

Innovation Ecosystem Metrics

Tristan Kromer
February 21, 2019



Core Team



Global Partners

56

PARTNERS

16

COUNTRIES

14

LANGUAGES

1

MISSION



“

If you don't collect any metrics,
you're flying blind.

If you collect and focus on too many,
they may be obstructing your field of view.

Scott M. Graphius

Agile Scrum: Your Quick Start Guide
with Step-by-Step Instructions

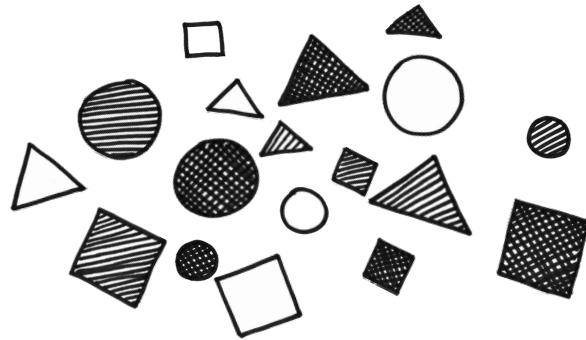
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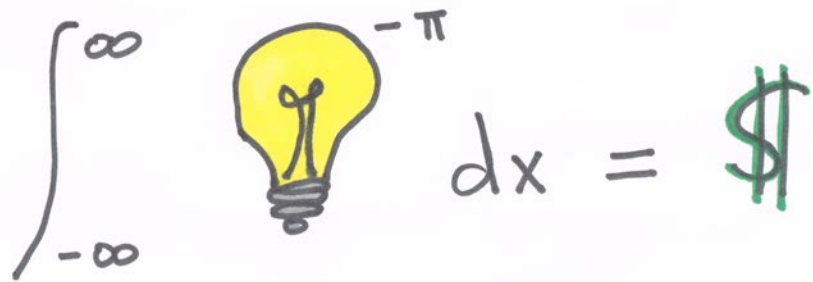
Innovation Ecosystem Metrics



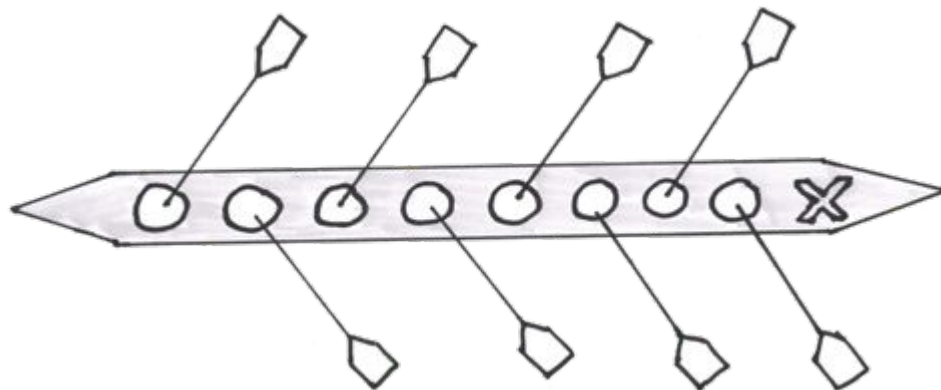
Ecosystem Metrics



Portfolio Metrics



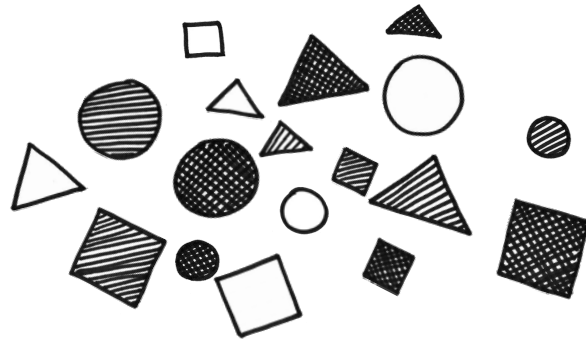
Project Metrics



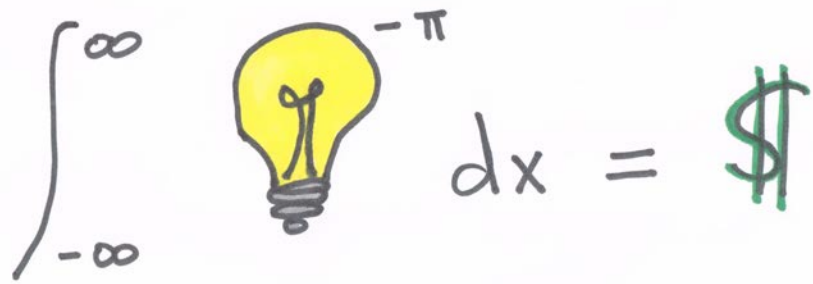
Team Metrics



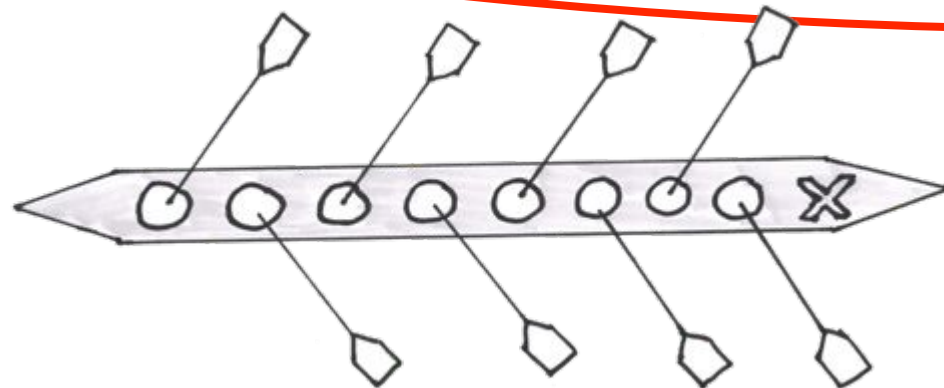
Ecosystem Metrics



Portfolio Metrics



Project Metrics



Team Metrics

Value of the Investment Opportunity: $F(C,K,t)$

$$\begin{aligned} \text{Max}_I \left[\frac{1}{2} \phi^2 C^2 F_{CC} + \frac{1}{2} \sigma^2 (IK) F_{KK} + \phi \sigma \rho C (IK)^{\frac{1}{2}} F_{CK} + \alpha * CF_C - \right. \\ \left. IF_K + F_t - (r + \lambda)F - I \right] = 0 \end{aligned}$$

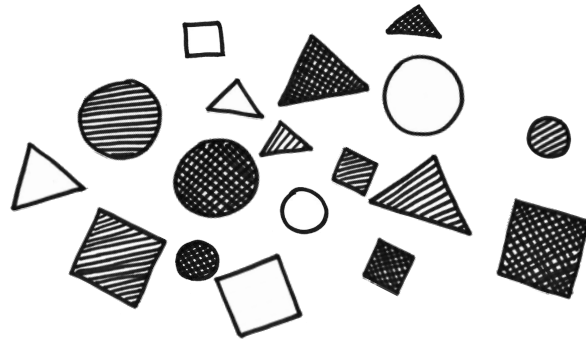
Subject to boundary condition at completion of investment:

$$F(C,0,\tau) = V(C,\tau)$$

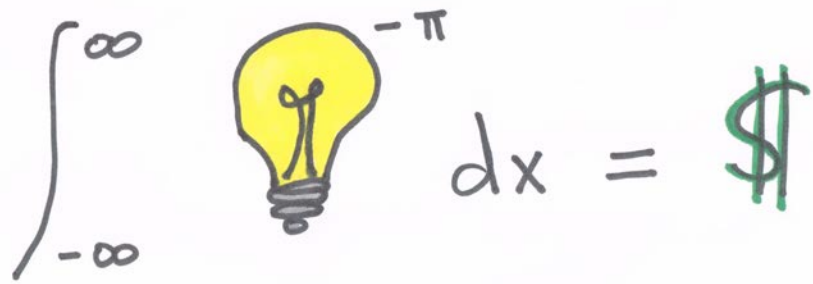
Problem with this is that time of completion is random.



