Design as a catalyst for Innovation

Neil Gridley, Design Associate
Design Council
Championing great design to improve lives
Design?

— Creativity is the generation of new ideas

— Innovation is the successful exploitation of new ideas

— Design is what links creativity and innovation. It shapes ideas to become practical and attractive propositions for users or customers
Design?

Product / UI

Service

Brand & Comms

Space / Interior

Web

Packaging
Why design?
Design as a catalyst for innovation
Innovating through design

**Discover**
Insight into the problem

**Define**
The area to focus upon

**Develop**
Potential solutions

**Deliver**
Solutions which work
Innovating through design

- **Discover**: Insight into the problem
- **Define**: The area to focus upon
- **Develop**: Potential solutions
- **Deliver**: Solutions which work

**Being people centred**

**Being visual**

**Being collaborative & iterative**
Design Leadership Programme
Design Council working with government: the impact of design

“Design can help organisations transform their performance, from business product innovation to the commercialisation of science and the delivery of services.

Rt Hon David Willetts MP
(former) Minister for Universities and Science
Government funds the innovation infrastructure
Our support for science and innovation helps:

— British entrepreneurs turn their scientific and technological ideas into innovative and profitable products and services with the potential to compete in the global marketplace.

— UK companies grow by helping them turn their innovative ideas into profitable products and services which are competitive on the world stage; thus creating more jobs and increasing government revenue.
Design Leadership Programme

- Research
  - University TTO’s
  - Research Org’s
- Business
  - Start-up’s
  - SMEs
- Public Services
  - Councils
  - Central & Local Gov’t
- Supply Chains
  - Prime Customer
  - Supply Chain Businesses
Research and early stage ventures
How design adds value to research

Design is an effective mechanism for maximising research impact; it helps to find practical applications for research and accelerates the route from research idea to market proposition.
Examples

We helped Ceres Power raise £10m worth of private equity ahead of their flotation on the Alternative Investment Market (AIM)

“Our understanding of our technology’s market potential, and our ability to communicate this effectively, is much greater thanks to the Design Council.”
Bob Flint, Commercial Director, Ceres Power
“What we learned continues to benefit the business, it enabled Owlstone to communicate the value and potential of its technology and clarify the best route to market. It reduced risk and accelerated revenue generation, so boosting investors’ confidence.”

Billy Boyle, CEO, Owlstone Nanotech
The Challenge

— Groundbreaking chemical detection
  ...but technology not visible
— Hard to articulate competitive
  advantage
— Pressure to generate revenue - need to
  attract investment
— Need to identify short, medium and
  long-term applications
OPPORTUNITIES

Hi Value

- Communicate what it is - simple
- Not gain it instantly

- Play off military players
- Recruit chemists from Smith's

Low Value

- Not dependent on military partners
- Wise vs. Sandia

- No 10 access model

Likely

Short Term

- Visit Celsius
- Look bigger than the company is

Quick Win or Long Game

- Develop core service
- Smarter
- Recruit new exec
- Think tank
- Need the network + temper skills

- Need application: high name, low volume, "Black Shoe"
The Results

- Design scenarios - earlier market opportunities
- Developed early prototypes for multiple applications
- Engaged with users for feedback
- Business model redefined
What happened?

— Immediate additional investment raised ($2.3m)
— First product launched was a success
— Repeat order from major customer within first year
— Four new products active in three markets today
— User-centred approach now core to Owlstone’s strategy and management
What has been achieved: 2010 to 2015

- Investments of £10K - £4M
- New licences and partnerships
- Compelling propositions and brands
- Accelerated commercialisation
Supply chain innovation
Supply chain innovation
Thank you

Neil Gridley
www.designcouncil.org.uk