



Usage of different models in the World to break innovation. What are the drivers of innovation and factors that drive change?"

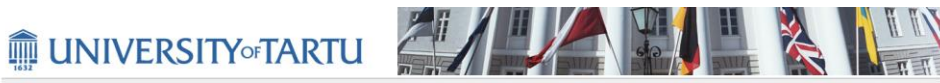
Creating innovation and smart solutions for sustainable local development

Andres Kuusik PhD



Tartu 2018





23.-25. January 2019









100+ speakers
2 big stages
Pitching stage
Demo area
Matchmaking

4000 participants

TARTU DAY

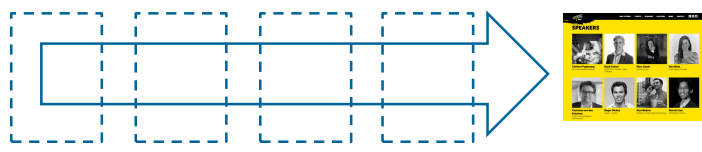
WHY ATTEND? TICKETS SPEAKERS LOCATION NEWS CONTACT

SPEAKERS

 Christer Fuglesang 1st & only Swedish astronaut	 Boyd Cohen IoMob Tech, Founder, Urban Strategist	 Marc Sands Marketing Guru	 Noa Matz TeamDiligent, Founder
 Christian von den Brincken Senior, Head of Business Development	 Roger Dickey Capster, Founder	 Alex Birkett HubSpot, Growth Marketing Manager	 Marvin Liao 500Startups, Partner



Innovation system for Tartu region



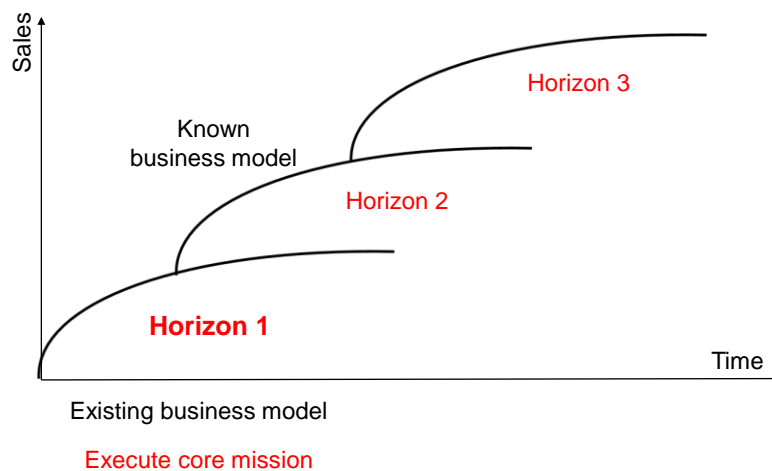


Innovation

Innovation is a process of turning
opportunity into **new ideas** and of
 putting these into widely used **practice**
 (Tidd & Bessant, 2009)



