Rick Carter
Ringmaster @ SeeGlobalMedia (Singapore)
& Innovation in the City (Adelaide)
& Redivivus (London, Adelaide, Manilla)
Adjunct Professor @ Carnegie Mellon University
(Enterprise, Collaboration and Innovation)

innovation in the city ADELAIDE

Carnegie Mellon University Australia

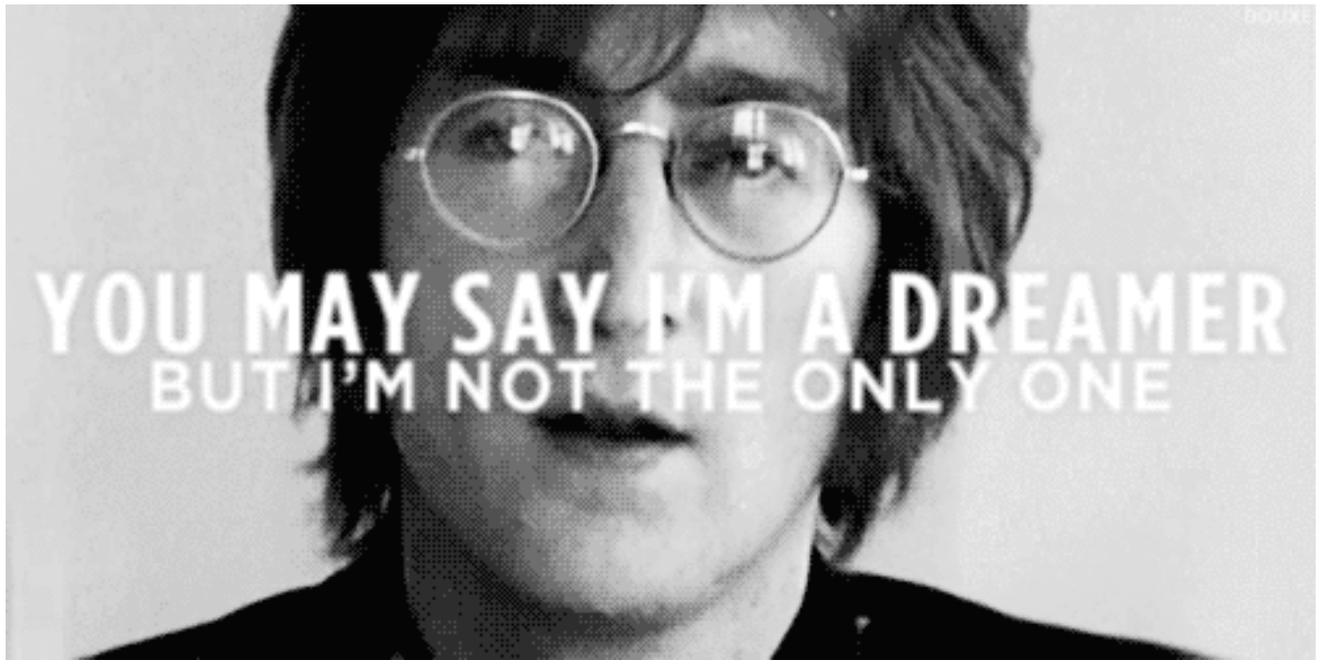
#InnovationInTheCity

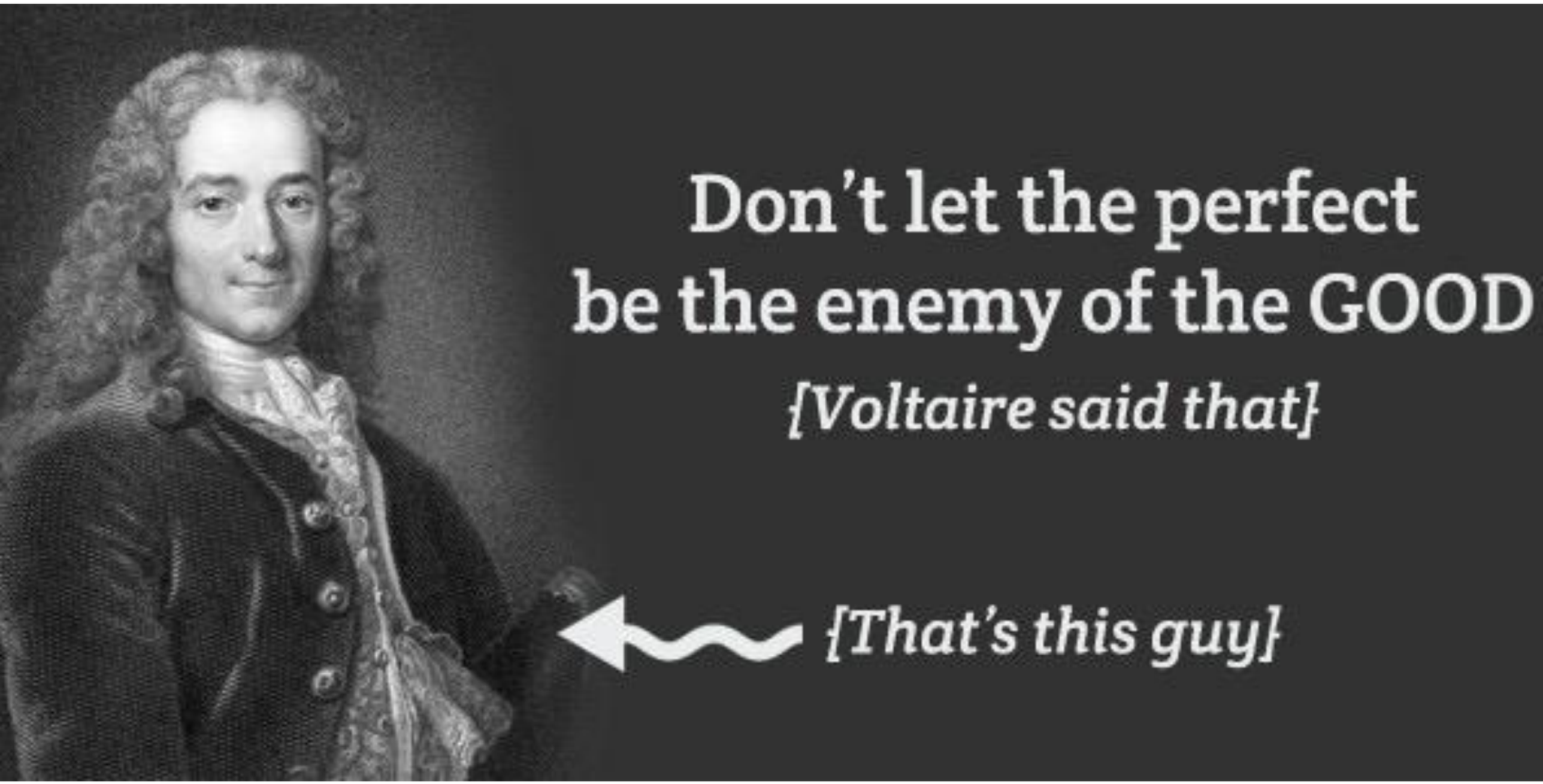
#InnovationPyramid

Metro21

Carnegie Mellon University

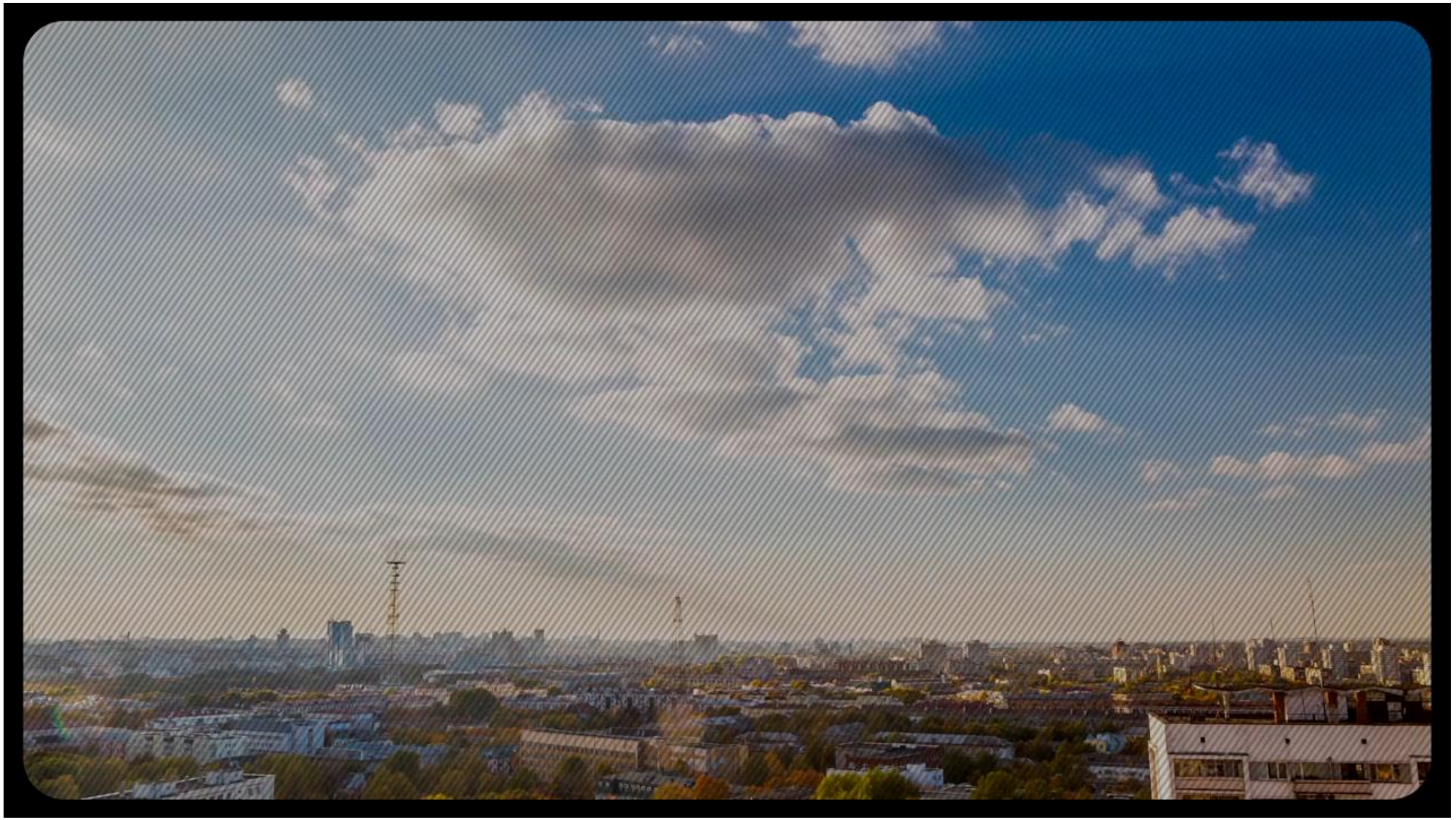
Imagine




Don't let the perfect
be the enemy of the GOOD
[Voltaire said that]
[That's this guy]

