

Ideas Accelerator Ltd

PROFILE 2011



Building Innovative Organisations

All organisations have ideas, knowledge and know-how. In order to benefit from these ideas it is important to ensuring that the best ideas are harnessed and translated into new products, new services to increase organisational growth and the performance.

Ideas Accelerator is an innovation agency – we help our customers to reduce project costs increase efficiencies and develop new revenue streams. We believe that innovation is about finding fresh and new approaches to everything we do.

We will help you to;

- Identify **new areas of opportunity** for business growth – customer insight
- Harness and **translate ideas and knowledge** into tangible new products, new services and new processes
- Design and manage **effective innovation processes**; NPD, stage-gate, lean, six sigma etc
- Deliver collaborative, **team based innovation workshops** and training programmes
- Launch **new products and services to market faster** and at a lower cost
- Build an **innovative team culture** improving the success rate of key projects

We offer 4 main areas of service to organisations looking at improving their innovation capability and performance;

1. Innovation Strategy & Performance
2. Innovation Culture & Training
3. Innovation Systems & Processes
4. Innovation & Project Management



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1. Innovation Strategy and Performance

- **Innovation Strategy and Planning:** develop an innovation strategy or plan to focus thinking on strategic areas of value for the organisation and to provide an integrated framework for moving forward. Identify areas of opportunity by using market / customer insight to focus thinking.
- **Innovation Metrics:** measuring and improving innovation performance is an essential part of developing successful innovation initiatives. Measure the culture and climate of innovation via the Innovation Monitor® survey and identify areas for improvement. Benchmark yourself against similar organisations and the OECD Best Practice Benchmark.

2. Innovation Culture and Training

- **Innovation Workshops:** developing a positive innovation culture is an important aspect of organisational growth and development. Training staff in innovation and collaboration to get the very best results, choose from a number of workshop and training courses available;
 - Innovation Strategy - Identifying Areas of Opportunity
 - Innovation and Collaboration
 - Innovation Management and Stage-Gate
 - Innovation and Risk Management

3. Innovation Systems and Processes

- **Innovation Systems Design:** an innovation system is a tool that assists with the capture, selection, development and implementation of ideas to market. There are three key steps in building an innovation system they are;
 1. Systems Review
 2. Systems Design
 3. Systems Implementation



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- **Innovation System:** i2B Performer – an online innovation management tool. i2B Performer, is an intranet/internet platform that enables idea and opportunity capture, categorisation, evaluation, development and launch. It holds a set of easily customisable innovation and evaluation templates and reports.

4. Innovation and Project Management

- **Integrating Innovation:** making innovation part of BAU, including project management systems, risk management processes, health and safety programs and partnering programs.
- **Innovation Facilitation:** assist project teams (including NPSD and new ventures teams) to rapidly evaluate options and develop better solutions to problems, keep projects on track and to develop better communications strategies to inform key stakeholders.

About Us...

Ideas Accelerator Limited was established in 2003 and was co-founded by Louise Webster and Andy Blackburn, who are passionate about helping organisations to better manage their innovation resources, ideas, knowledge and know-how.

Ideas Accelerator is based in Auckland, New Zealand and has worked with a wide range of organisations both in the public and private sector.

Louise Webster – Director

Louise is a founding director of Ideas Accelerator Ltd. She uses her creative skills combined with her marketing and new product development expertise to bring a pragmatic approach to making innovation part of business as usual.

Prior to 2003, Louise worked as marketing manager, leading new product development and marketing teams for Fletcher Building and worked for a range of Advertising Agencies and Design companies in marketing, brand and communications.



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In 2003 she co-founded Ideas Accelerator to focus specifically on the innovation process from ideas to commercialisation. **She assists organisations to launch ideas to market faster by developing better systems and processes for innovation and by develop a culture and climate of innovative thinking, work and doing.**

Louise works with a large range of clients and industry groups, helping them to develop more innovative practices by leveraging their people and systems for business growth. Her client base includes companies in Energy, Roading and Water Infrastructure, Local Government, Telecommunications, Manufacturing and Retail both in New Zealand and Australia.

Louise holds a Post Graduate Diploma in Design Management and Innovation Strategy from Unitec and a BFA, Bachelors of Fine Arts Degree from the University of Canterbury.

Andy Blackburn – Director

Andy is a founding director of Ideas Accelerator Ltd. He specialises in new product, service and new venture development for business growth and commercialisation. He has managed large portfolios of products and services for a number of large New Zealand organisations and has a wealth of experience in the commercialisation of new ventures including intellectual property licensing agreements.

Prior to 2003, Andy worked as manger Ideas Accelerator for Cater Holt Harvey where he lead a team devoted to developing and implementing New Zealand's largest Innovation and New Ventures programme. Prior to this he managed a number of successful New Zealand startup businesses.

In 2003 Andy co-founded Ideas Accelerator and now focuses on developing sustainable new products and services for the Energy industry. Andy holds an MBA, Master in Business Administration - Entrepreneurship from Waikato University.



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