Problem Solving innovation

GRIPPLE®

innovation | excellence | sustainable

From shopping trolleys to space shuttles

Unleashing the designer in you

Sheffield Hallam University

Gordon Macrae and Sheila Quairney

Who we are

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Sheffield Hallam University

A flexible partnership focused on delivering innovation and entrepreneurship skills

Why do we do it

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GROWTH LED INNOVATION DRIVEN EMPLOYEE COMPANY

GLIDE

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Creating the future innovators and entrepreneurs in Sheffield

What do we do together

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XL R8

the hatchery.

Every business starts with an idea. *What's yours?*

Enterprise Challenge 2013

YOUR BREAKFAST READY SLICED

THE SAME QUICK SNACK EVERYWHERE

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A flexible partnership
Focused on delivering
Innovation and
entrepreneurship skills

What is innovation

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The creation, nurturing of game changing ideas to create value for users

Knowledge acquisition

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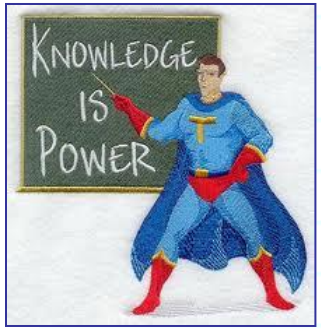
Patents	Growth rate	Doubling years
Nano technology	45	1.87
Global warming	39	2.1
Prions	34	2.38
Stem cells	26	2.95
Epidemilogy	17	4.33



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Average growth rate is 15%. Knowledge is doubling every five years

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Looking for problems

Slow

Hard to use

Not green

Poor supply chain

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Solve a problem, make a customer happy, get a good price

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One person eats on each table, others observe

Feedback

Feedback problems and insights

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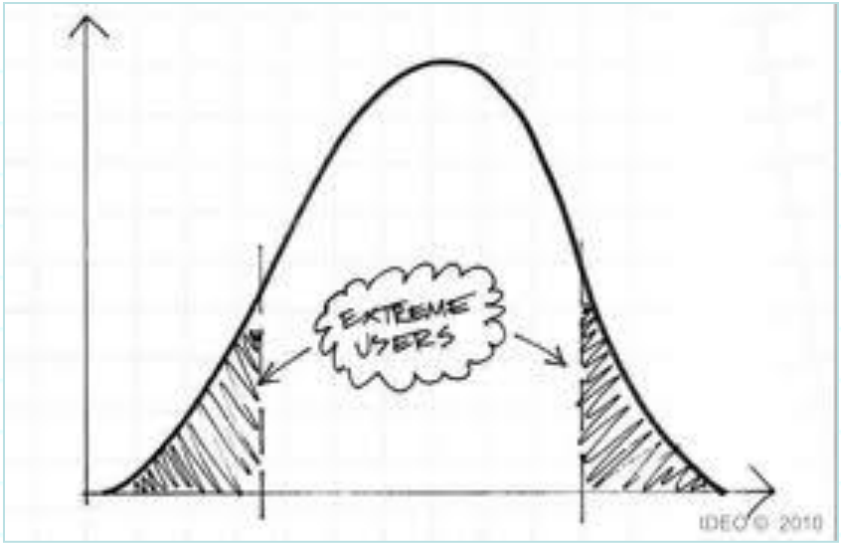
Extreme users



Innovation happens at the edges

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Extreme users exercise

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Let's think outside the box with these prompts

Objectives

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Innovation is important, fun, and everyone can play a role in it

Questions and feedback

How can we improve what we do?

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