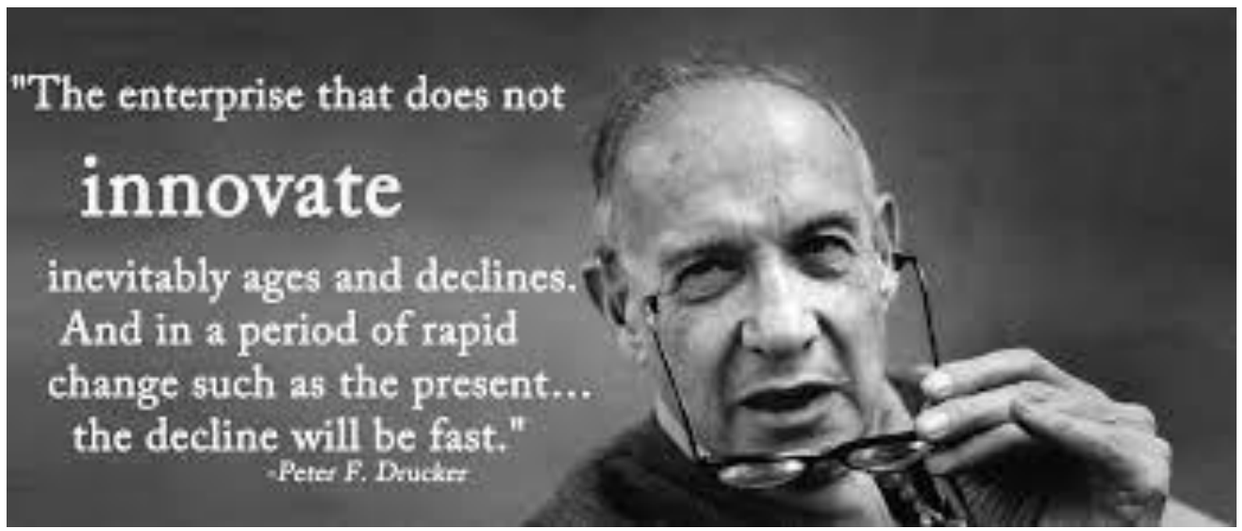
WORLD ECONOMIC FORUM
New technologies are about to change your life forever

