



Ideas Accelerator ®

Ideas Accelerator Limited is an Innovation Agency that specialises in the design, development and implementation of Innovation Management Systems and Innovation Culture Programmes.

Ideas Accelerator has now worked with thirty or so New Zealand companies in innovation. We use practical techniques and methodologies that will help you to choose the right ideas for investment, increase the effectiveness of your new product, service and performance improvement processes and launch new initiatives quickly and more effectively.

Ideas Accelerator Limited offers two main areas of service to organisations looking at improving their innovation capability and performance;

1. Innovation Management Systems - the design, development and implementation of innovation management systems for the capture categorisation, evaluation and launch of new products, services, and performance improvements for organisational growth. There are three steps to this process they are;

- Innovation System Review
- Innovation System Design
- Innovation System Implementation
- Innovation Management Platform - i2B Performer

2. Innovation Culture Programmes - the design development, implementation and delivery of innovation training and communications to support the implementation and culture of innovation performance. There are three main areas in building an innovation programme they are;

- Creativity Training
- Innovation System Training
- Innovation Metrics - Innovation Monitor™

Our People

We have consulted and worked with the innovation funnel and stage gate processes in New Zealand and Australia since the year 2000. Ideas Accelerator Limited was 'officially' formed in 2001 by Andy Blackburn who was joined in 2002 by Louise Webster. Both directors are joint owners of the company and have a strong background in marketing, new product development and innovation management.

Since this time, Mark van Wijk has also joined the Ideas Accelerator team and comes to us with knowledge gained from building and developing innovation management platforms and working with some of New Zealand's largest organisations to develop innovation management tools.

Louise Webster - Director
Post Grad Dip Design Management & Innovation Strategy

Louise is a senior innovation consultant and director of Ideas Accelerator. She has worked on the implementation and development of large scale Innovation Management Programs for many years.

Her most recent work has been consulting to design, develop and implement Innovation Management systems and programs with the Research and Venturing team at Telecom New Zealand Limited. Over the past year she has also worked closely with FRST and NZT&E to develop an Auckland strategy for the uptake and implementation of innovation practices for the Auckland Metro Project.

She blends creativity with a base of practical knowledge on innovation management and an in-depth understanding of the innovation landscape in New Zealand.

**Andy Blackburn - Director
MBA, Entrepreneurship**

Andy is the founding director of Ideas Accelerator and has been working in the innovation industry for over 10 years.

In 2000 Andy joined Australasian Forestry Company Carter Holt Harvey to develop and manage the ideas to business (i2B) program. The i2B team pioneered unique methodologies and software in the Innovation Management and Commercialisation area. The i2B program was used as an interface for Corporate Venturing; New Product Development and Performance Improvement.

His most recent work is heading innovation as part of the Strategy team for Vector. This involves the acquisition and launching of renewable energy businesses.

Chip Dawson - Director Pure IP

Chip is the Managing Director for International Business Management Limited, Data Systems Marketing Limited and is a valued Director of Ideas Accelerator Pure IP NZ Limited. He has been responsible for developing strategies and directions in a number of large multi-national organisations in management, sales, marketing, and product direction.

Chip has held numerous senior management roles with over 35 years experience in the aerospace, computer and IT industry, film and creative media, design graphics, and telecommunications markets in New Zealand, USA, Asia, and the UK.

Chip sits on the advisory board for New Zealand Trade and Enterprise for the Beachheads Project, Biotech Cluster, IT Cluster, Creative New Media, UCLA Graduate School of Business project. Chip has been an advisor to the ICEHOUSE and Strategic School of Business at University of Auckland on the 321Go-Global project.

**Mark van Wijk - Director Performer Solutions
National Certificate in Business Computing**

Mark is the newest member of our team. He also worked at Carter Holt Harvey and was part of the team that developed Ideas Accelerator's i2B Performer. i2B Performer is an innovation management intranet or internet based platform that assists organisations in the practical application of innovation management processes.

He joins Ideas Accelerator with a range of skills in IT management, including contract negotiation, research and evaluation of IT applications and systems, design, development & support of Idea Management systems. Mark consults on the design of the innovation management system and the customisation and implementation of the innovation management platform i2B Performer.

 **Case Studies**

The wealth of knowledge and experience in the design, development and implementation of innovation systems has been the sole focus of Ideas Accelerator's business for over 4 years. This experience has been built upon by working with some of New Zealand's largest and most prominent organisations.

Every organisation and every industry is different. People, culture and ways of doing business vary widely. Ideas Accelerator and its directors have worked on innovation projects across a wide range of industries. We have selected a few brief examples that follow.

