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Innovation & Entrepreneurs

Rich or Royal: What Do Founders Want? by Sarah Jane Gilbert - November 29, 2006

What motivates entrepreneurs? Money? Control? In truth, some entrepreneurs are expecting to get rich. Others want to grow and control a new venture. But most would probably answer: "both."

[more>>](#)

NPD & Process Improvement

How Kayak Users Built a New Industry by Sean Silverthorne July 24, 2006

The sport of rodeo kayaking—the use of specialized kayaks to perform acrobatic tricks and maneuvers in rough white water—began around 1968 when an avid sportsman by the name of Walt Blackader developed techniques for entering waves sideways and backwards. [more>>](#)

Book Review

Open Business Models: How to Thrive in the New Innovation Landscape by Henry Chesbrough [more>>](#)

Web Links

Associations and Assistance
Economic Development Association of New Zealand (EDANZ)
www.edanz.org.nz

Ministry of Economic Development
www.med.govt.nz

New Zealand Software Association
www.nzsa.org.nz

New Zealand Trade & Enterprise
www.nzte.govt.nz

New Zealand Venture Capital Association www.nzvca.co.nz

Foundation for Research Science and Technology www.frst.govt.nz

The Hi Growth Project
www.higrowth.co.nz

Mecca Group www.mecca.org.nz

The 'Innovation Funnel' goes mainstream in NZ April 07

This is our first innovation newsletter of 2007; which means we have been very busy! We wanted to pause briefly to be in touch with our base of loyal innovation professionals; because 2007 is a special year. We believe that in 2007 the innovation funnel and stage gate methodology has finally been adopted as mainstream in New Zealand business.

We have consulted and worked with the innovation funnel and stage gate processes in New Zealand since the year 2000. Ideas Accelerator Ltd was 'officially' formed in 2001. But it has taken until 2007 for an estimated 100 New Zealand businesses, or more, to use some form of innovation management to drive revenue growth.

So what makes 2007 the year of innovation for New Zealand businesses?

Firstly **Dr Robert Cooper** returned to Auckland for a sell out two day workshop. There were approximately 50 people from maybe 35 companies in attendance. His seminar was music to our ears. There are literally 1000's of companies using some kind of stage gate process to launch new products worldwide and it was a really a joy to absorb everything Bob had to offer over the two day sessions.

Ideas Accelerator has now worked with thirty or so New Zealand companies in innovation. We see that our space and value is now not just the theory and process of stage gate and innovation funnel methodology but how to adapt it and really make it work for you and your company.

This resurgence has reaffirmed our belief that innovation is critical to New Zealand businesses individually and also to the New Zealand economy.

Secondly; the **PDMA** (Product Development Management Association; the USA and now global organisation) is finally opening a New Zealand chapter. Andy has joined the board of the PDMA NZ to sort out a process for launching an independent body for promoting innovation and product development. This is being done with a small team at Massey University and we expect to be inviting feedback and expressions of interest in the very near future. We will not be passing your email or contact details on to the PDMA NZ but we will give you the opportunity to let us know you would like to hear from the PDMA NZ. We are enthused and ready to get involved with a large and growing group of professionals who just simply - 'GET IT'.

Thirdly; just the sheer number of New Zealand companies who are using the innovation funnel, **Innovation Management** and stage gate principles to launch new products, new ventures, find business improvement or smarter ways of working together is really pleasing. The number of companies employing Innovation Managers is increasing. It is vital that this new professional category is well supported and is producing measurable results for employers. Innovation is a major integration skill that is just getting traction in our small and pragmatic New Zealand economy.

Fourth; culture has been recognised as the 'missing link' in innovation. We are not going to say "we told you so" but I think we should let Dr Robert Cooper have the last word on innovation culture. "***I don't know why and I don't know how to measure it...but the companies that have a great innovation culture succeed and those with a poor culture fail...***" Dr Robert Cooper, Auckland, March 2007.

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I must admit I am sorely tempted to make a large plug for our newly released, tested and on the market **Innovation Monitor™** survey, that measure the culture and climate of innovation in your workplace. It is getting impressive and practical results either used on its own or as part of an Ideas Accelerator workshop.

So in summary...innovation is finally here as a recognised profession and not the 'minority sport' of 2-3 years ago. New Zealand companies recognise that if they want to drive new growth through innovation that there is enormous value to be gained.

There is recognition that New Zealand is just coming into its own as a 'test market' for insightful and world winning new products. That our people and teams and the culture and climate of our organisations will set us apart from our future competitors and provide new markets for our prosperity.

Thanks for reading

Andy Blackburn & Louise Webster - Ideas Accelerator Limited

For more information go to www.ideasaccelerator.com