Innovation Hub | Florida State University

Presentation by Ken Baldauf
Innovation Hub Director
GOT INNOVATION?

Elon Musk: Tesla, SpaceX, SolarCity, Boring Company, PayPal – worth $15 billion
Corporate Innovation Centers

A winning strategy for many Fortune 500 companies
Corporate Innovation Centers Are Taking Over the World

“We live in an era of digital Darwinism, a time when technology and society continually evolve. The reality is that innovation is now a constant, and the net result sets the stage for disruption.”
Dig deeper: www.lowesinnovationlabs.com
456 Corporate Innovation Centers Worldwide

Oct 2016 – up 51 percent from July 2015, here’s where they are building the latest...

The Rise of Innovation Empires Worldwide, Brian Solis, Principal Analyst at Altimeter and Jerome Buvat, CapGemini.
Dig Deeper: [Link](#) Peek Inside 7 of The Banking World's Coolest Innovation Labs
Innovate or Implode

Addressing Complex Challenges

Maintaining Competitive Advantage

Incorporating New Technologies

Meeting Customer Demand
Innovate or Implode

Benefits

Innovation centers offer a range of benefits. They:

- Accelerate the speed of innovation
- Provide a fresh source of ideas
- Enhance risk-taking ability
- Attract talent
- Drive employee engagement
- Build a culture of innovation.

Tech Driven

<table>
<thead>
<tr>
<th>Key Focus Areas of New Innovation Centers</th>
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<tbody>
<tr>
<td>Internet of Things/Smart Cities</td>
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<tr>
<td>Financial Technology (Fintech)</td>
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<tr>
<td>Biotech and Digital Healthcare</td>
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<tr>
<td>Cloud and Software</td>
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<tr>
<td>Big Data/Analytics</td>
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<tr>
<td>Manufacturing Technology and Robotics</td>
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<tr>
<td>Cybersecurity</td>
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Note: The percentages may not add up to 100% since the innovation centers may have multiple focus areas.

Partnering with Startups

<table>
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<tr>
<th>Key Objectives of New Innovation Centers</th>
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<tbody>
<tr>
<td>Partnering with Ecosystem</td>
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<tr>
<td>Product Innovation/Concept Development</td>
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<tr>
<td>Enhance Customer Experience</td>
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<tr>
<td>Improve Operational Efficiency</td>
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<tr>
<td>Others</td>
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</tbody>
</table>

Note: The percentages may not add up to 100% since the innovation centers may have multiple objectives; N=67.
University Innovation Centers

Preparing students for the innovation-driven workplace
As tomorrow’s global citizens enter higher education with words like “make,” “hack,” and “prototype” embedded in their vocabulary, they are fueling a powerful movement toward “learning by creating.”
Facilities

Idea Forge Commons
Project-based Learning Studio
MESAB Teleconference Room
Northrop Grumman Think Tank
Machine Shop
Welding Shop
Makerspace
Sheppard Electronics Shop

INTEGRATIVE DESIGN, ARTS AND TECHNOLOGY

Carnegie Mellon
UIC INNOVATION CENTER SPARKS ACADEMIC-BUSINESS PARTNERSHIPS
LAUNCH AT LASSONDE
Learn about the companies and initiatives launching here.

Browse Startups
Innovation Center @ FSU Planning

The long and winding road
Cross-discipline Tools for Innovation

- Technology
- Business
- Design
- Fablab
FSU Resources

- Arts & Sciences
- Jim Moran School of Entrepreneurship
- Office of Research & Undergrad Research
- Computer Science
- H.P.M.I
- L.S.I.
- Scientific Computing
- College of Fine Arts
- F.A.R.
- FSU Libraries
- Art
- College of Education
- Interior Design
- College of Engineering
An Innovation Pipeline

Innovation for the Masses

- An Innovation “sandbox” in which ALL students can discover their “Inner Innovator”
- Support interdisciplinary and collaborative work
- Inspire students with real world challenges
- Expose students to new technologies
- Instruct students in “Innovation Frameworks”
- Undergrad Focus
Design Thinking

Human-centered design
Inclusive, Empathetic, Collaborative Problem-solving

Dig Deeper:
https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process
http://www.ideo.com/pages/design-thinking
https://dschool.stanford.edu/resources-collections/a-virtual-crash-course-in-design-thinking
https://www.ibm.com/design/thinking/
An Interdisciplinary Hub

Founding Partners

- iSchool
- CCI
- Libraries

Academic Partners
- Jim Moran School
- Fine Arts
- Engineering
- Arts & Sciences
- Education
- Social Sciences

External Partners

Provost
Key Ingredients

• Innovation Hub provides:
  • Access to new technologies
  • Innovation frameworks: design thinking
  • Space, staff and support

• Partners (internal and external) provide:
  • Subject-area expertise
  • Transdisciplinary collaboration
  • Design challenges

• Student driven
www.innovation.fsu.edu

Thank you!

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