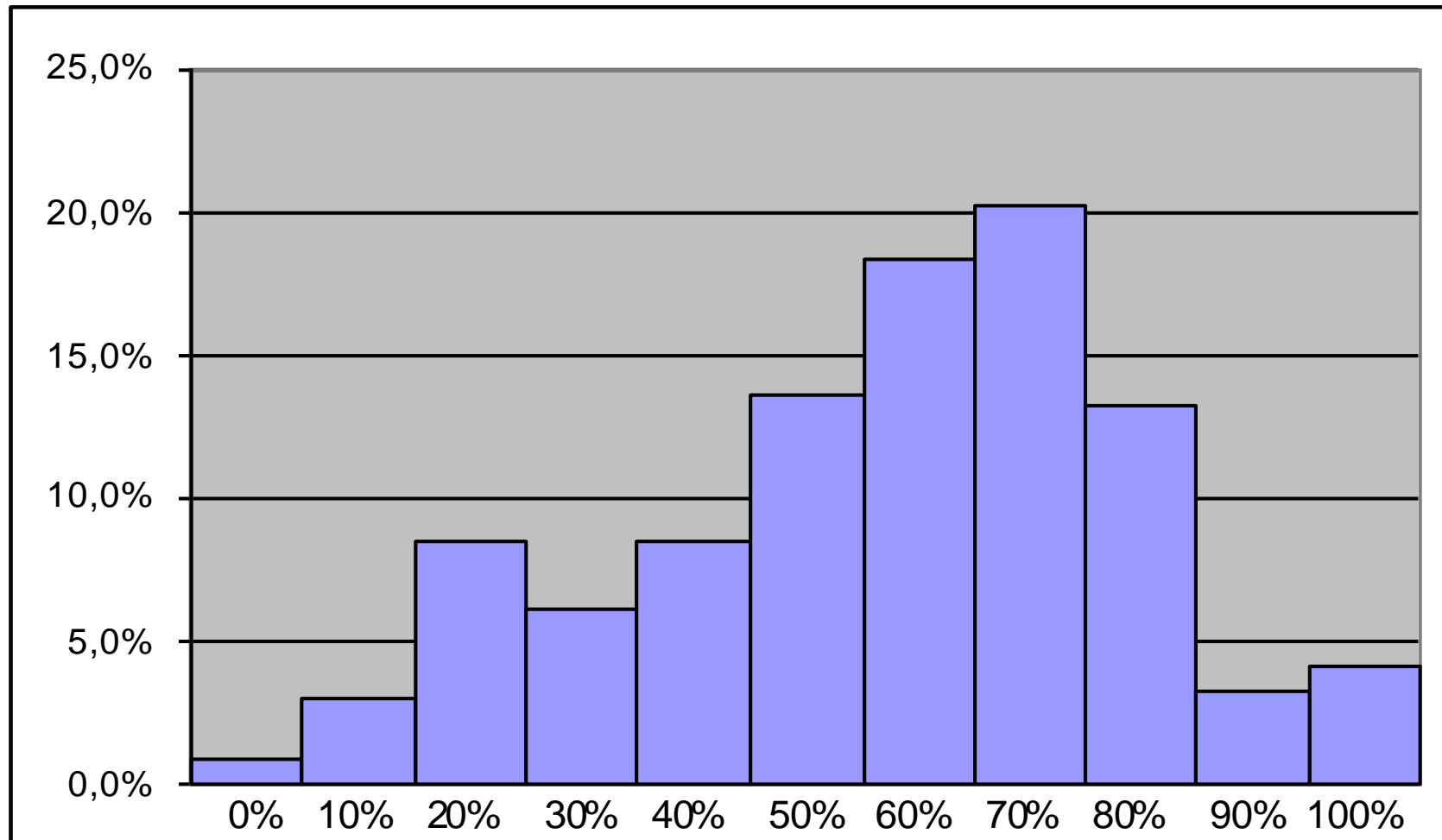
# Create a Sense of belonging



# Knowledge is everywhere!



## What percentage of your intellectual capacity do you use? (N=930)



# Perspectives





NO

# Combinatoric Innovation

***Combinatoric Innovation is the process of discovering new ways of value creation by combining and applying previously disconnected intellectual capital from two or more sources.***

**Community of *Serendipity***

# Combinatoric Innovation



**Serendipity**



**Discovery**



**Collaboration**

# Combinatoric Innovation Business Case



**easyJet** *Plus!*

**What's in it  
for you?**

- Speedy Boarding on EVERY flight
- The best choice of seats
- Control over your flight costs
- Fewer booking steps
- Exclusive member offers

**Get it now »**



# We should trust each other!



# Our beliefs ...



**“We are fully in control”**

# Mix of DNA: Surprises not excluded





FAILURE SUCCESS  
↙ NEXT EXIT ↘

A green rectangular highway sign with rounded corners and a white border. It is mounted on a silver metal pole. The sign features the words "FAILURE" and "SUCCESS" in white, bold, sans-serif capital letters at the top. Below "FAILURE" is a white arrow pointing down and to the left. Below "SUCCESS" is a white arrow pointing down and to the right. In the center of the sign, between the two arrows, are the words "NEXT EXIT" in white, bold, sans-serif capital letters. The background is a clear blue sky.