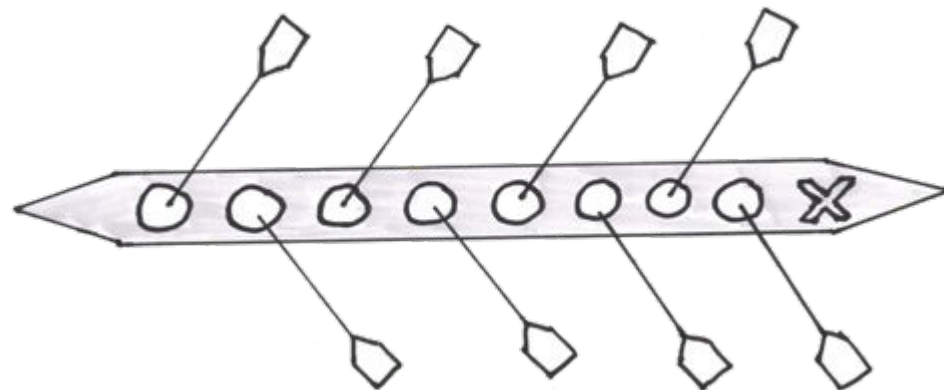
Ecosystem Metrics



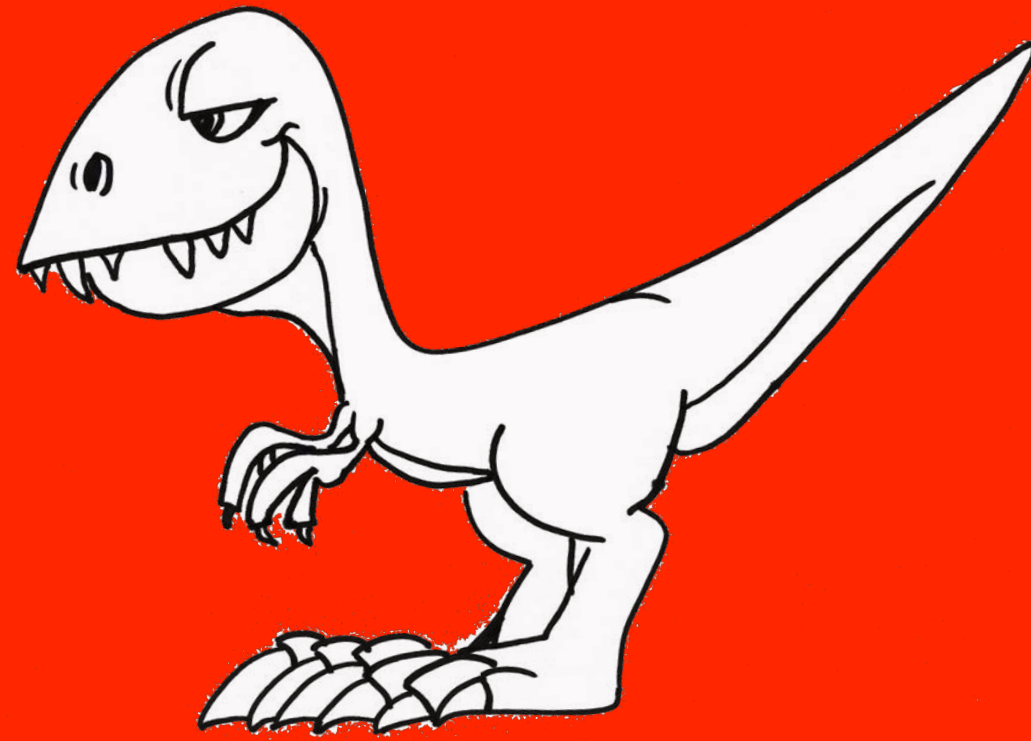
Portfolio Metrics



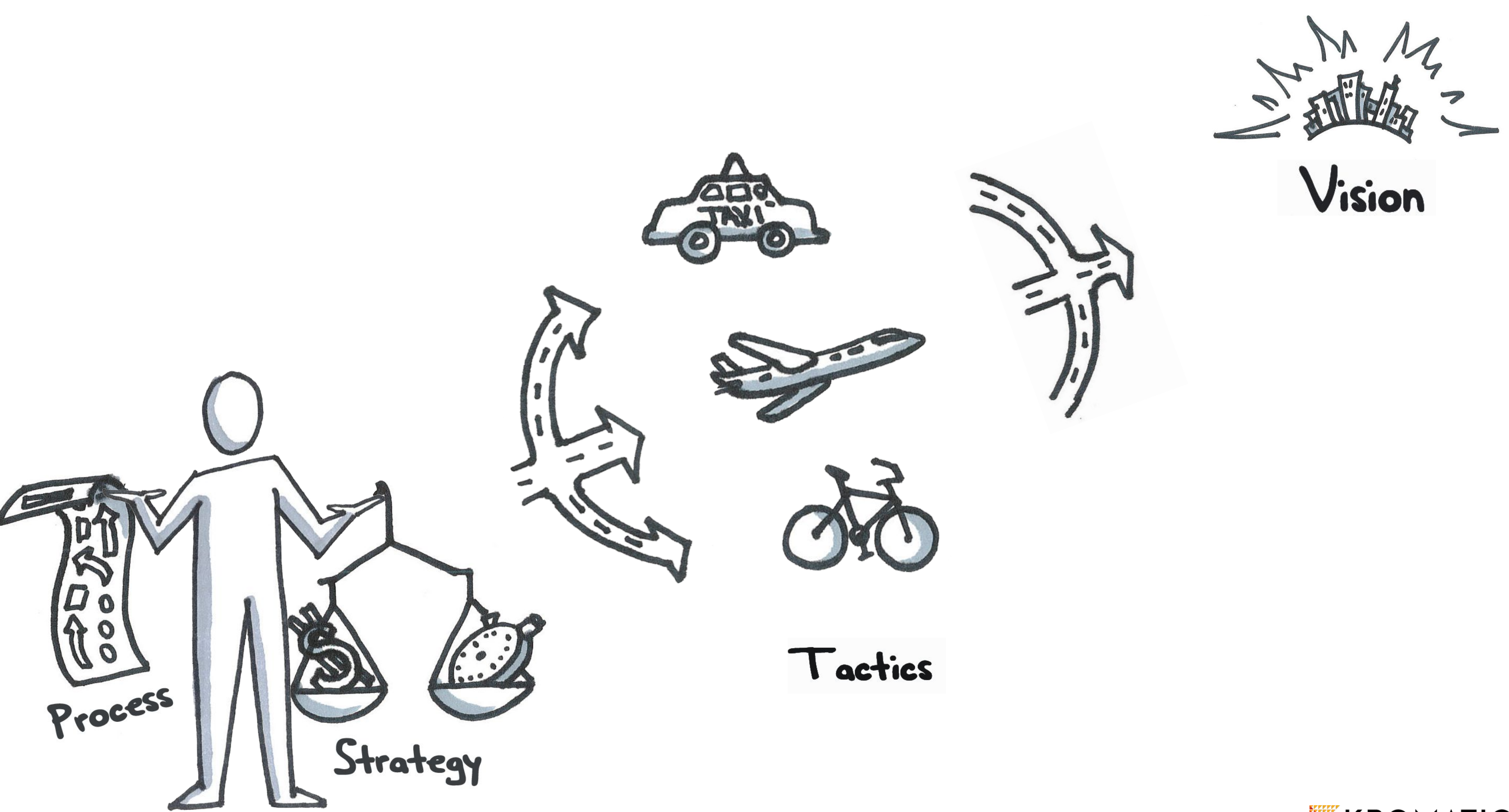
Project Metrics

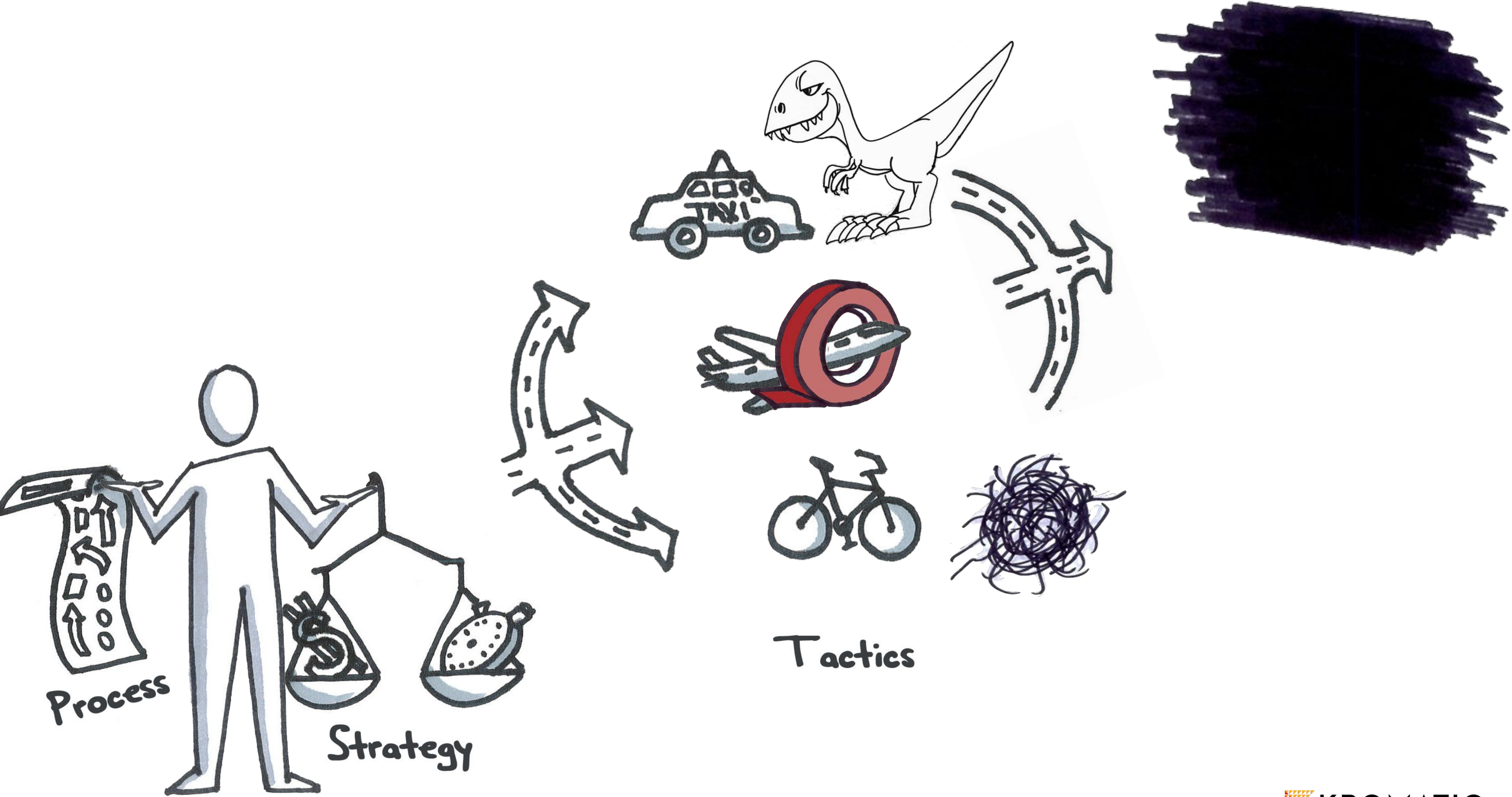


Team Metrics



Innovation Obstacles







