

# Building Inclusive Innovation Networks

**PNWER**

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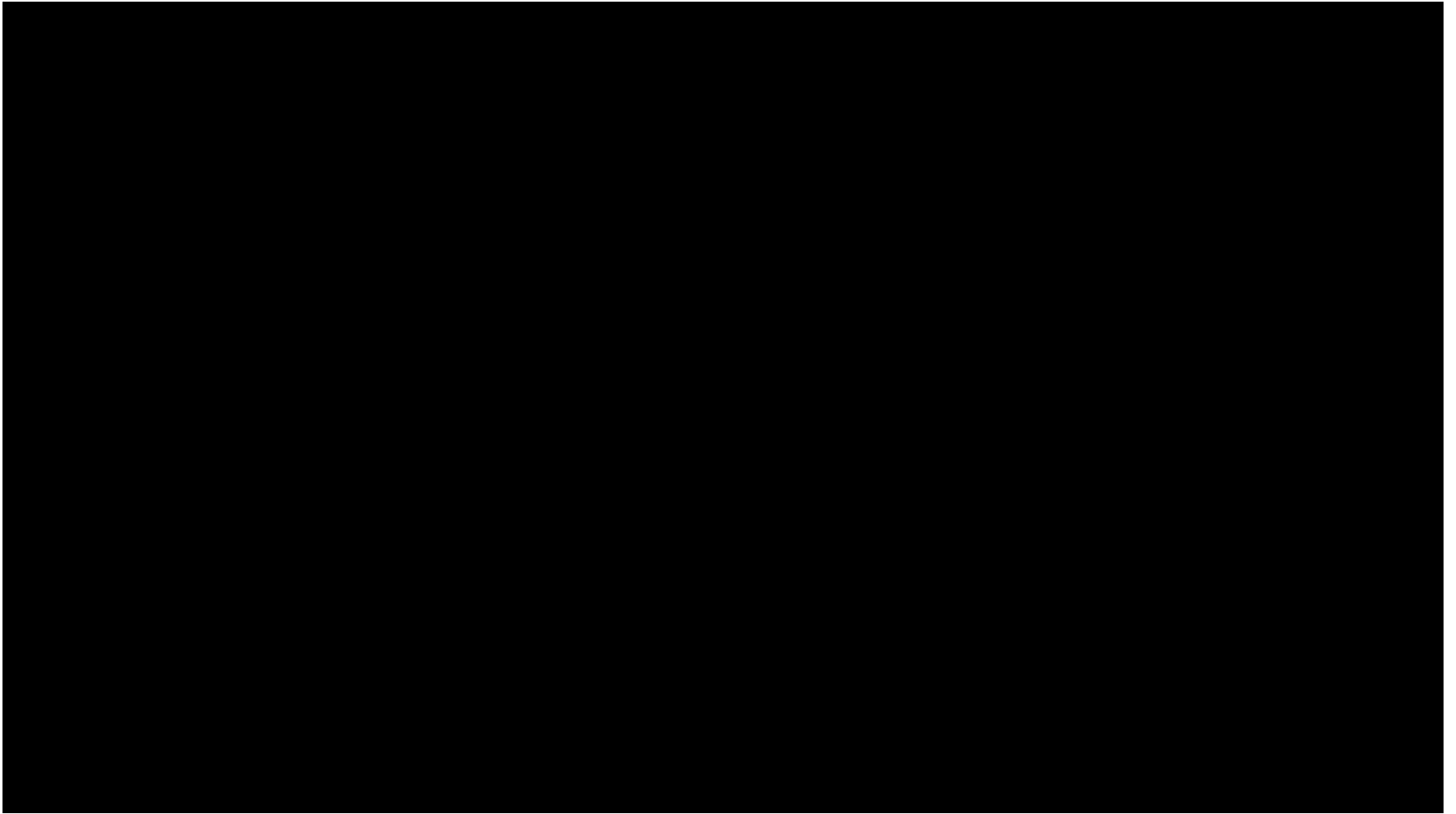
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