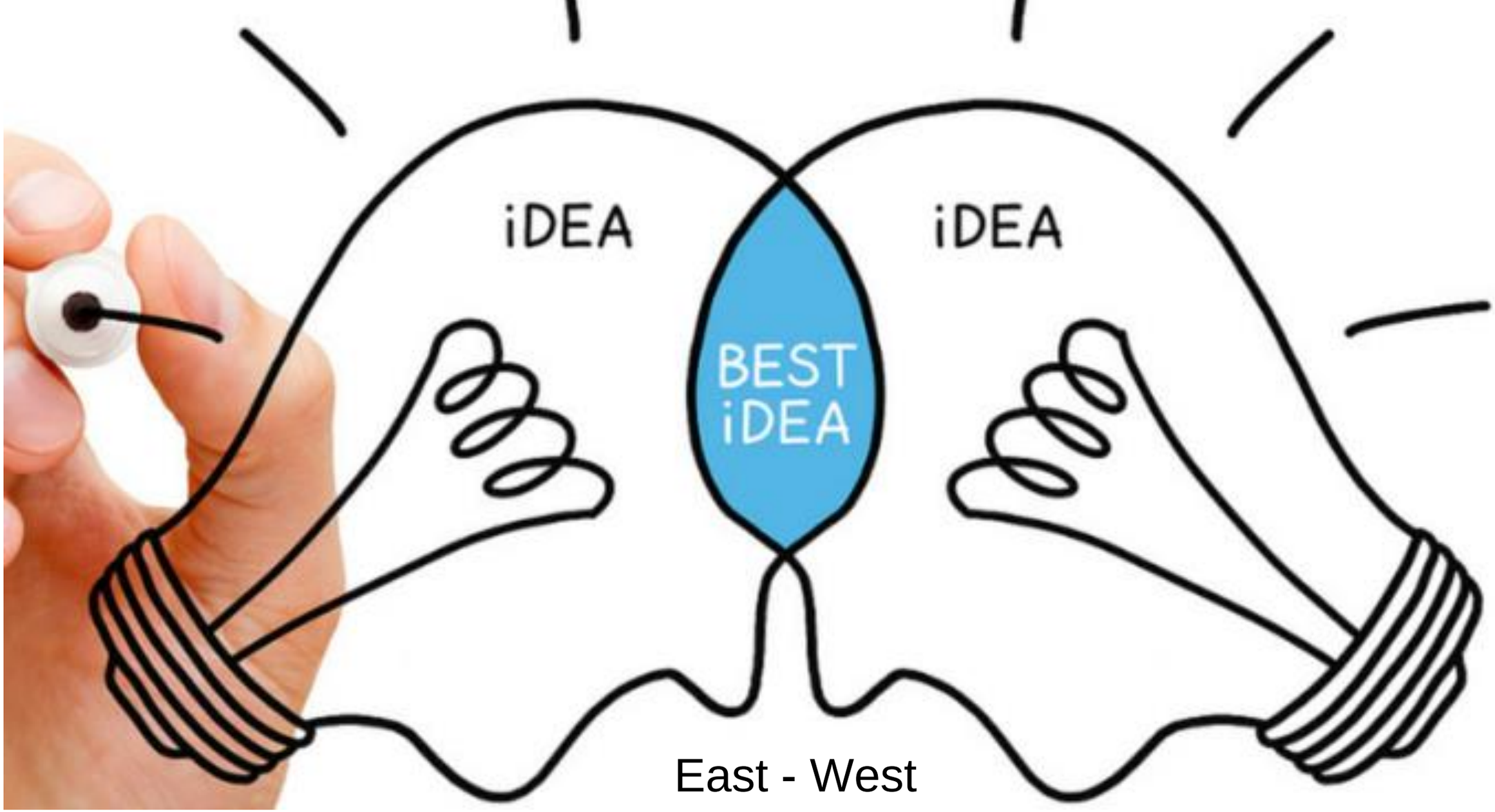
PROBLEM
OPPORTUNITY



Innovation is the Commercialisation of Creativity for Good ....

through Collaboration





East - West
Universities - Business
Big - Small
Private - Public
Competitors - Each Other
Left - Right

You may only contribute a Small Bit to a Big Whole

Digital is the main reason just over half of the companies on the Fortune 500 have disappeared since the year 2000
Pierre Nanterme
CEO of Accenture

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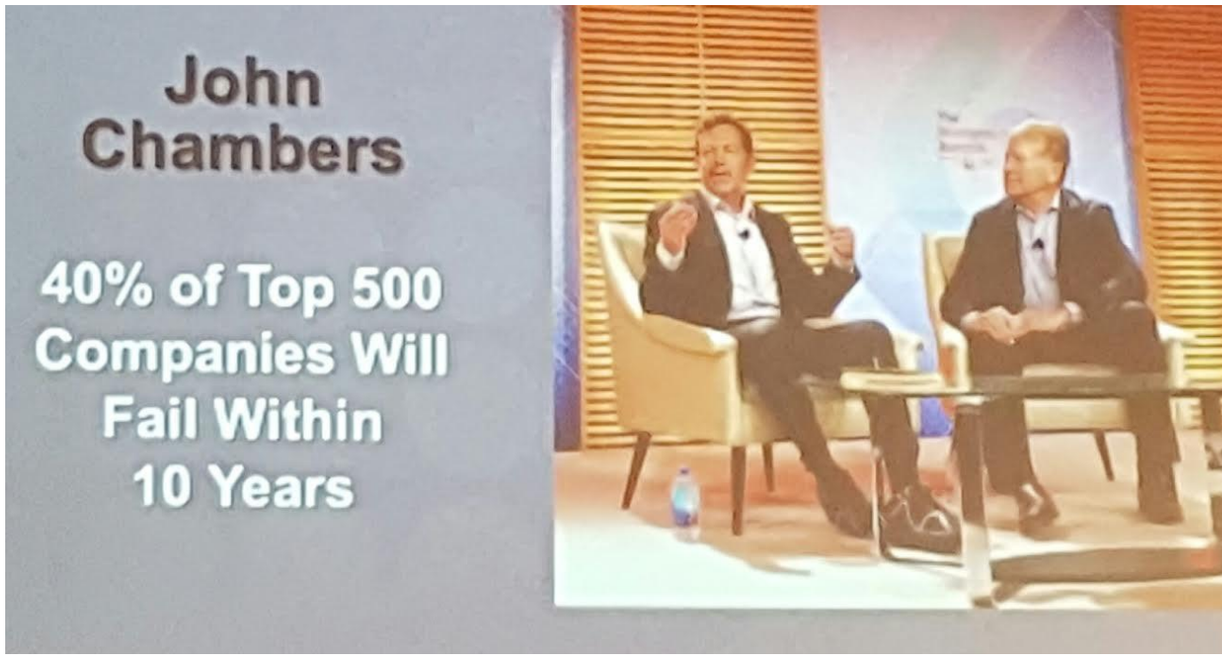

John Chambers
40% of Top 500 Companies Will Fail Within 10 Years

“40% of businesses in this room, unfortunately, will not exist in a meaningful way in 10 years,” he told the 25,000 attendees, adding that 70% of companies will “attempt” to go digital, but only 30% of those that try it “will be successful.”

“If we’re all in a ship together, and the ship has some holes in it, and we’re sort of bailing water out of it, and we have a great design for a bucket, then even if we’re bailing out way better than everyone else, we should probably still share the bucket design.” –Elon Musk

Mark Beam

In 1998, Kodak had 170,000 employees and sold 85% of all photo paper worldwide. Within just a few years, their business model disappeared and they went bankrupt.