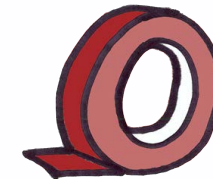
NAVEL GAZING



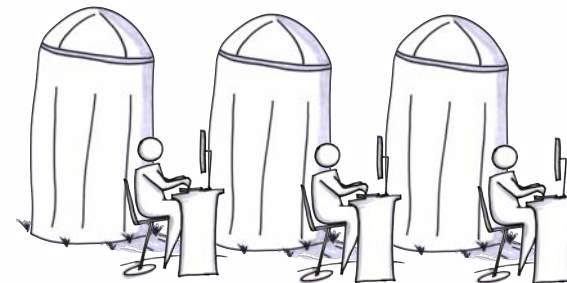
APATHY



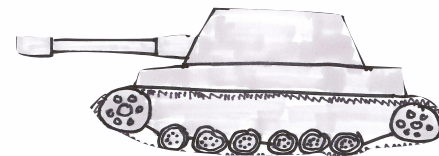
SKILL GAPS



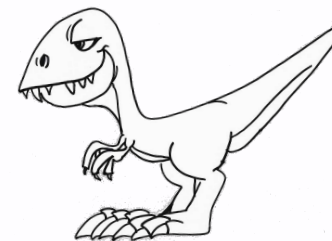
BUREAUCRACY



SILOS



FEAR



DINOSAURS

LONELINESS



VANITY