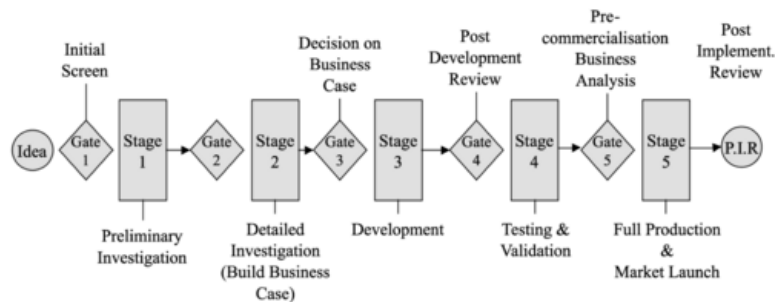
Three Horizons of Innovation



Steve Blank



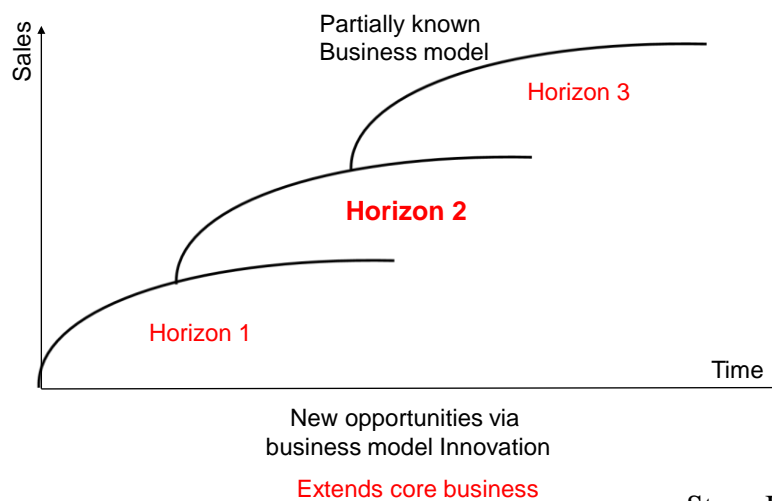
Horizon 1: Traditional NPD methods



- Stage-gate model
- Service blueprint
- Waterfall



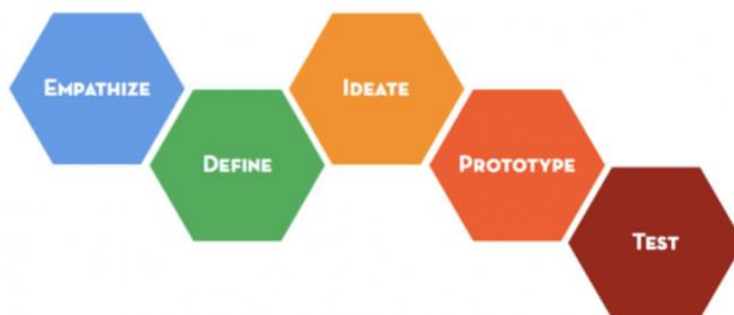
Three Horizons of Innovation



Steve Blank



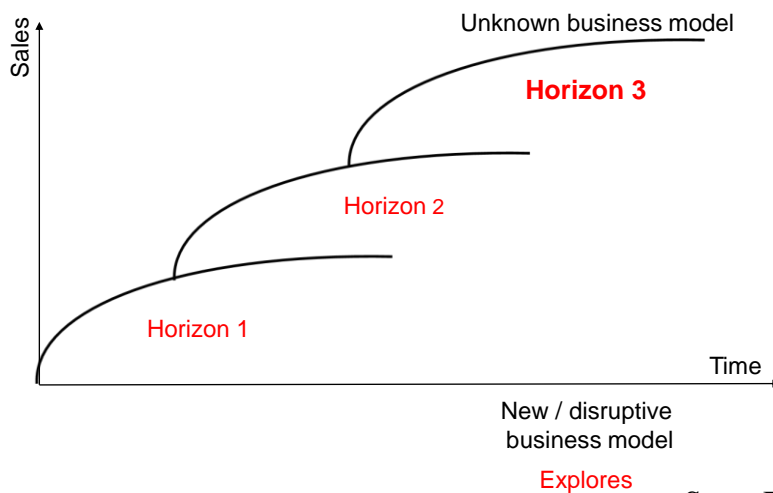
Horizon 2



- Disain thinking
- Blue ocean
- Agile methods

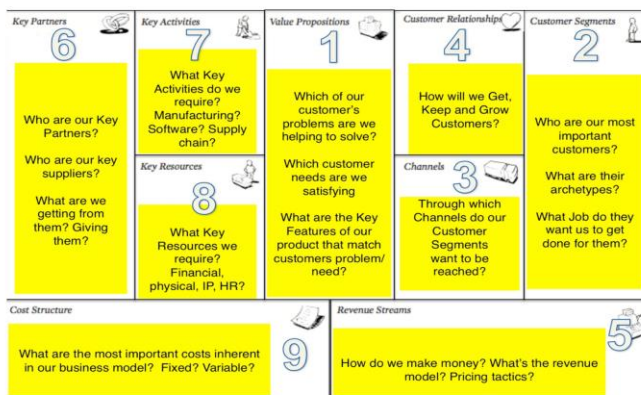


Three Horizons of Innovation





Horizons 2 and 3: Agile methods



Source: Alexander Osterwalder- Business Model Generation

Business model canvas = **hypotheses** of how to create and deliver value for the customers and for the company