Robert M. Goldman MD, PhD, DO, FAASP
www.DrBobGoldman.com

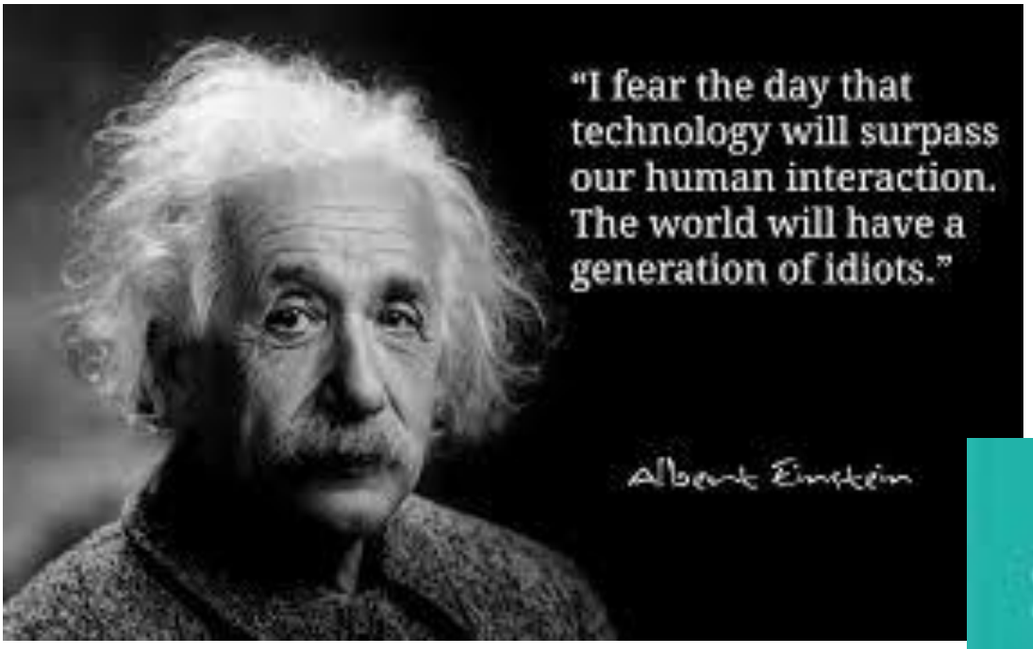
It will now happen with

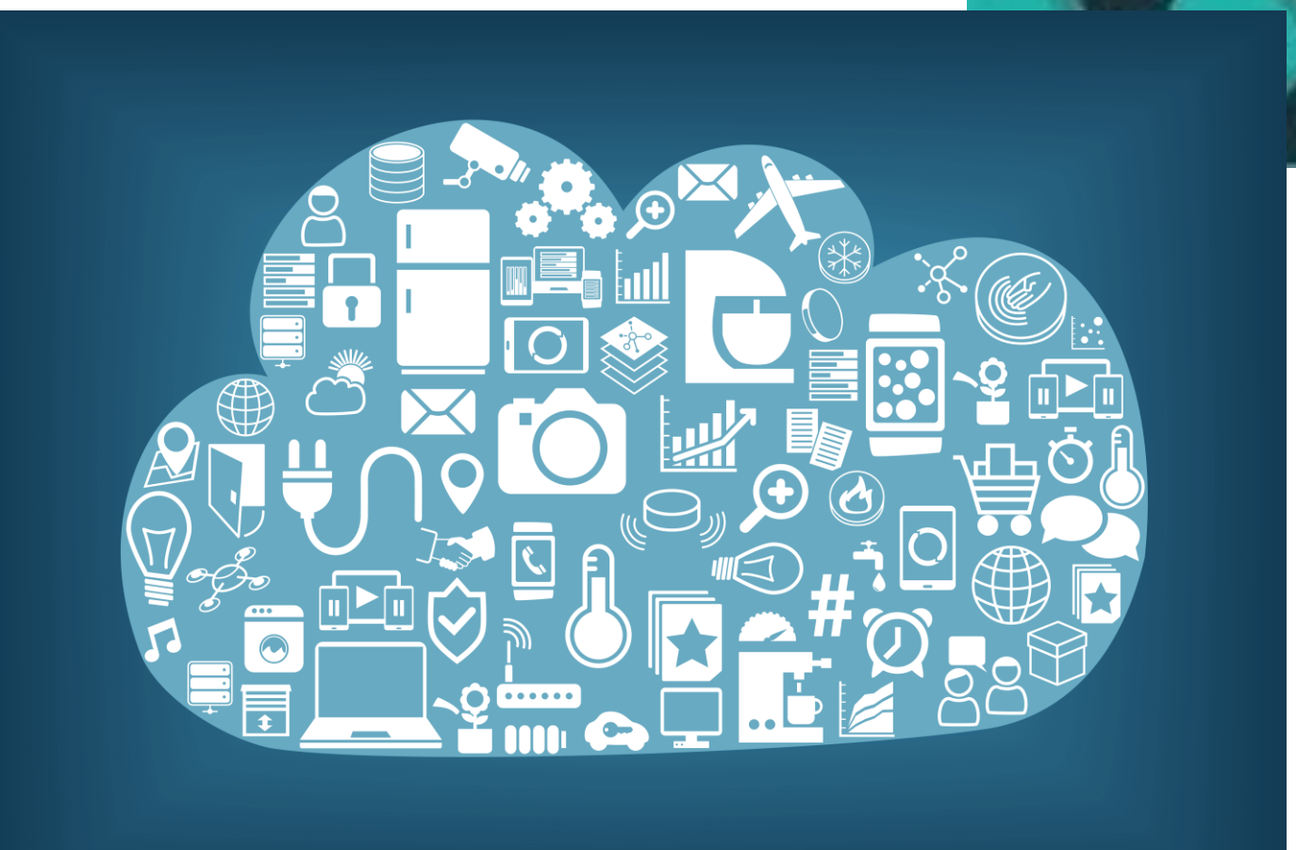
Artificial Intelligence,
health,
autonomous and electric cars,
education,
Blockchain,
3D printing,
agriculture
and jobs.