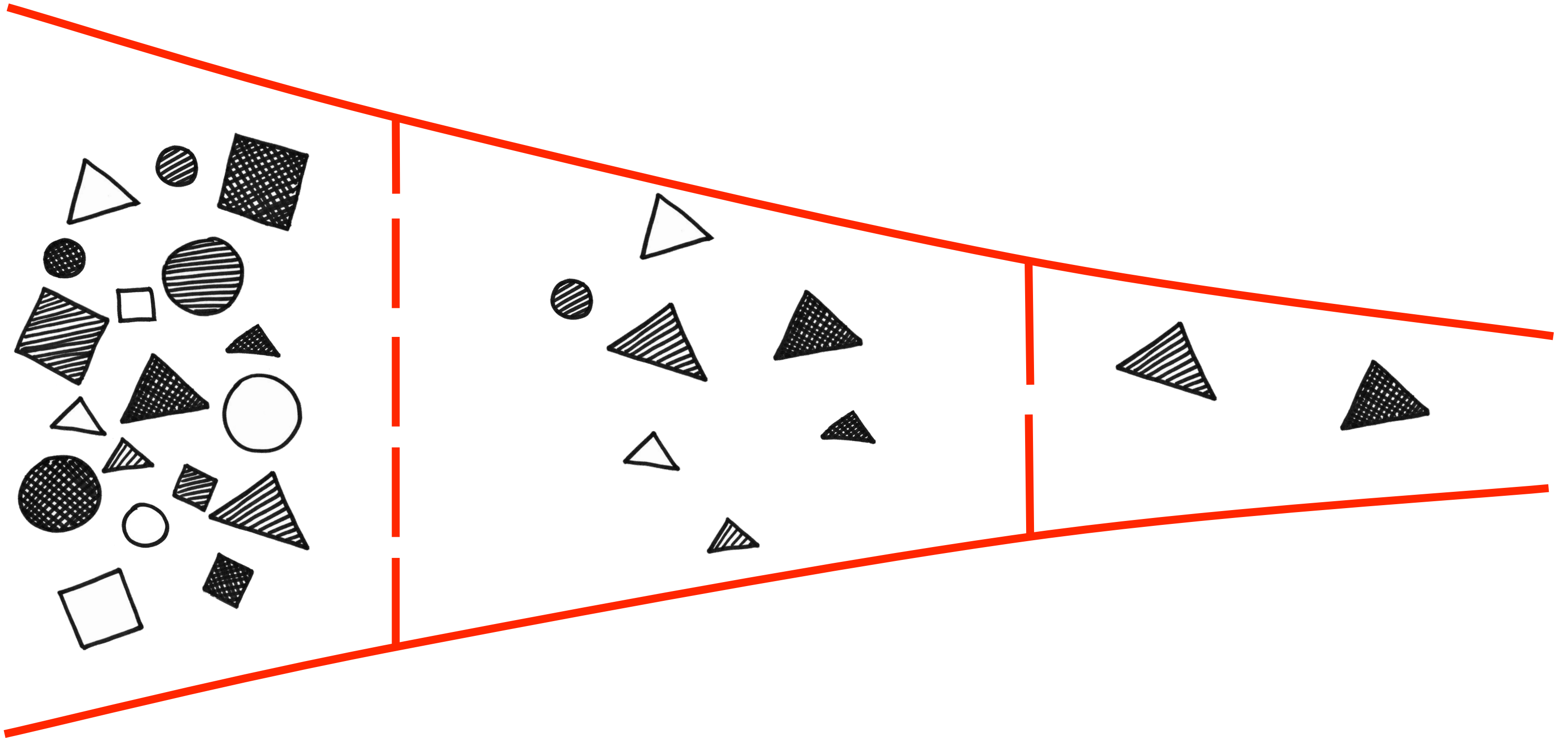


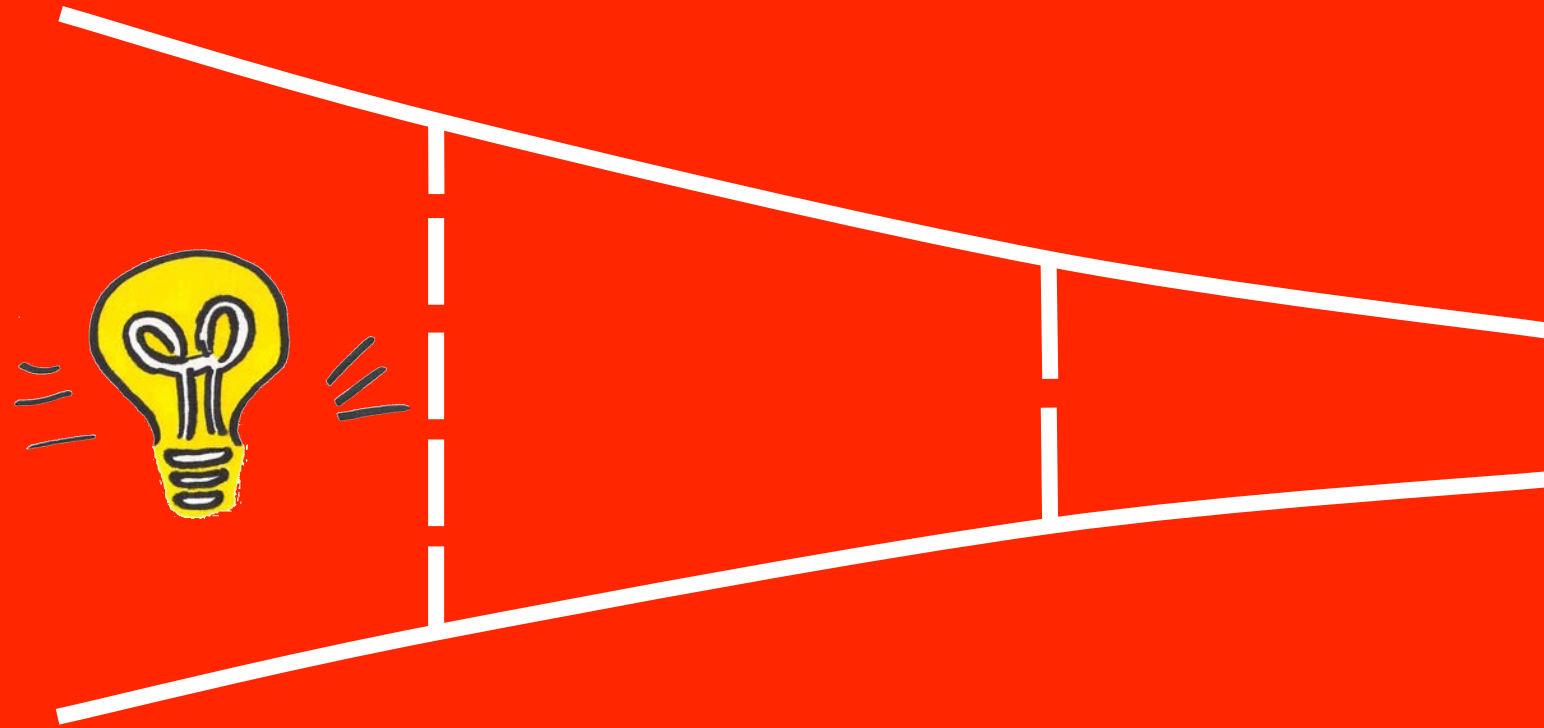
Funnel Math

Ideas

Teams

Projects



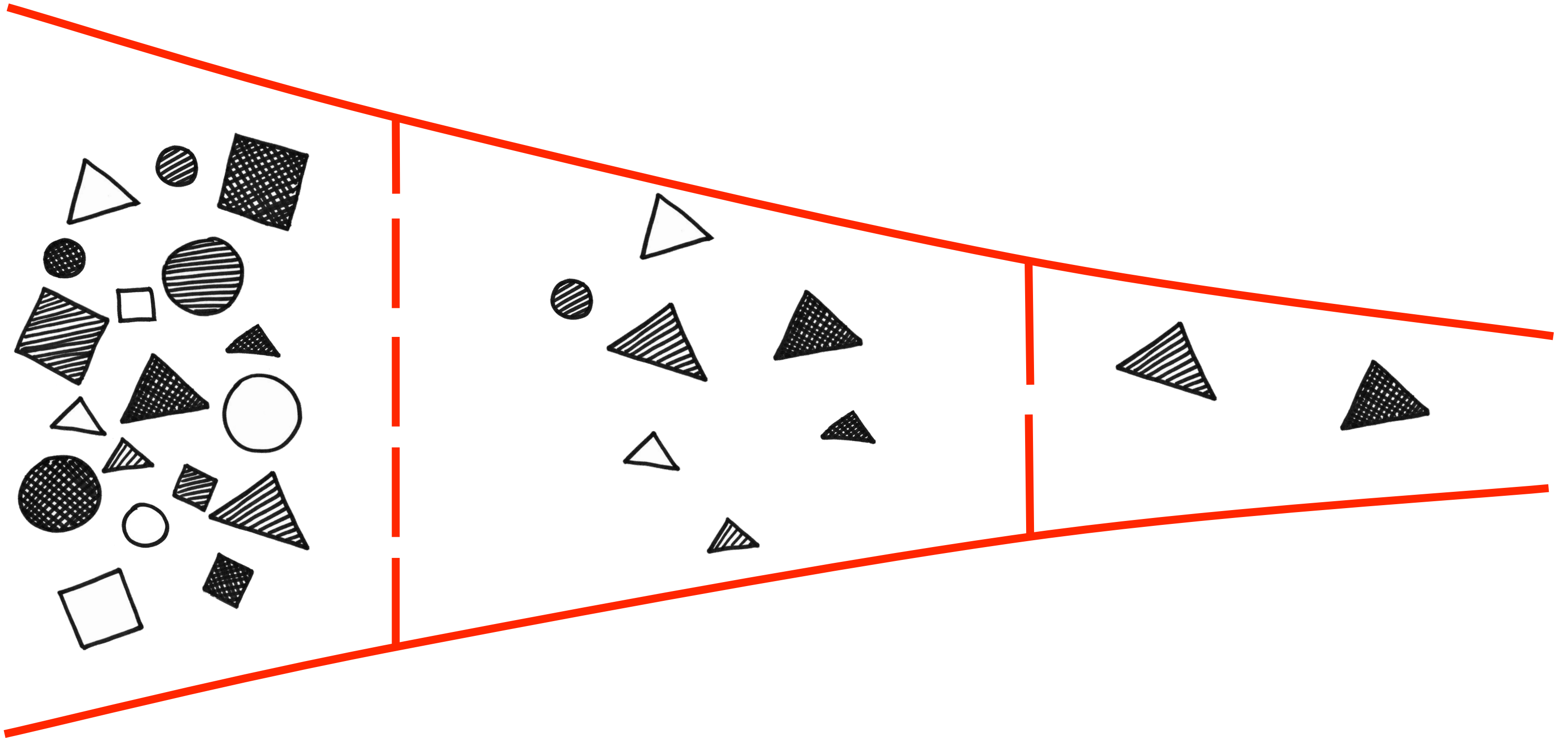


Ideas

Ideas

Teams

Projects



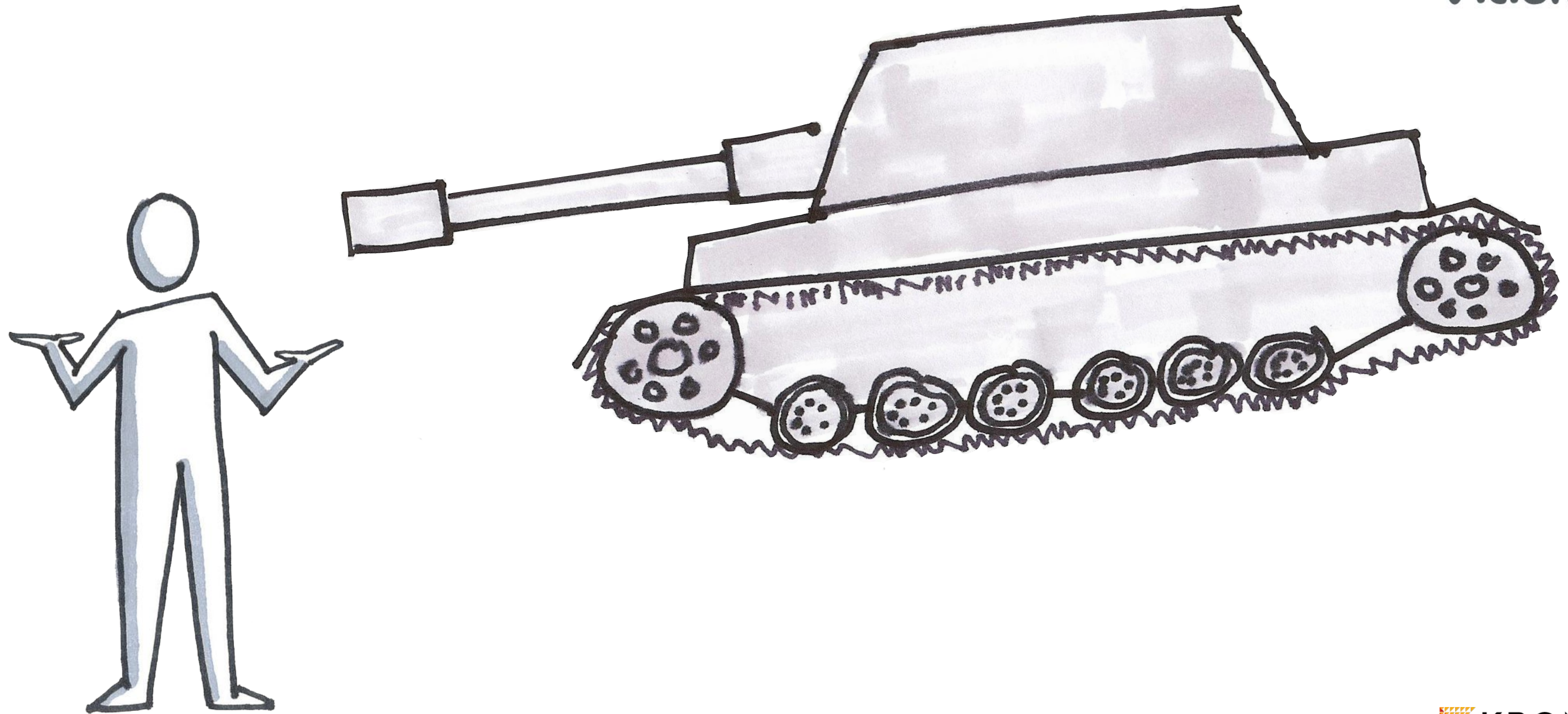
Ideas

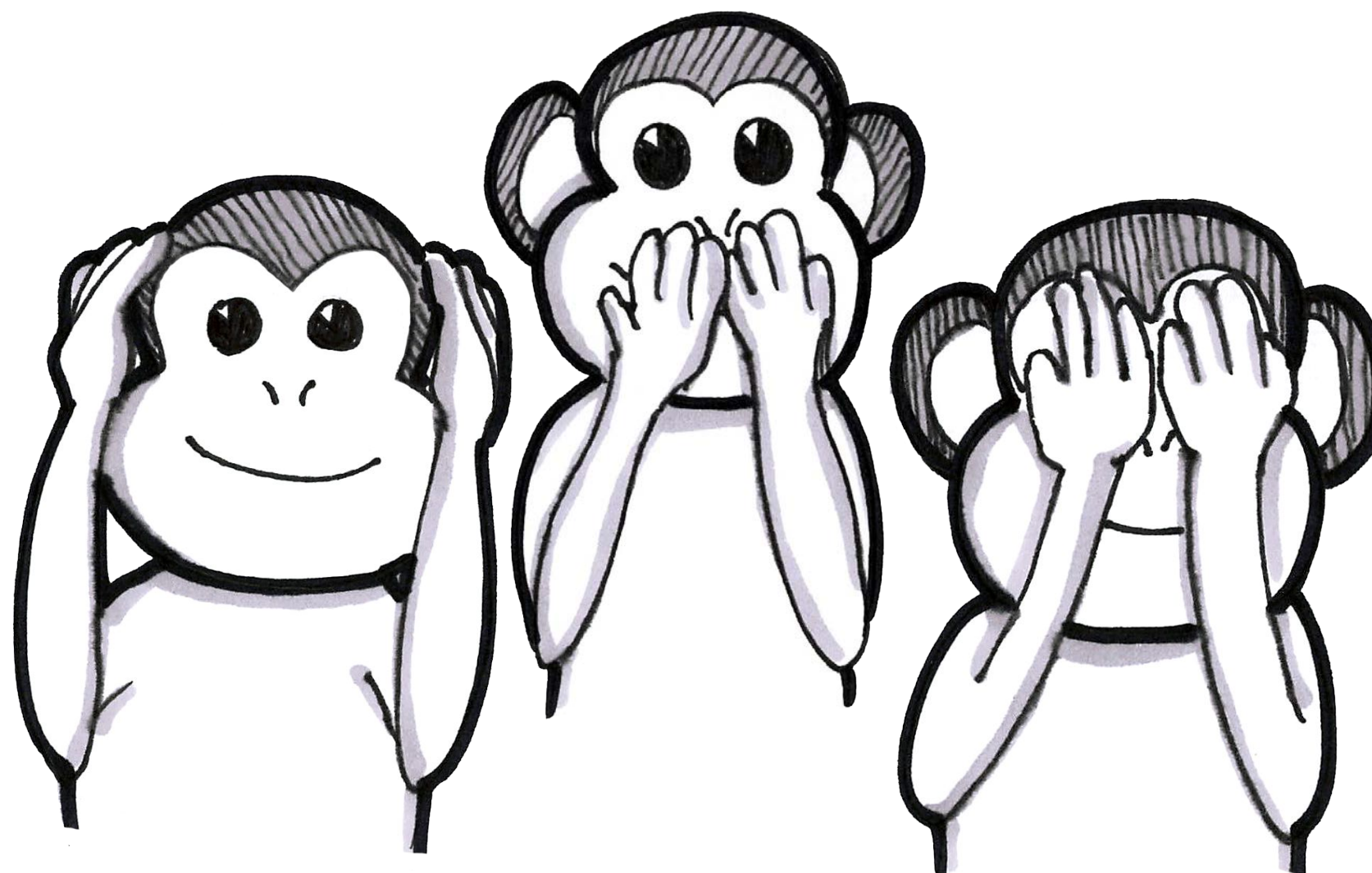
