



FYRKLÖVERN'S INNOVATION PROCESS



FYRKLOVERN'S INNOVATION PROCESS

The utilisation process outlined here is a simplified version of what, in reality, is a complex journey that can vary greatly from case to case. The process is described as 'linear', but, in practice, a case journey is usually anything but. An iterative approach is applied throughout, in which assumptions are tested and then confirmed or rejected and replaced by new assumptions. In this way, verified knowledge is accumulated gradually, in many small steps, during the journey.

The process which follows describes 'the straight path to utilisation'. In practice, major revisions are often needed. New lessons can overturn previous assumptions and a case can take significant steps backwards while new assumptions are tested. The process can also lead to the conclusion, in consultation with the idea-owners, that the conditions are not right for utilisation. Under these circumstances, the case journey is terminated, which is also an important part of the Innovation Office's role.

We strive to focus on one phase at a time, but one case can work with activities from several phases at the same time. Many tools are also included throughout the process and contribute to the further development and maturation of the idea.

Despite this complexity, we hope that this simplified process will provide useful support for discussion and consensus creation between participating parties on how the journey can be undertaken, what is of immediate importance, and what lies ahead. All this is done with the aim of increasing the likelihood that an idea can eventually benefit individuals, wider society and our planet as much as possible.

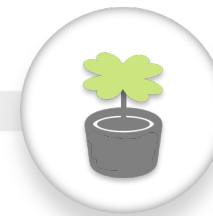
INSPIRING

Through targeted activities, researchers and students are inspired to identify ideas for utilisation in their research and within their areas of expertise.



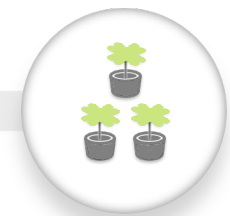
VERIFYING

Important assumptions about the idea are verified step-by-step in active dialogue with the market, users, experts and stakeholders.



DISSEMINATING

The idea spreads to the initial users and begins to benefit them. The idea is gradually expanded to meet the needs of a growing group of users.



DESCRIBING

The idea and its possibilities are clarified together with the idea-owner. Consensus is reached on the possibilities of working further with the idea.

PACKAGING

The lessons learned from the earlier steps in the process are used to create an attractive value proposition that can make a difference.

INSPIRING

Through targeted activities, **researchers and students are inspired to identify ideas for utilisation** in their research and within their areas of expertise. Idea-owners visit the Innovation Office for support and advice.



DESCRIBING

ACTIVITIES & TOOLS

To motivate and encourage entrepreneurial and innovative actions through:

- Inspiration opportunities
- Personal meetings

- PhD course in utilisation
- Awareness-raising activities around utilisation
- Innovation competitions
- Competence development workshops

GOALS

Researchers and students come to the Innovation Office with promising ideas for utilisation

DESCRIBING

Innovation advisors investigate whether the idea and the idea-owner have the prerequisites necessary to take the innovation on to utilisation. **The idea and its possibilities are clarified together with the idea-owner.** Consensus is reached on the possibility of working further with the idea.



ACTIVITIES & TOOLS

Investigate whether it is possible to work with the idea by measuring it against:

- Sustainable Development Goals Agenda 2030
- Commitment
- Ownership
- Contracts and rights

With the help of:

- NABC
- KTH IRL
- Lean Canvas

GOALS

The idea is clearly described and assumptions about verification needs have been made

VERIFYING

Conditions are created, in collaboration with the idea-owner, to increase the project's degree of maturity. Important assumptions about the idea are **verified step by step in active dialogue** with the market, users, experts and stakeholders. We feel confident that the idea meets the needs and that there is a demand.



ACTIVITIES & TOOLS

- Confirm needs
- Confirm customer / buyer/ users
- Confirm that there is a willingness to pay
- Establish a rough plan for economic sustainability
- Manage IPR queries

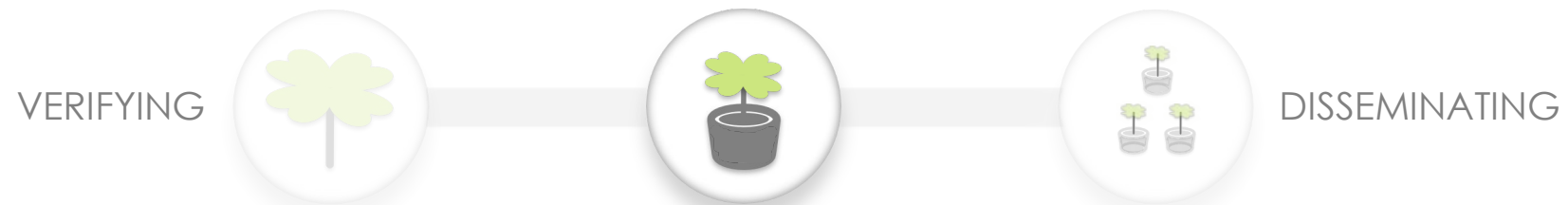
- VFT funding
- Customer testing
- Prototyping
- VCF
- KTH IRL
- Lean Canvas /BMC

GOALS

- The idea is verified with market, users and stakeholders
- Good conditions are established for the idea to be utilised

PACKAGING

The lessons learned from the earlier steps in the process are used **to create an attractive value proposition** that can make a difference. Plans and conditions for the idea's continued journey are created.



ACTIVITIES & TOOLS

- Describe value proposition
- Make a draft implementation plan, including funding
- Build a team

- Prepare the team to meet investors and/or funders.
- Relevant innovation actors such as incubators are involved.

GOALS

- The value proposition is appropriately packaged
- Plans for scaling and distribution have been established
- A goal-oriented team is created

DISSEMINATION

The idea spreads to the first users and begins to benefit them. The idea is gradually being expanded to meet the needs of a growing group of users. The journey towards a wider utilisation is started.