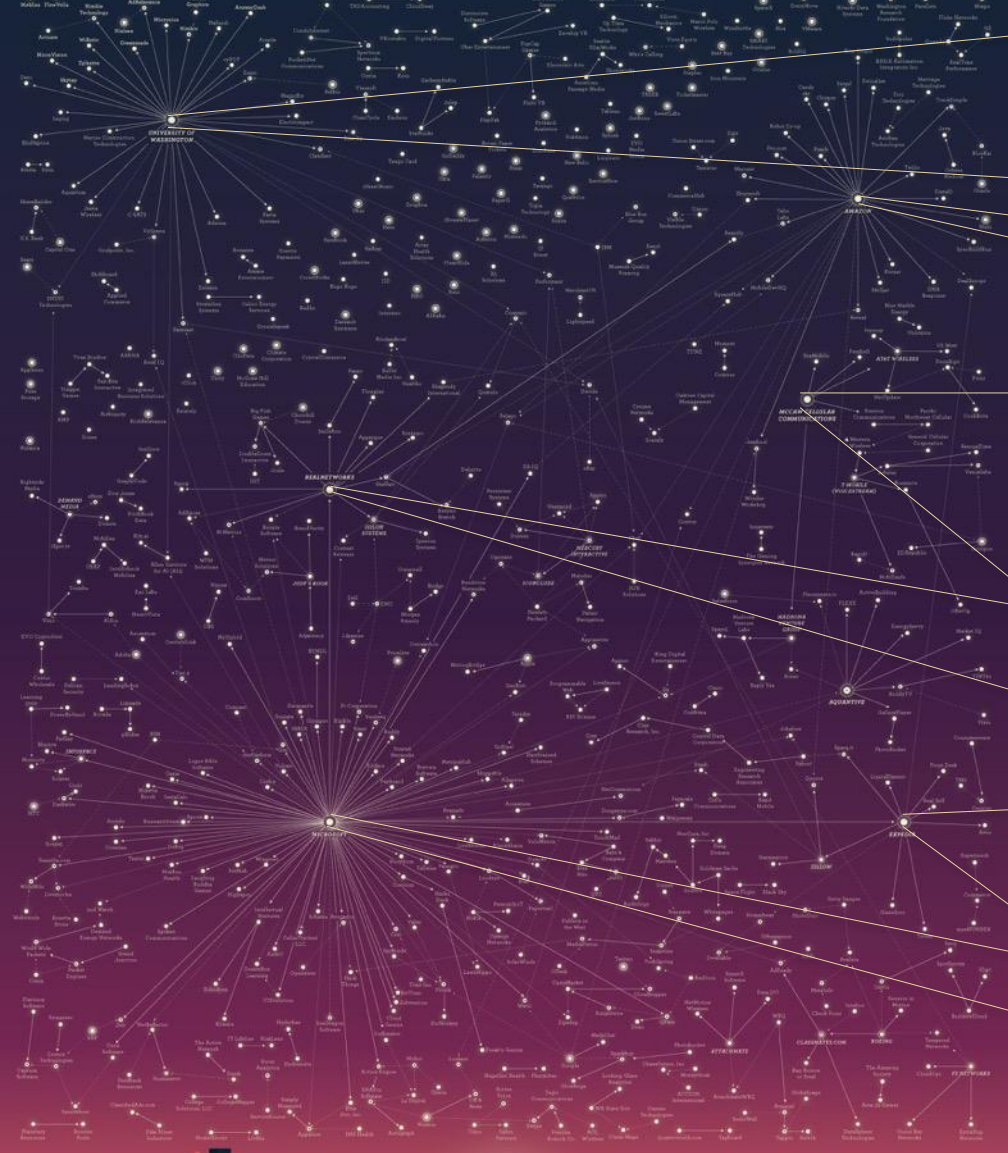
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Exchange  
[comotion.uw.edu](mailto:comotion.uw.edu) [gix.uw.edu](mailto:gix.uw.edu)