$$\frac{\text{Employees}}{\text{Apathy} \times \text{Fear}} = \text{Ideas Generated}$$

Employees

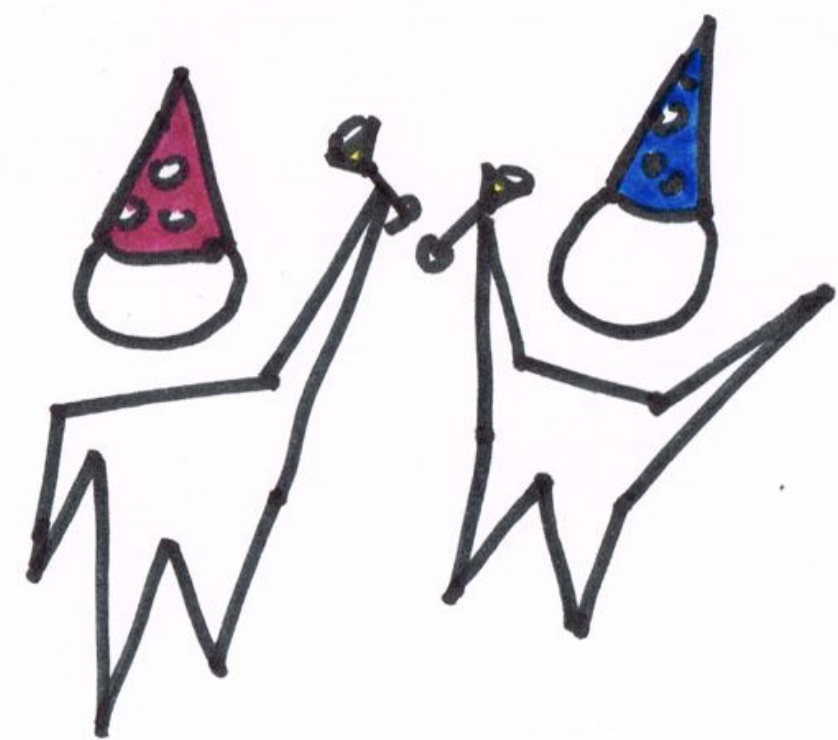
Apathy x **Fear**

= Ideas Generated



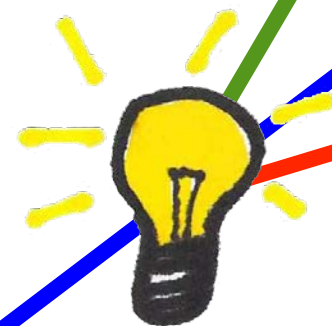


Congratulations On
Your Failure!



