Combinatoric Innovation
Environments for mobilisation of Intellectual Capital

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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)
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):

- a. Creativity
- b. Sustainability
- c. Customer Focus
- d. Outward looking
- e. Small size
- f. Clear Mission
- g. Networking
- h. Diversity
Increasing the Creativity Score
Creativity, Entrepreneurship are Spontaneous
An Environment consists of 4 spaces:

- **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
Create a Sense of belonging

If we build it, they will use it! If they use it, it will build itself!
Knowledge is everywhere!
What percentage of your intellectual capacity do you use? (N=930)
Perspectives
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
Combinatorial Innovation Business Case

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
YACHT
Failure Added: 25-05-2009
category: Business
Viewed: 2925 times

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

The institute for Brilliant Failures believes that failing is especially useful when others can learn from it. We therefore invite you to share your brilliant failures with the visitors of this site.

Read More
No Crisis in the Intellectual Capital Market
Intellectual Capital Bank?
InnoCentive harnesses collective brainpower around the world to solve problems that really matter.

Tell me more »

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
Combined Model: Crowdfunding

TikTok+LunaTik Multi-Touch Watch Kits
Project by Scott Yellin

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 unrivaled product.
Entrepreneurs...

1. Seek for alternative forms of financing.
2. Aim for a rapid, widespread market presence.

Investors...

3. Seek for alternative investment opportunities and methods.
4. Feel the need for transparency, engagement and involvement.

Web 2.0...

- Lowers transaction cost through online service.
- Matches info, demand & supply.

Crowdfunding...

- Quickly grows in popularity.
- Partly lacks professionalization.
INVESTEER IN JE FAVORIETE ONDERNEMING
Investeren geld, maar ook kennis en je netwerk

PLUK SAMEN DE VRUCHTEN
Ontvang rendement en extra's
Meer informatie over risico's

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: 

Vul hier jouw e-mailadres in:

verzenden

Experts
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!

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