# Seattle Area Flyover



Video courtesy of WTIA, Challenge Seattle

# The Seattle Tech Universe



**W**  
UNIVERSITY of  
WASHINGTON

**amazon**

  
**McCAW CELLULAR, INC.**

**realnetworks**

  
expedia inc.

 **Microsoft**

# THE FUTURE STATE OF INNOVATION IS HEAVILY INFLUENCED BY SIX FACTORS

Climate change



Technology velocity



Globalization



Education imperative



Capital



Disruption and inclusion




# THE INNOVATION ECONOMY EFFECTS EVERYONE



# NOT EVERYTHING NEW IS INNOVATION

***“A change or a novelty which creates impact in economic or social spheres at scale.”***

# WE NEED INCLUSIVE INNOVATION

A close-up photograph of a person's hand holding a black Samsung smartphone. The hand is wearing a blue wristband. The phone's screen displays a text message. The background is a blurred green field.

***“Innovation marked by holistic thought and action to drive and manage disruption that will have meaningful, positive and broad societal impact.”***

# THERE ARE SEVERAL FACES OF INNOVATION

LEARNING

ORGANIZING

BUILDING



## Anthropologist

Observe, Interact, Look Around

Vuja De – see the common for the first time

Keep a “Bug List” and an “Idea Wallet”

Maintain a Spirit of Curiosity

*“The real act of discovery consists not in finding new lands, but in seeing with new eyes.”*

– **Marcel Post**



## Experimenter

Hard Work, Curious Mind

Fail Often to Succeed Sooner

Prototype everything!

*“I have not failed, I have merely found ten thousand ways that won't work.”*

– **Thomas Edison**



## Cross-Pollinator

Draw Associations, Make Connections

Wide sets of interests and Avid Curiosity

Bring seemingly unrelated ideas together

*“Leave the beaten track occasionally and dive into the woods. Every time you do so, you will be certain to find something that you have never seen before.”*

– **Alexander Graham Bell**



# THERE ARE SEVERAL FACES OF INNOVATION

LEARNING

ORGANIZING

BUILDING



## Hurdler

Tireless Problem-Solver, Optimist  
Quiet Determination, perseverance  
Don't "just do your job"  
Do see beyond initial failures

*"We choose to go to the moon in this decade  
and do the other things, not because they  
are easy, but because they are hard . . ."*

*– John F. Kennedy*



## Collaborator

The team over the individual, shared  
journey, Multidisciplinary teams  
More of a coach than a boss

*"In the long history of humankind  
(and animal kind, too) those who learned to  
collaborate and improvise most effectively  
have prevailed."*

*– Charles Darwin*



## Director

Big picture thinking  
Bring out the best in team members  
Give center stage to others  
Shoot for the moon and wield  
a large toolbox

*"I dream for a living."*

*– Steven Spielberg*

# THERE ARE SEVERAL FACES OF INNOVATION

LEARNING

ORGANIZING

BUILDING



## Experience Architect

Fend off the ordinary wherever you find it  
Facilitate positive encounters with your products, services, organizations, spaces, and events



## Set Designer

Liven up the workplace  
Promote energetic, inspired culture  
*"Every organization (and every employee) performs a bit better or worse because of the planning, design, and management of its physical workspace."  
- Franklin Becker*



## Storyteller

Capture imagination with a story (video, narrative, animation, drawing)  
Spark emotion and action  
*"The universe is made of stories, not atoms."  
- Muriel Rukeyser*



## Caregiver

The foundation of human-powered innovation  
Empathy for individuals  
Create relationships