\$\$\$

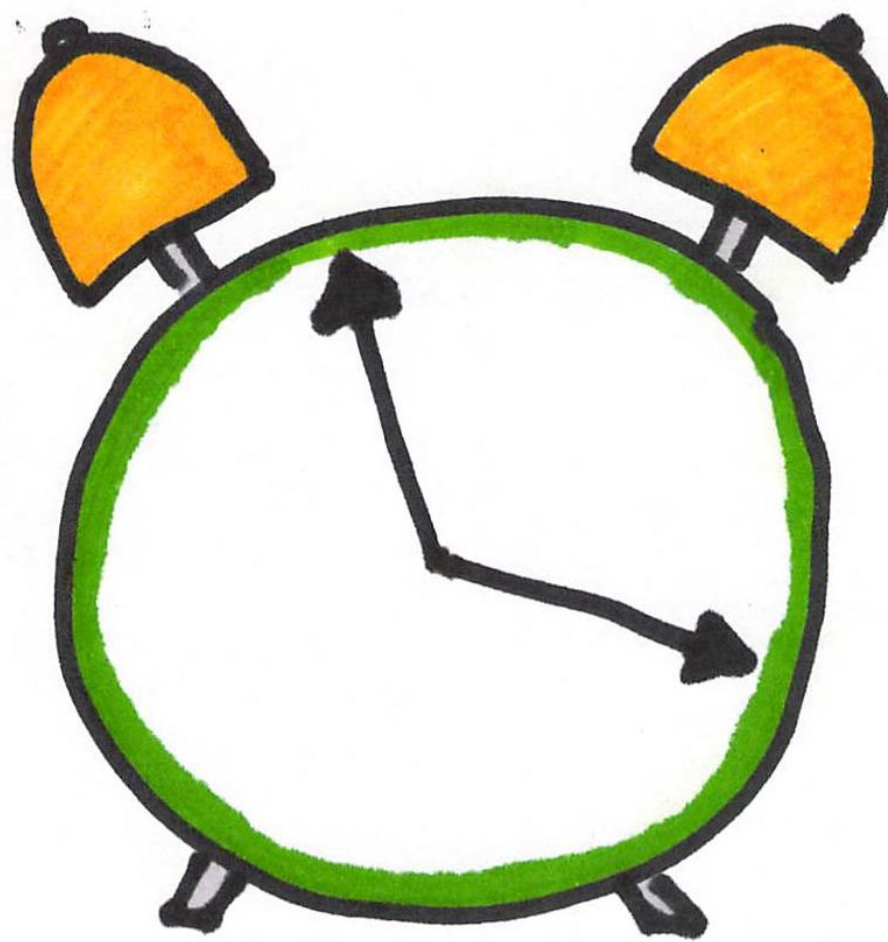
Time

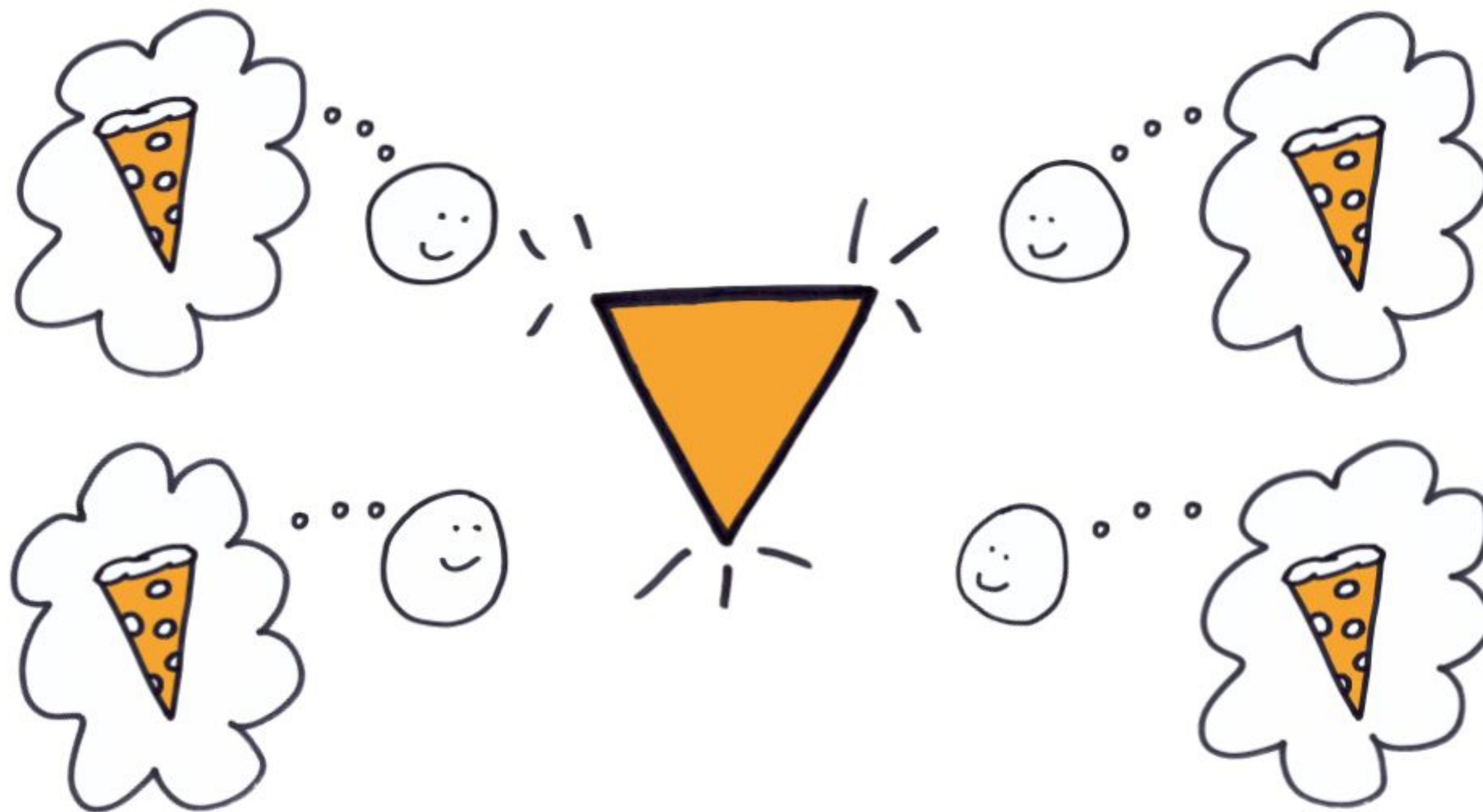


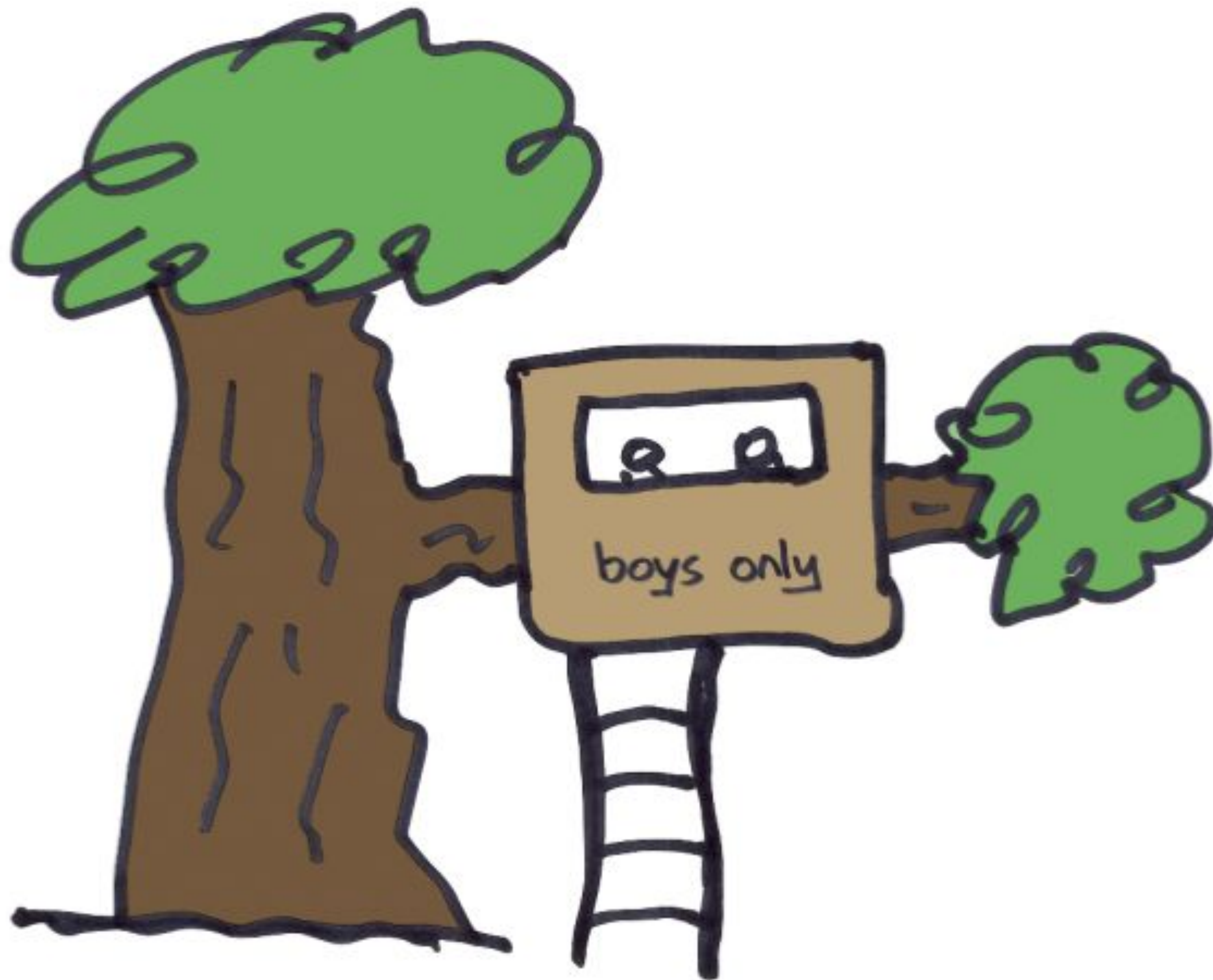
oops!