Welcome to the 4th Industrial Revolution.

Welcome to the Exponential Age.

Gartner: 5.5m ‘Things’ Added To IoT Every Day In 2016


"I fear the day that technology will surpass our human interaction. The world will have a generation of idiots."
Albert Einstein



Next year there will be **1 billion ‘cross-vertical’ things and** 1.3 billion industry-specific things connected to the IoT. Cross-industry devices include smart light bulbs and management systems while there are a variety of devices unique to the health, construction and logistics industries among others.

The economies of scale of cross-industry applications mean they will be cheaper than those developed for specific sectors. By 2020, it is expected there will be 20.8 billion things, including 13.5 billion consumer devices, 4.4 billion cross-industry units and 2.8 billion industry specific connections.

Gartner

Get More Done>
Teamwork
Trust
<Earn It
<For All
Inspiration
Share
<Ideas
COLLABORATION
Changes Things
Clients>
Exchange
Success
Support
Assist
Share It>
<On Projects
<Each Other

As much as 99% of South Australian businesses operate with business processes they inherited from a time - not very long ago - before every single individual was connected via tiny powerful smartphones

Mark Pesce

Discovery consists of seeing what everybody has seen, and thinking what nobody has thought.

(Albert Szent-Gyorgyi)

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Trends

Innovation Defined

Innovation is a **new** idea, **more effective** device or process

Innovation can be viewed as the application of better solutions that meet new requirements, unarticulated needs, or existing market needs.

Software will disrupt most traditional industries in the next 5-10 years. e.g. Uber Airbnb

Artificial Intelligence: Computers become exponentially better in understanding the world.

WE DONT NEED TO UNDERSTAND COMPUTERS BECAUSE THEY WILL UNDERSTAND US

There will be 90% fewer lawyers in the future, only specialists will remain. Watson already helps nurses diagnosing cancer, 4 times more accurately than human nurses.

disrupt

Another way of saying the old business Model is Broken

Creating and developing opportunities to disrupt markets and services

"The biggest risk is not taking any risk. In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks."

Mark Zuckerberg

Autonomous Cars: In 2018 the first self-driving cars will appear for the public. Around 2020, the complete industry will start to be disrupted. You don't want to own a car anymore. You will call a car with your phone, it will show up at your location and drive you to your destination.
You will not need to park it, you only pay for the driven distance and can be productive while driving.

Our kids will never get a driver's license and will never own a car.

It will change the cities, saving a million lives each year.

Traditional Car Companies will be bankrupt

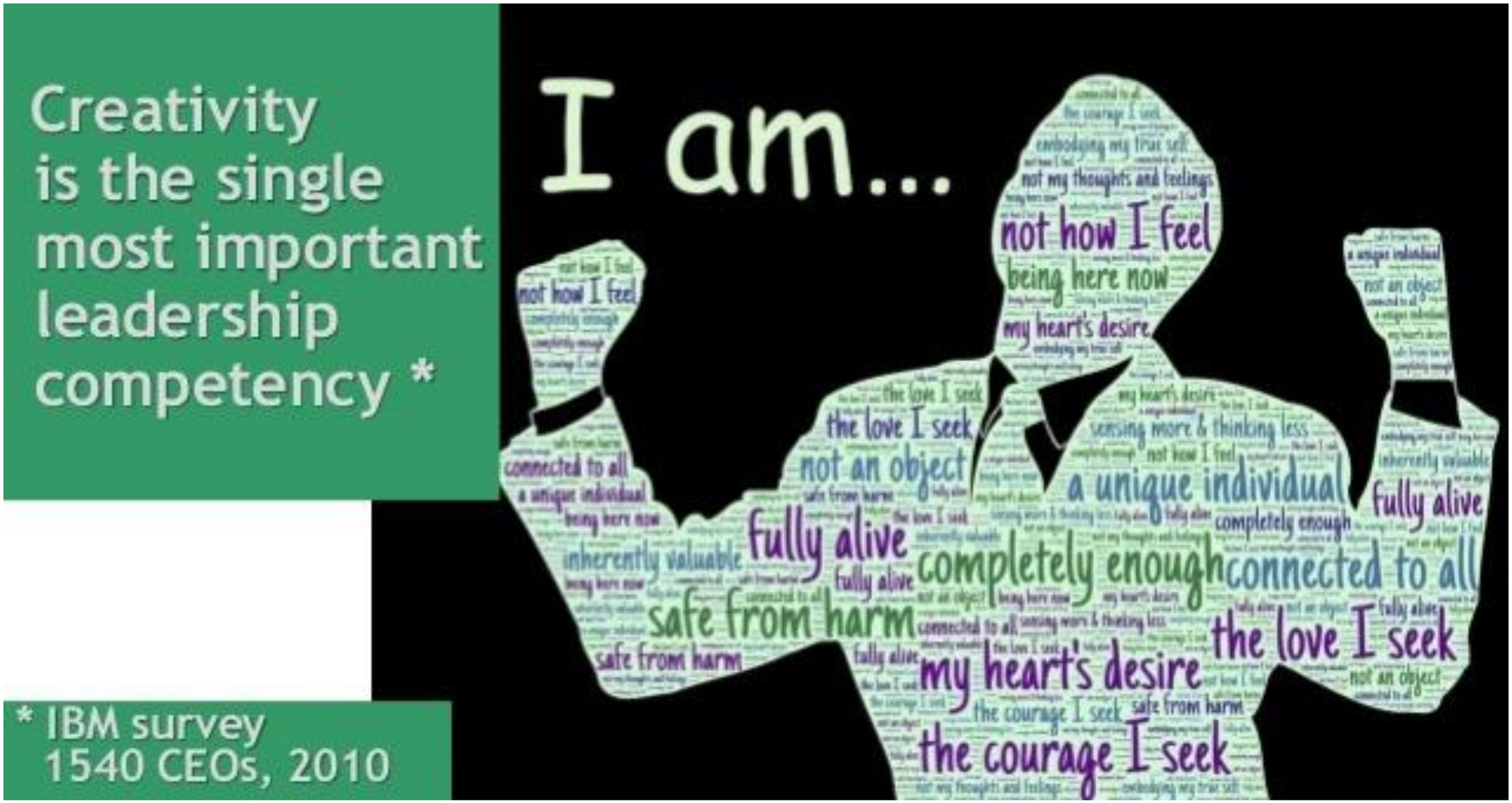
Real Estate, Roads and InfraStructure will change

