

Innovation Day 2010

Wednesday 21st April

The Innovation Process: Developing a Green Technology Project

Simon Hall – EcoStyle Ltd

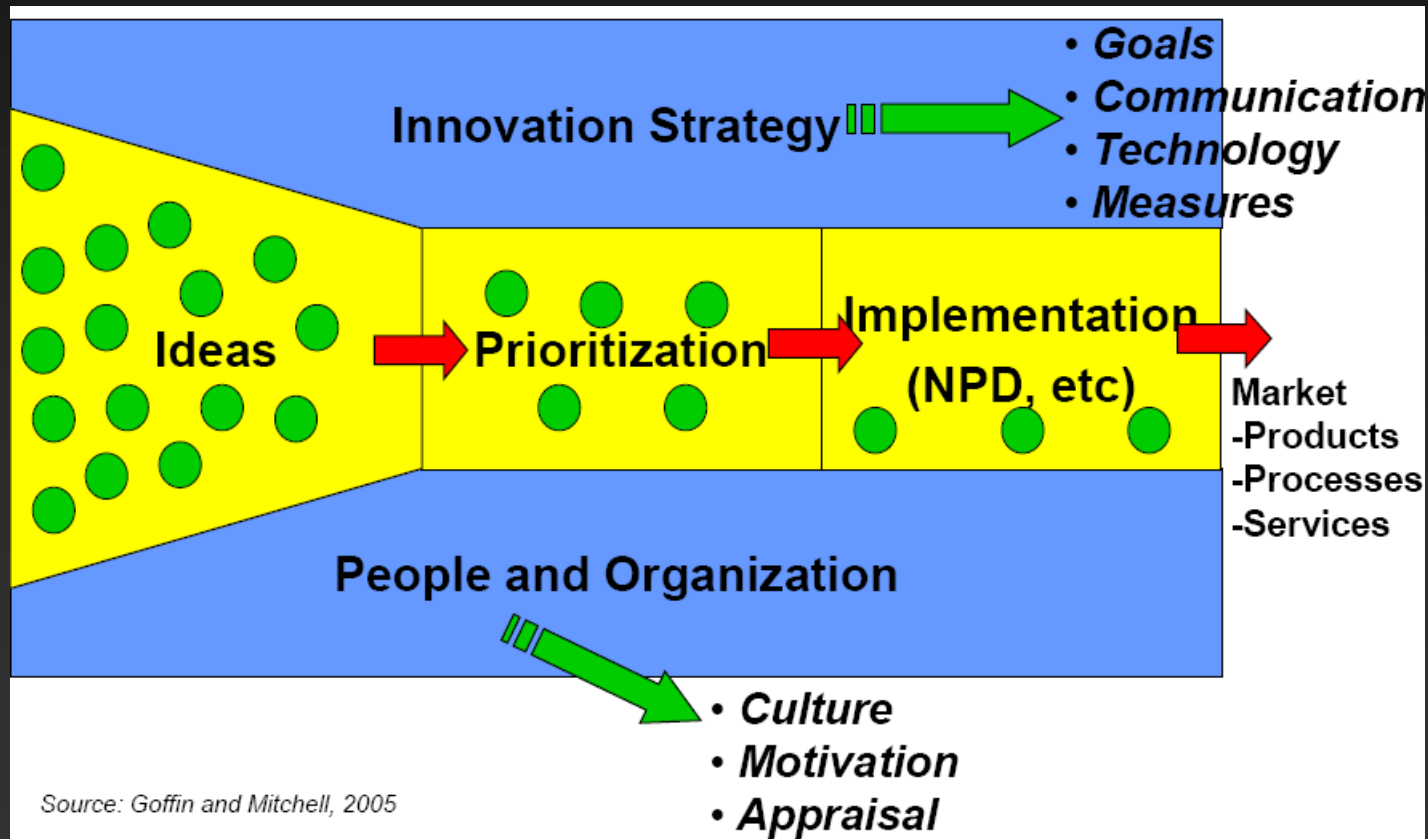
Dr Wesley Randle - University of Bedfordshire

Summary

- *Introduction -Wez (2 minutes)*
- *EcoStyle – Simon (8 minutes)*
 - *Background*
 - *Products*
 - *Case study with tools*
- *Opportunity / “Gap” identification (15 minutes)*
 - *Ideas from groups of 5*
 - *Make something up*
 - *Use Simon’s suggestions*
- *Through the innovation funnel (15 minutes)*
- *Wrap-up and overview from three groups (5 minutes)*

Innovation

Innovation: “making or doing something new, that’s useful and has value”



Asking the right questions

Innovation: “making or doing something new, that’s useful and has value”



EcoStyle - Background

- *Directors Simon Hall and Tonia Liarmakopoulou set up EcoStyle in 2002 after completing a BA Product Design degree at the University of Luton (University of Bedfordshire)*
- *EcoStyle designs and manufactures products to demonstrate renewable energy, for use in schools, colleges and industry*
- *To date 7,000 wind turbines and 4,000 of both solar kits sold to organisations around the world*
- *Currently focussing on growing the business and developing additional products*

EcoStyle - Products



- ***Wind Turbine Kit***

Demonstrates how wind energy can be used to produce electricity



- ***Solar Photovoltaic Kit***

Demonstrates how the sun can be used to produce electricity



- ***Solar Water Heater Kit***

Demonstrates how the sun can be used to heat water

EcoStyle – Case Study – Wind turbines

1. Skills and Resources

- **Simon Hall (Designer and degree)**

2. Market/Sector

- **Project during degree in product design and contact National Energy Foundation and schools**