Please note, we respect our client's privacy and confidentiality and have gained their permission to feature some of their innovation projects;

Carter Holt Harvey Limited – Innovation Management System - i2B Performer

Andy Blackburn and Mark van Wijk, developed and launched an innovation management programme at Carter Holt Harvey called Ideas to Business (i2B). This innovation programme consisted of a competition entry platform (i2B Performer) used to capture, categorise and evaluate all ideas entered into the programme in New Zealand and Australia. The program ran for 2 years and processed over 5,000 entries and trained 1,375 users using the i2B Performer tool.

The programme also included the development, management and implementation of;

- Communications to the idea submitter via email, phone and finalist notification
- Development of all templates; programme requirements, idea scope and themes, idea entry forms, evaluation criteria, evaluation feedback and recommendations documentation
- Workshops included; idea development, evaluation training, idea entry training, business plan workshops and new product development plan workshops.
- Other services included; facilitation of judging sessions and stage gate meetings, administration and registration of competition entries, competition entry support via phone or email and award administration and management
- Reporting and review of systems and processes was ongoing over the three year period, financial targets were managed assessed and met.
- Multi-site Innovation Awards events for all Carter Holt Harvey staff in New Zealand and Australia

This programme resulted in bringing many new products and services to market and by improving business performance. It provided a way of capturing contributions across the organisation and increasing productivity.

Fonterra Co-operative Group Limited - Operational Performance Improvement

Ideas Accelerator and a team from Bearing Point developed and launched an innovation management system for operational performance improvement in and around a number of Fonterra factory sites. The project included the implementation of innovation management software and the development of innovation training workshops, for idea coaches, idea submitters and the senior leadership team. The challenge with this project was designing a system for participants who had few computer skills and often little or no access to a computer to enter ideas and concepts. As a result a manual and collaborative system was also designed and implemented for those that found computer entry a challenge. The manual system allowed for ideas to be discussed in teams and developed by team members at the start of every shift.

Telecom New Zealand Limited - Innovation Management Programmes

Ideas Accelerator is currently involved in one of New Zealand's largest and most significant innovation projects in New Zealand, with the Research and Venturing (R&V) team at Telecom NZ Limited. This project includes but is not limited to development of an innovation management system that integrates with existing business units, development of an innovation community of practice, an innovation centre of excellence and a lab and incubation space for the development of new products and services. Telecom is now entering a growth phase and is developing resources in innovation across the business to ensure that all staff, customers and partners are contributing to the development of new and improved products and services going forward. Ideas Accelerator was invited to assist Telecom on this journey of change; this is an exciting project that consists of six work streams that will be developed and implemented over the next 12 months.

New Zealand Defence Force - Innovation System Design

Ideas Accelerator was employed to design and map an innovation system that would assist the Defence Force and Armed Services in sharing knowledge internally as well as transferring knowledge externally for commercial gain. The start of this process was the auditing of IP that

resided in workshops around the country. Once a sample of this IP was collected and partnerships established an innovation / knowledge management system was designed for the capture, categorisation and storage of this information in a knowledge bank. This work was complicated by the type and sensitivity of the information being gathered and by the processes and formal internal systems that were required as part of NZ Defence Force protocol.

Telecom Yellow Pages Limited - Ideation and Facilitation Workshops

Ideas Accelerator was invited to design and develop an Innovation Workshop for Telecom Yellow Pages that introduced them to the concepts of innovation, discussed and demonstrated why innovation was important, discussed the importance of communication and the impact of bad communication on innovation and collaboration. We also developed some practical exercises and designed tools to assist in the development of team ideas and problem solving. These innovation workshops were run at strategy sessions and were facilitated by the Ideas Accelerator team.

North Shore City Council – Innovation Framework & Innovation Metrics

Ideas Accelerator tendered and was appointed to develop an Innovation Framework for North Shore City Council which included the development of an innovation system to capture, categorise, evaluate and manage the development and implementation of ideas and opportunities; new products and performance improvements and to develop a training and communication framework to support the system.

North Shore City Council has also implemented the Innovation Monitor™ survey (Ideas Accelerator's innovation assessment tool) which has assisted them in understanding the biggest areas for innovation improvement across their business as perceived by staff.

"The Innovation Report provides an insightful analysis of the survey results including key drivers for organisational improvement. This information will definitely help North Shore City Council in becoming a more innovative organisation". - Geoff Mason, General Manager Infrastructure Services, North Shore City Council

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