Insurance will be disrupted

Electric cars will become mainstream by 2020. Cities will be less noisy because all cars will run on electric. Electricity will become incredibly cheap and clean: Solar production has been on an exponential curve for 30 years, but you can only now see the impact. Last year, more solar energy was installed worldwide than fossil. The price for solar will drop so much that all coal companies will be out of business by 2025.

With cheap electricity comes cheap and abundant water. Desalination now only needs 2kWh per cubic meter. We don't have scarce water in most places, we only have scarce drinking water. Imagine what will be possible if anyone can have as much clean water as he wants, for nearly no cost.

Without Innovation the business will die
Creativity is the Source of that Innovation -
Guy Kawasaki (Marketing Specialist)



For smart answers to the right questions

Embrace creativity

Clearly define what your organization's innovation is all about

Develop a structure and a culture to support innovation

Ideas are Easy - Implementation is hard -

Guy Kawasaki (Marketing Specialist)

Information and communications technology unlocks the value of time, allowing and enabling multi-tasking, multi-channels, multi-this and multi-that.

(Li Ka Shing)

izquotes.com

A definition by Rachel Botsman

"Collaborative Consumption describes the rapid explosion in swapping, sharing, bartering, trading and renting being reinvented through the latest technologies and peer-to-peer marketplaces inways and on a scale never possible before."

OUISHARE

THE SHARING EVOLUTION:

FOUR PHASES

1 Connect to share information

2 Connect people to each other

3 Connect to share daily thoughts and media

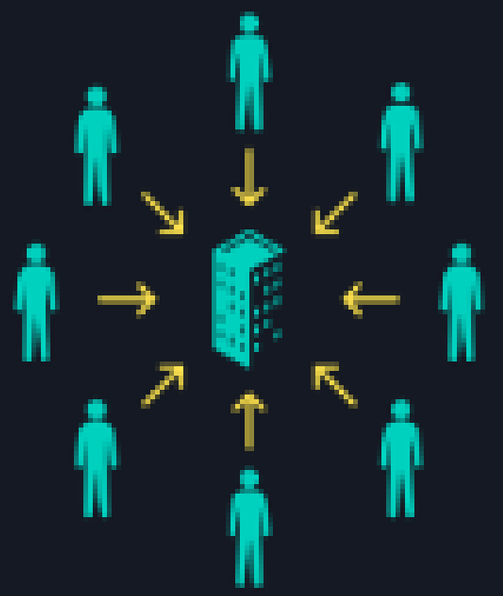
4 Connect to access and share assets

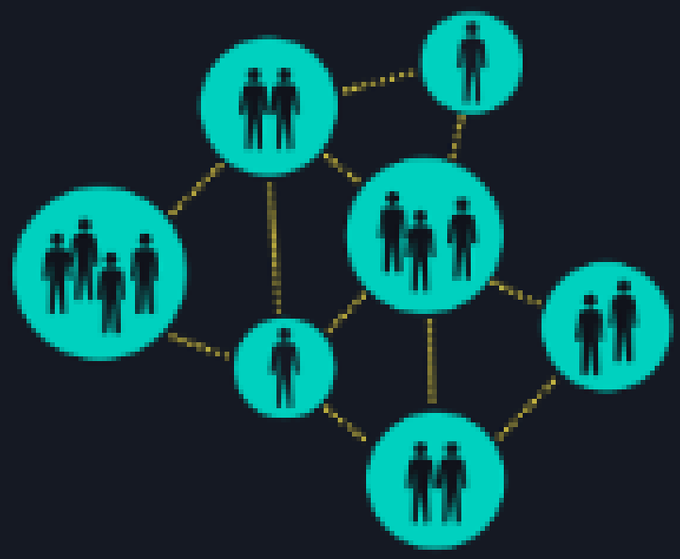
COLLABORATIVE LAB / RACHEL BOTSMAN

THE CURRENCY OF
THE NEW ECONOMY =

TRUST BETWEEN STRANGERS

THE GREAT TRUST SHIFT:
FROM INSTITUTIONS TO INDIVIDUALS





INSTITUTIONAL TRUST

PEER TRUST

COLLABORATIVE LAB / RACHEL BOTSMAN 2014

FOUR DRIVERS

TECH INNOVATION

+

VALUES SHIFT

+

ECONOMIC REALITIES

+

ENVIRONMENTAL PRESSURES

Massive paradigm shift in how we live, work, play, travel, create, learn, bank and consume.