$$\frac{\text{Employees}}{\text{Apathy} \times \text{Fear}} = \text{Ideas Generated}$$



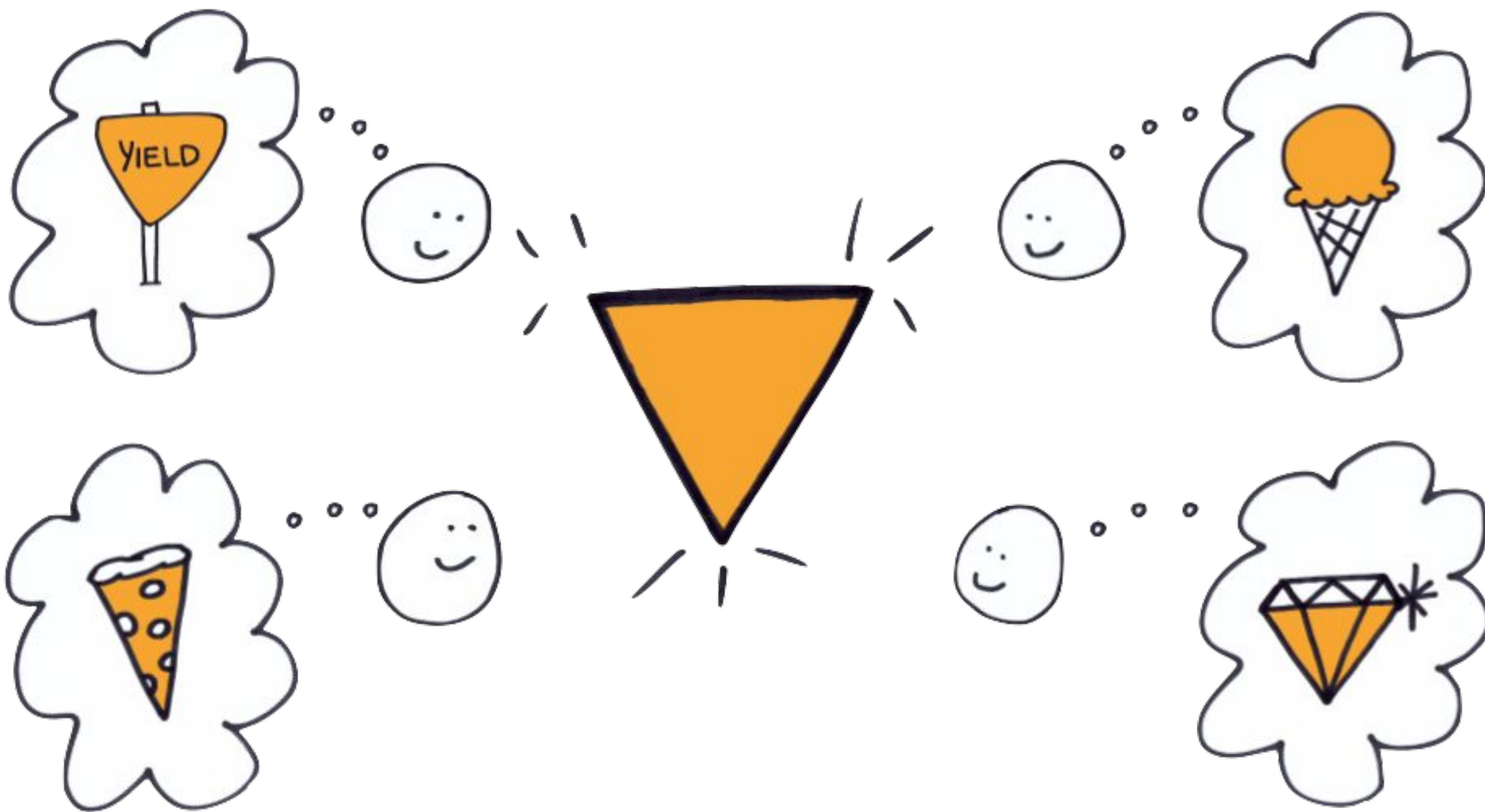


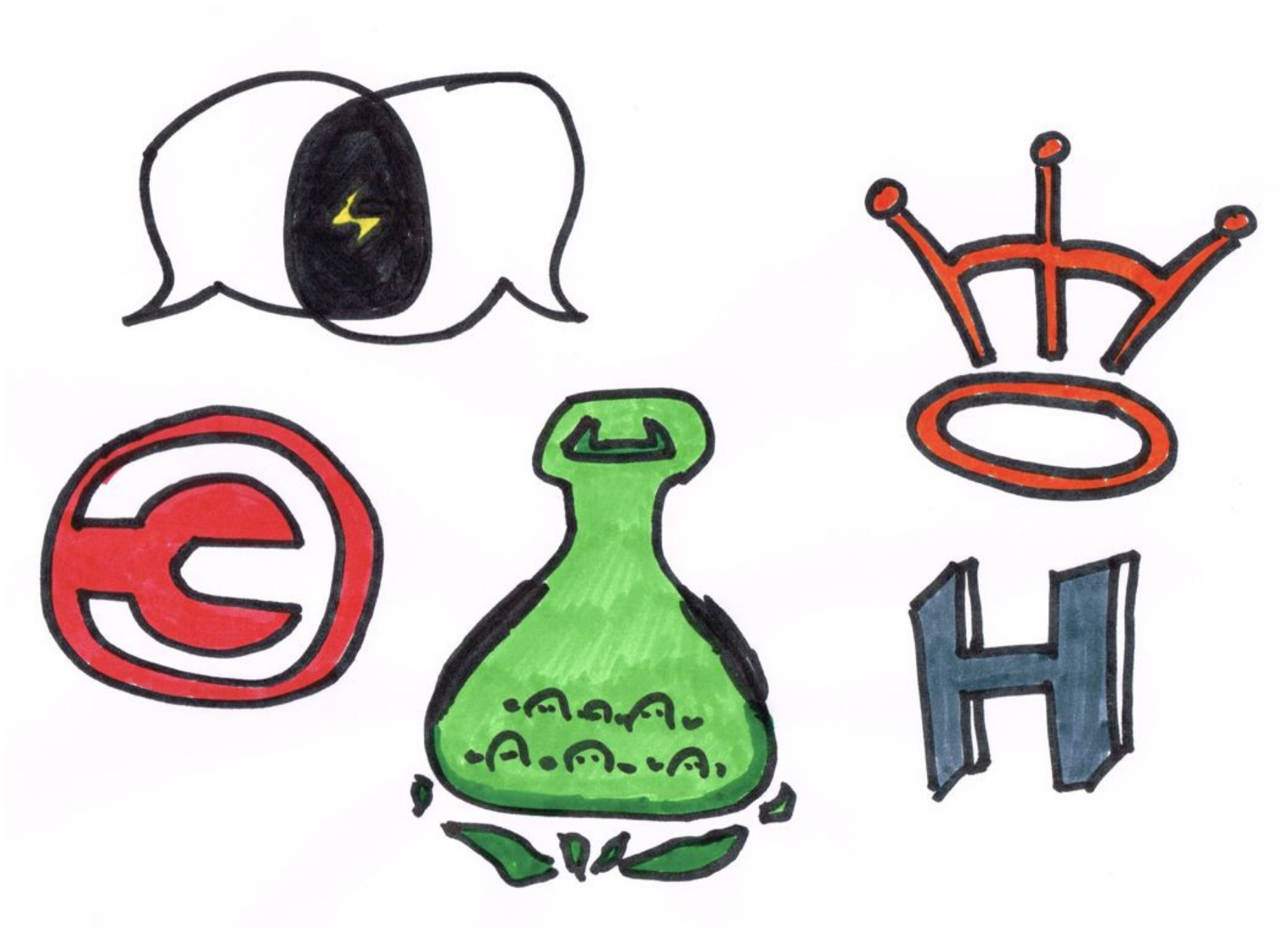
















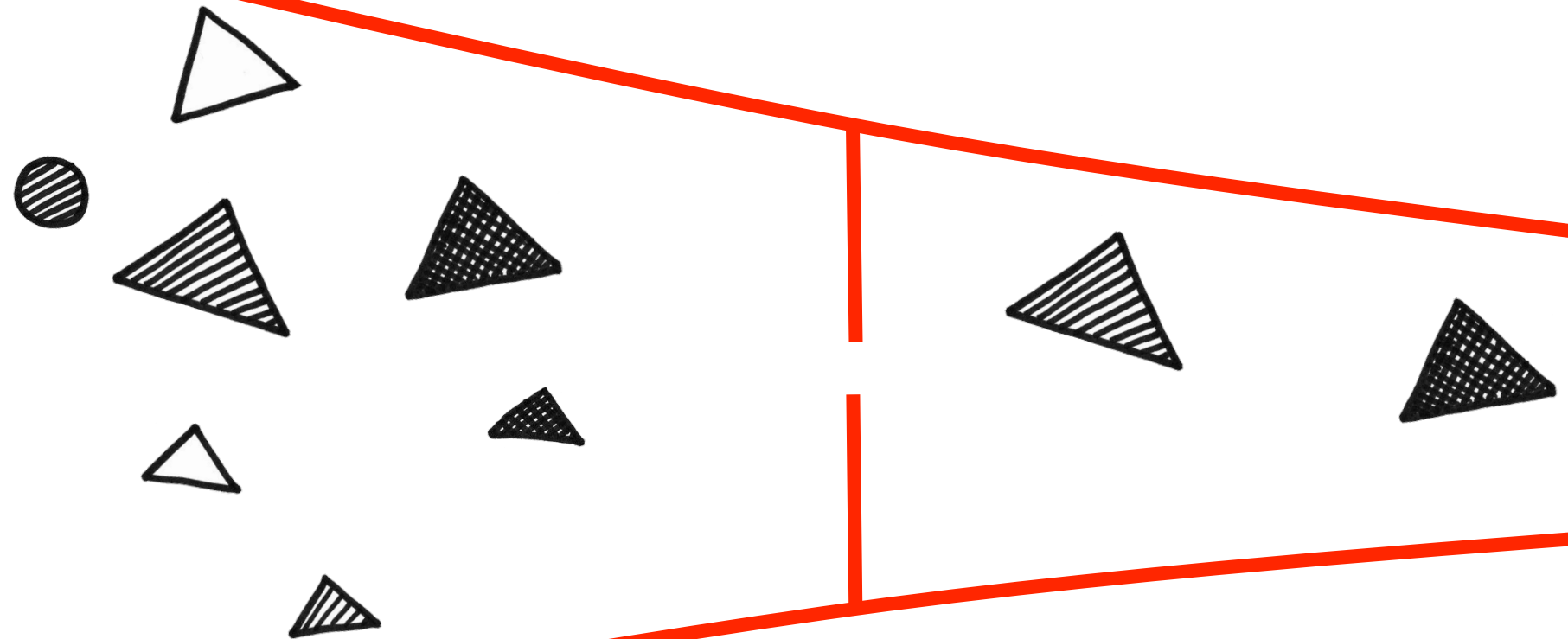
Ideas

$$\frac{\text{Employees}}{\text{Apathy} \times \text{Fear}} = \text{Ideas Generated}$$