Horizons 2 and 3: Agile methods

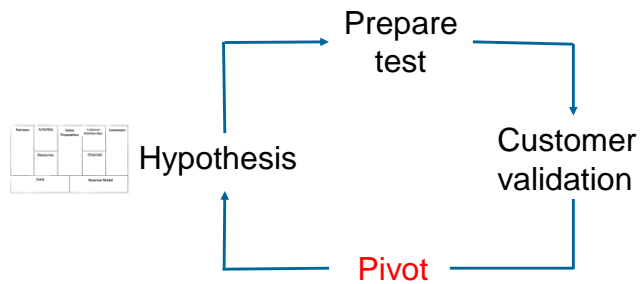


Source: Alexander Osterwalder- Business Model Generation

Business model canvas = **hypotheses** of how to create and deliver value for the customers and for the company



Horizons 2 and 3: Agile methods



Testing and iterations



Drivers of Innovation

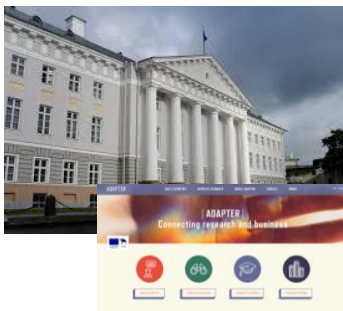


Innovation is unpredictable

Coffee corners
 Wall of the Ideas
 Open culture
 Permission to fail



Cooperation



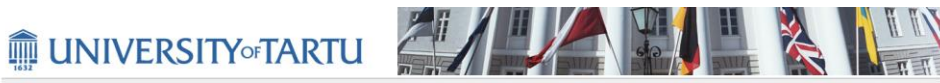
Universities

Research Centres
 Startup incubators

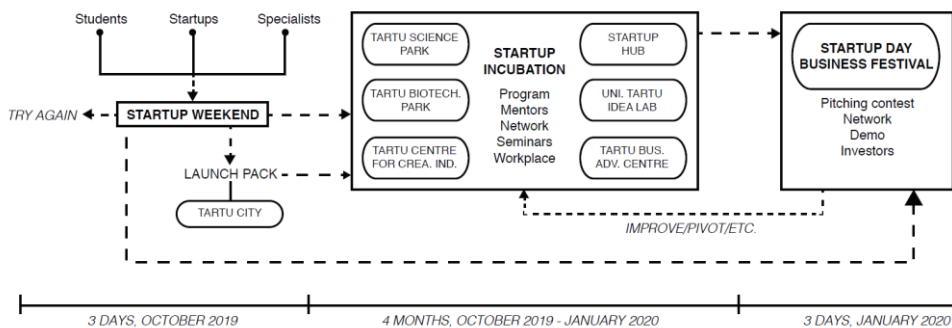


Cooperation in Ecosystem

- Joint educational international trip (1 x year)
- Joint educational trip in Estonia (1 x year)
- Round tables in Tartu (3 x year)
- Entrepreneurship Sauna (10 x year)
- sTARTUp Day meetings (40 x year)
- Seminars & networking Coffees



sTARTUp Fast Track



sTARTUp Fast Track

UT IdeaLab presents
STARTER workshop

IDEA HACKATHON

Led by:
Harald Lepisk &
Taavi Tamm

20.09
@SPARK HUB





Thank you!

andres.kuusik@ut.ee