3. Gap / Opportunity

- **NEF = Need a way of explaining to students how renewable energy works**
- **SH sees opportunity and designs products investing own resources and time**

4. Products / Service

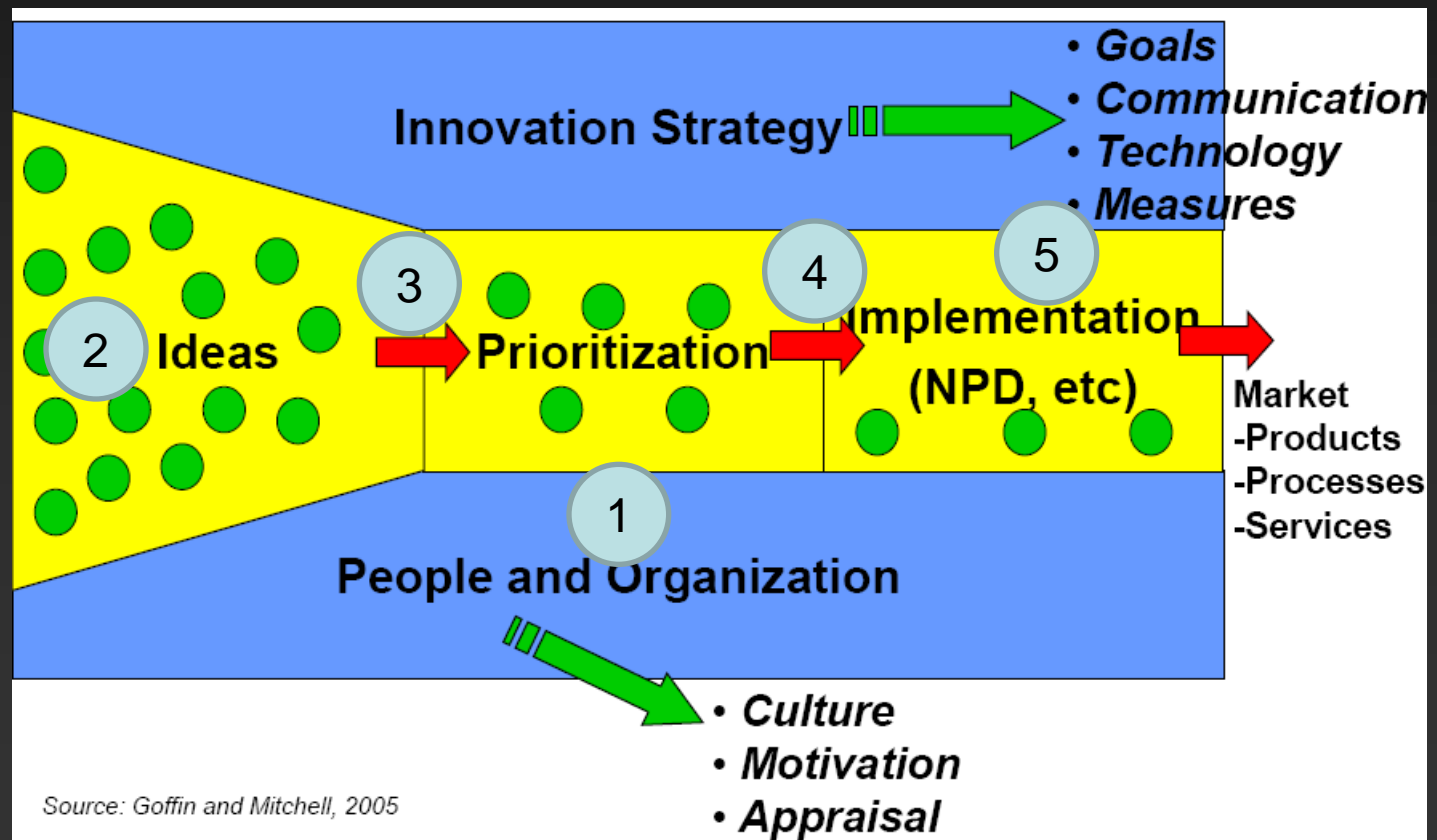
- **Prototype wind turbine produced**

5. Implementation

- **NEF approves and orders 7 kits**
- **EcoStyle registered as a limited company**
- **EU funding to produce 300 kits at cost price**

EcoStyle – Case Study – Wind turbines

1. **Skills and Resources**
2. **Market / Sector**
3. **Gap / Opportunity**
4. **Products / Service**
5. **Implementation**



Was there an Innovation Strategy?

Yes

What is a successful strategy?

- 1. *Simple, consistent long-term goal***
 - ***Make products that explain renewable energy***
- 2. *Profound understanding of the competitive environment (Market)***
 - ***University project and business plan***
- 3. *Objective appraisal of resources***
 - ***Human (design, build, business)***
 - ***Organisational (materials, time, business)***
- 4. *Effective implementation***
 - ***Prototype***
 - ***7 kits, form company***
 - ***300 kits***

Problem, Opportunity, Gap identification

- *Opportunity / “Gap” identification (15 minutes)*
 - *Ideas from groups of 5*
 - *Make something up*
 - *Use Simon Hall’s suggestions*

Through the Innovation Funnel

- *Wrap-up and overview from three groups (5 minutes)*