# INSTITUTE OF BRILLIANT FAILURES

## MOST RECENT:



YACHT

Failure Added: 25-05-2009

category: Business

Viewed: 2925 times

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In the 2nd half of the 1990s Randstad Holding set a goal of taking a strategic position in The War for Talent.

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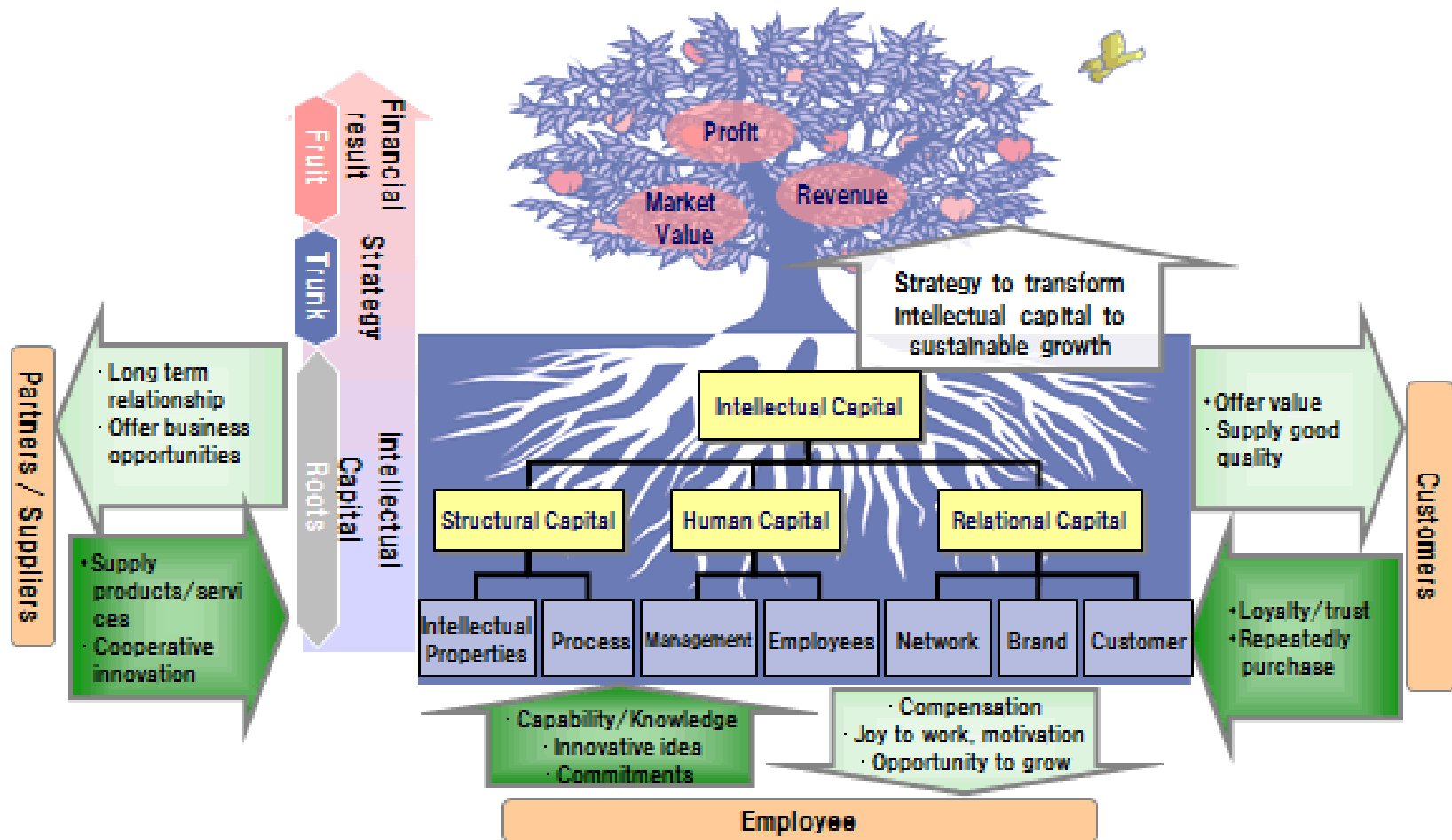
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# No Crisis in the Intellectual Capital Market



# Intellectual Capital Bank?



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InnoCentive harnesses collective brainpower around the world to solve problems that really matter.