CoMotion is University of Washington's collaborative innovation hub



# COMOTION CLEARS THE PATH TO INNOVATION

## Innovation Transfer



*Helping innovators make real-world impact*

## Innovation Learning



*Infusing the practice of innovation into the community*

## Innovation Strategy



*Creating new initiatives and partnerships*

# MAKERSPACES DEMOCRATIZE ACCESS, ENABLING INCLUSIVE INNOVATION



# IDEATHONS BRING THE INNOVATION MINDSET TO STUDENTS AND TEAMS



# CoMotion is helping create a new innovation and impact model

GLOBAL  
INNOVATION  
EXCHANGE



Microsoft

# GIX HAS AN AMBITIOUS MISSION

**Developing  
Leaders in  
Innovation**



**Crossing  
Boundaries**



**Solving World's  
Greatest  
Challenges**





# GIX BREAKS TRADITIONAL BARRIERS TO INNOVATION



# GIX CREATES AGILE CHANGE AGENTS



STARTUPS,  
PRODUCTS,  
PROTOTYPES

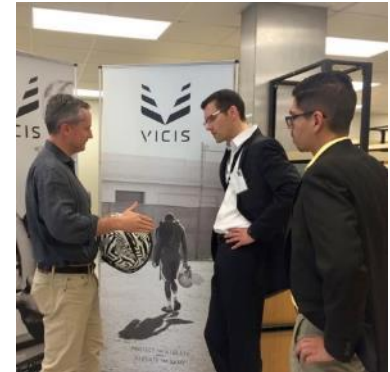
ACQUI-  
HIRES



GIX

NEW  
MARKETS &  
INDUSTRIES

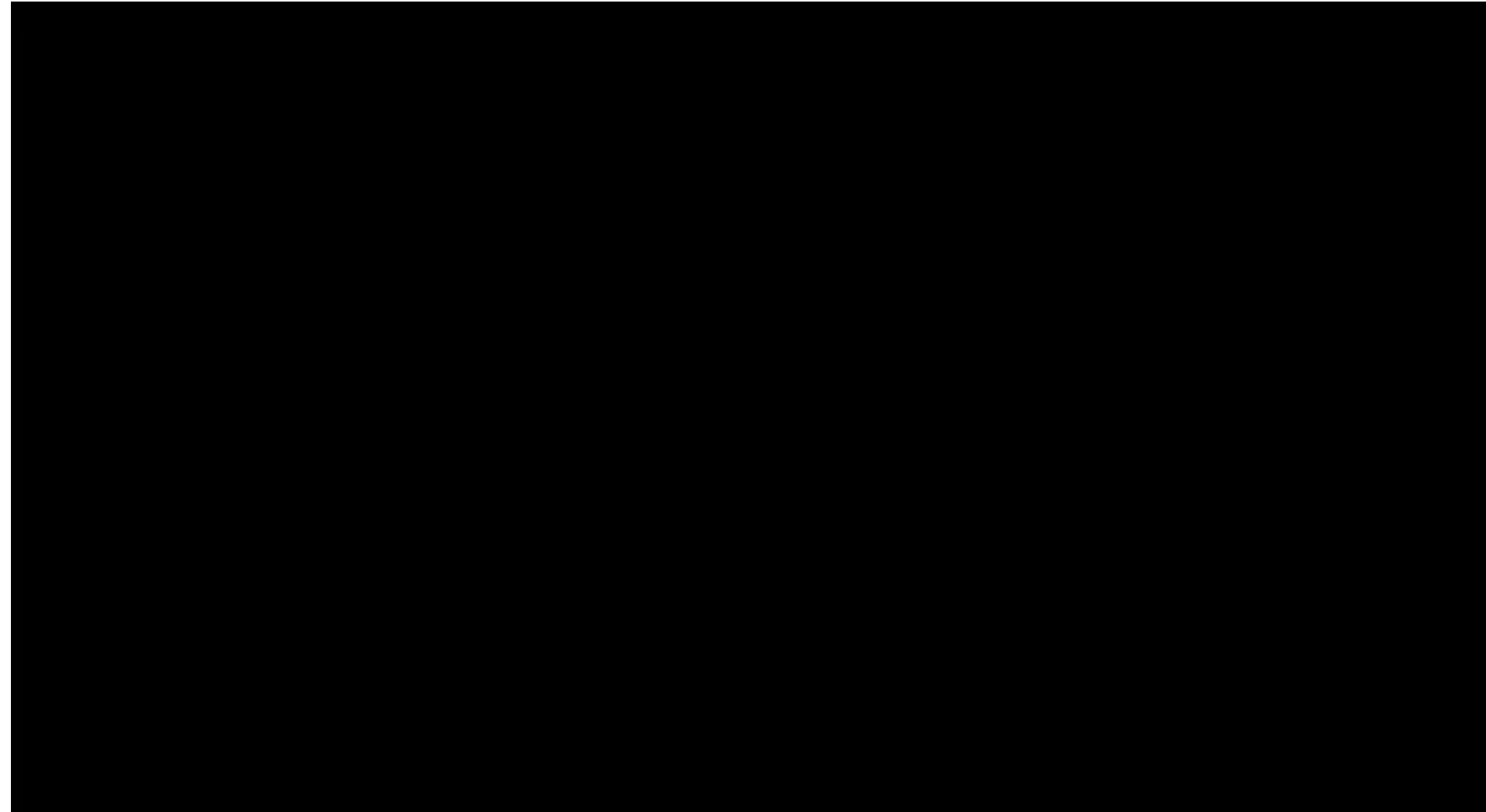
IN-HOUSE  