COLLABORATIVE LAB

MINE
YOURS
OURS

20TH CENTURY
HYPER CONSUMPTION
=
CREDIT
+
ADVERTISING
+
INDIVIDUAL OWNERSHIP
21ST CENTURY
COLLABORATIVE CONSUMPTION
=
REPUTATION
+
COMMUNITY
+
SHARED ACCESS

NEW TECHNOLOGIES UNLOCK A HIDDEN WEALTH OF UNDERUTILIZED RESOURCES
SOCIAL
LOCAL
MOBILE
UNLOCKS
IDLING CAPACITY: untapped social, economic and environmental value of underutilized/idle assets.

AREAS RIPE FOR DISRUPTION

COMPLEX
EXPERIENCES

BROKEN
TRUST

REDUNDANT
INTERMEDIARIES

LIMITED
ACCESS

COLLABORATIVE LAB / RACHEL BOTSMAN 2014

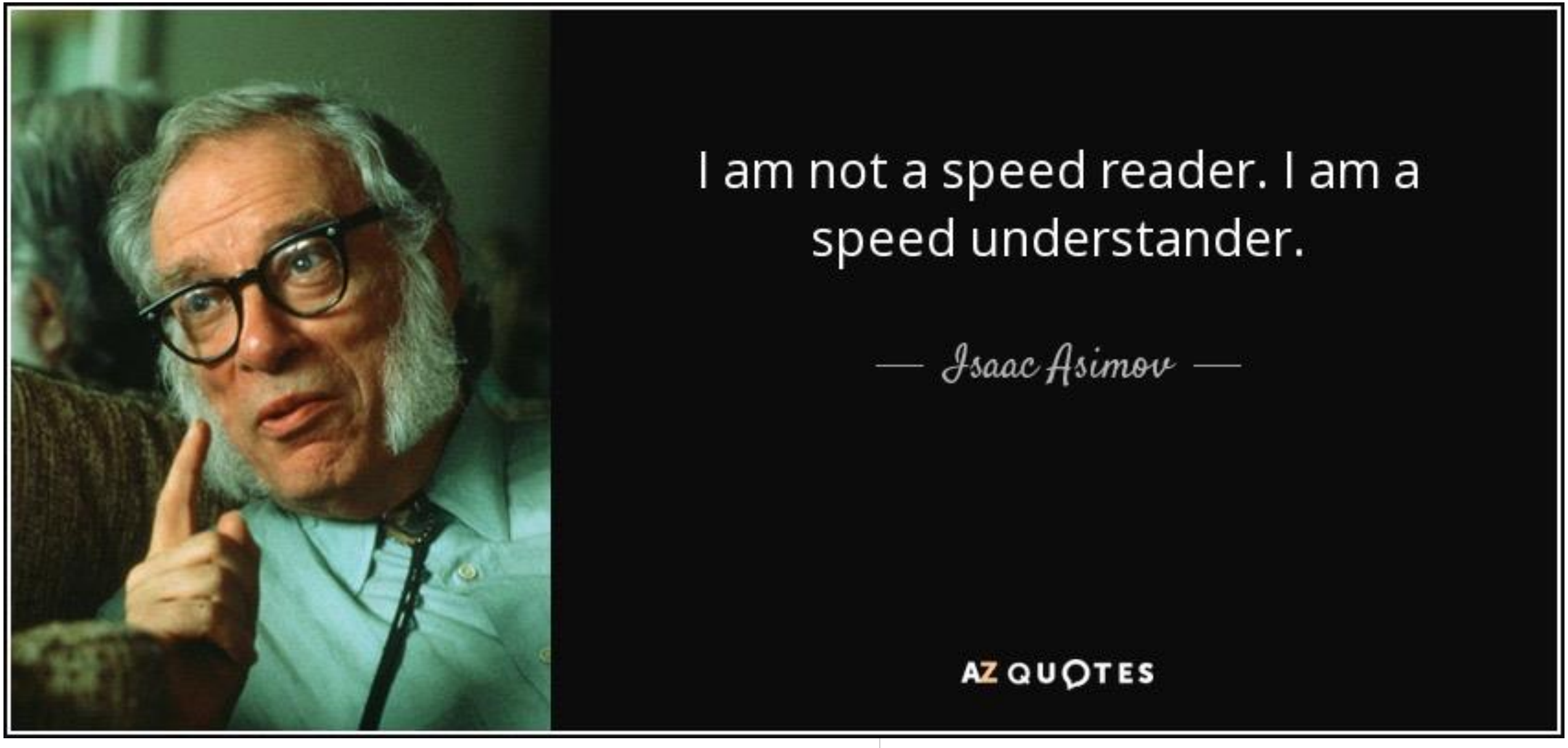
For You to Take Away

Testing the Internet of Things

What is the IoT, and Why Does It Matter

Start with Usability Devices,

Devices Everywhere


I am not a speed reader. I am a speed understander.
— Isaac Asimov —
AZ QUOTES

I'm Rick Carter - Find Me - Talk to Me
Feed Me!!

Linked in ttps://au.linkedin.com/in/rickcarter1

#InnovationInTheCity

innovation
in the city
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