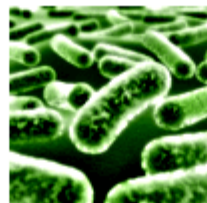
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- Press** The Economist and InnoCentive announce Challenge to create a new business...
- Press** InnoCentive Teams Up With a Foundation to Identify Extraordinary,...
- News** UBC medical student wins \$10,000 for cellphone based educational system

## Solving Problems That Matter



### High Throughput Stand-off Remote Bacterial and Virus Scanning System

**\$50,000 USD** | Type: Theoretical-IP | Deadline: 11/16/2010

The Seeker is looking for a method or several simultaneous methods/approaches to automatically scan either hospital waste containers or food items (like poultry and beef) in their final packaged form for the pr... [read more](#)

[For Corporations](#)
[For Not For Profits](#)
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# Combined Model: Crowdfunding

?! What is Kickstarter? We're the largest funding platform for creative projects in the world. [Learn more!](#)


**KICKSTARTER** Discover great projects Start your project

BLOG FAQ SIGN UP LOG IN

## TikTok+LunaTik Multi-Touch Watch Kits

Project by [Scott Wilson](#)

PROJECT HOME UPDATES 36 BACKERS 13512 COMMENTS 3775



PLAY VIDEO

00:00

13,512 BACKERS

**\$941,718**

PLEDGED OF \$15,000 GOAL

0 SECONDS TO GO

**FUNDING SUCCESSFUL**

This project successfully raised its funding goal on December 16.

**PLEDGE \$1 OR MORE**

Every dollar counts. If your dollar helps make this a reality you will be able to buy the TikTok or LunaTik online or hopefully someday, if successful, at an Apple Store near you. Be a part of making a cool product that no one else would take the risk on and enabling a design firm to produce its own undiluted product.

SHARE THIS PROJECT WITH YOUR FRIENDS

Facebook Twitter Tumblr Email

**EMBED** PUT THE VIDEO OR WIDGET ON YOUR SITE

**SHARE THE LINK** <http://kck.st/a18N3p>

## Entrepreneurs...

1



- ... seek for **alternative forms of financing**
- ... aim for a **rapid, widespread market presence**

## Investors...

2



- ... seek for **alternative investment opportunities** and - methods
- ... feel the need for **transparency, engagement and involvement**

## Web 2.0...

3



- ... **lowers transaction cost** through online service
- ... **matches info**, demand & supply

## Crowdfunding...

4



- ... quickly **grows in popularity**
- ... partly **lacks professionalization**



# 1

## INVESTEER IN JE FAVORIETE ONDERNEMING

Investeer geld,  
maar ook kennis en je netwerk



# 2

## PLUK SAMEN DE VRUCHTEN

Ontvang rendement en extra's

[Meer informatie over risico's](#)



**Start nu!**

## Ondernemingen op Seeds.nl

Seeds is een platform dat volop in ontwikkeling is. Na uitgebreid onderzoek is Seeds tot deze pilot gekomen met onderstaande 5 ondernemingen. [Klik hier voor meer info over Seeds](#)

### Yummm! Concepts



### GreenGraffiti®



### We Beat The Mountain



**Blijf op de hoogte**



Volg Seeds op: [f](#) [t](#)

Vul hier jouw e-mailadres in:

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**Experts**

## Improving quality of life

The Center for Molecular Medicine (CMM) at Karolinska Institutet (KI) gathers more than 400 staff members with clinical experience from Karolinska University Hospital and with research competence from KI for research on the common diseases. The ultimate aim of our work is to provide knowledge that leads to the development of new and improved prevention and therapy for these diseases.

[Learn more...](#)

## News

### CMM News March

March 10

### CMM News February

February 11

### Molecular Psychiatry publication covered by SVT

January 26

### Therese Eriksson and Per Svenningsson - Publication in Molecular Psychiatry

January 26

 RSS

[More news...](#)

## Calendar

25  
MAR

SEMINAR  
tba

1  
APR

THESIS DEFENCE  
Dual cytokine inducing properties of HMGB1

1  
APR

SEMINAR  
Exosomes, nanovesicles mediating tolerance or immunity

 RSS

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### INFLAMMATORY DISEASES



Research Groups



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Dermatology

### CARDIOVASCULAR AND METABOLIC DISEASES



Research Groups



**Anders Hamsten**  
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Cardiovascular  
Genetics and  
Genomics

### GENETIC DISEASES



Research Groups



**Annika Lindblom**  
Group Leader  
Cancer Genetics

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Research Groups



**Lars Terenius**  
Group Leader  
Alcohol and Drug  
Dependence  
Research

# CONCLUSIONS

- **CREATE THE RIGHT, OPEN ENVIRONMENT FOR INNOVATION**
- **SERENDIPITY IS A CRUCIAL BUSINESS PROCESS**
- **COMBINATION CREATES INNOVATION INTELLECTUAL CAPITAL**
- **THIS REQUIRES TRUST, MORE THAN CONTROL !**
- **FAILURE IS AN OPTION!**





# Thank you!



School of Business and Economics

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*School of Business and Economics*

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