INNOVATION  
TEAMS



# COMOTION LABS IS INCUBATING 85+ STARTUPS

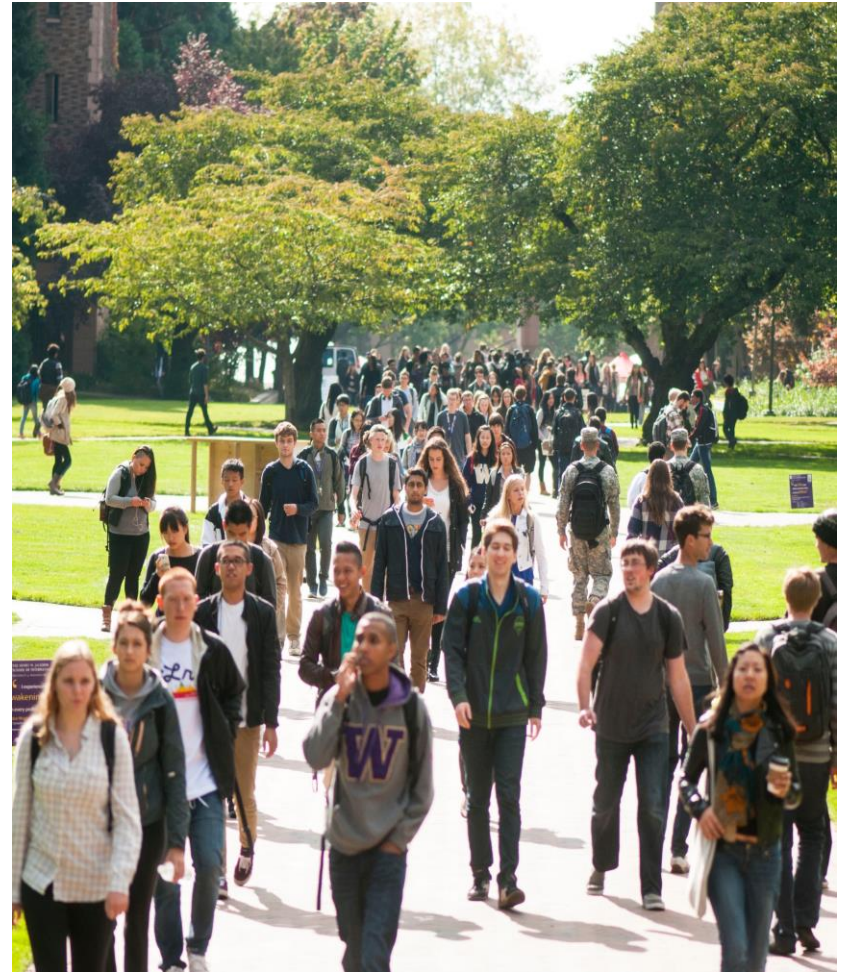



# SIGNALCLOUD GLOVES



# INCLUSIVE INNOVATION NETWORKS

- In-place innovation
- Local innovation ecosystems
- Global connections
- Digital transformation
- Broadband access
- Skills retraining
- Addressing societal problems
- Sharing best practices and case studies
- The world is flat – less hills and valleys



The background of the slide features a complex network diagram. It consists of numerous small, glowing nodes in shades of purple, pink, and orange, interconnected by thin, light-colored lines. The nodes are scattered across the frame, with some forming dense clusters and others existing as isolated points or small groups. The overall effect is that of a dynamic, interconnected system, possibly representing a network of people, organizations, or data points.

**Build local inclusive innovation ecosystems and networks with local incentives, then add global connections and expertise.**