Ideas

Teams

Projects

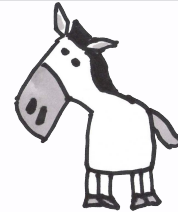




NAVEL GAZING



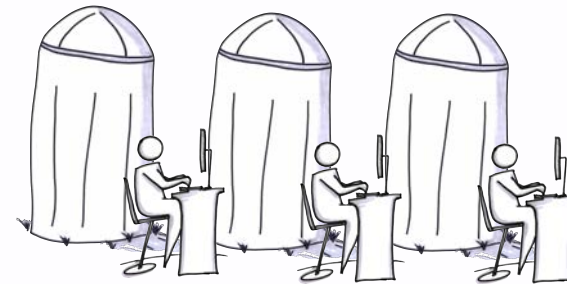
APATHY



SKILL GAPS



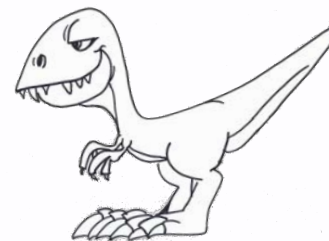
BUREAUCRACY



SILOS



FEAR

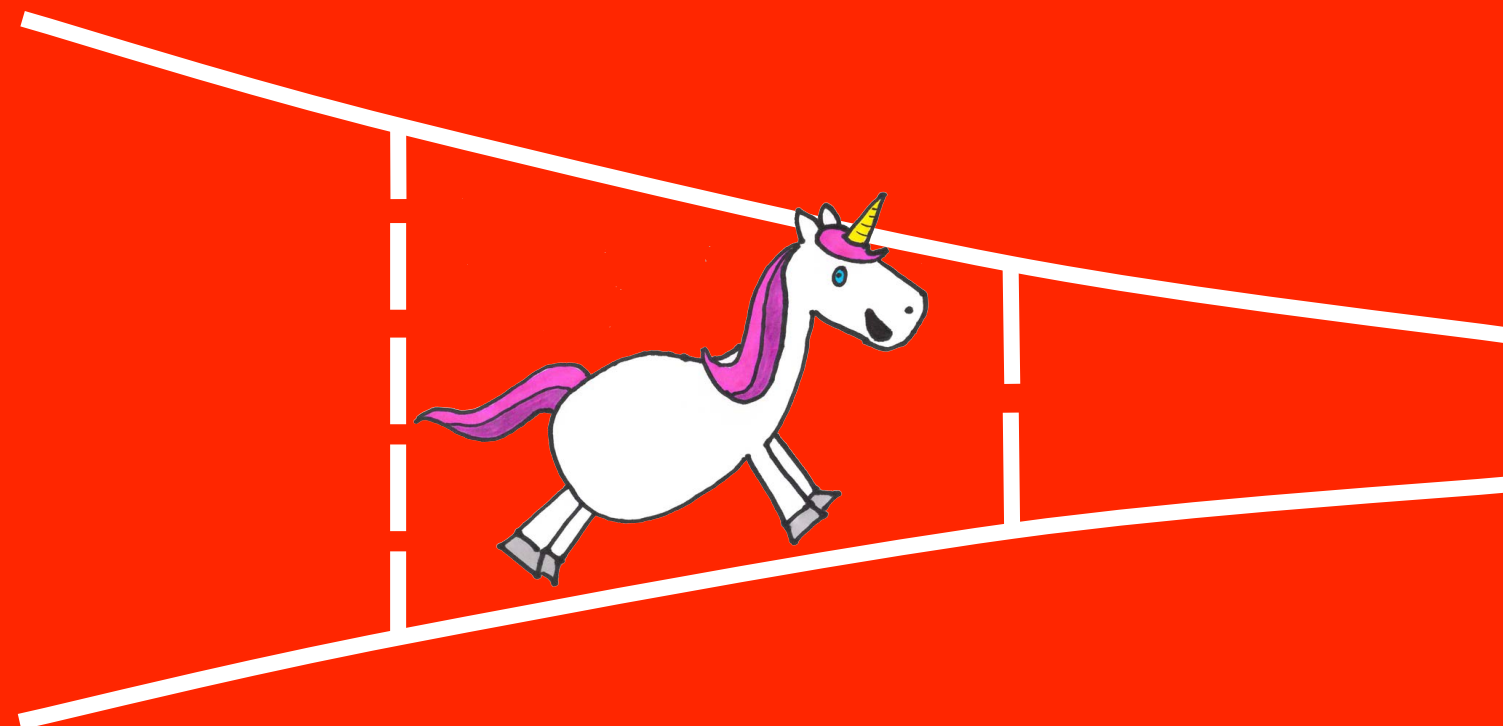


DINOSAURS

LONELINESS



VANITY

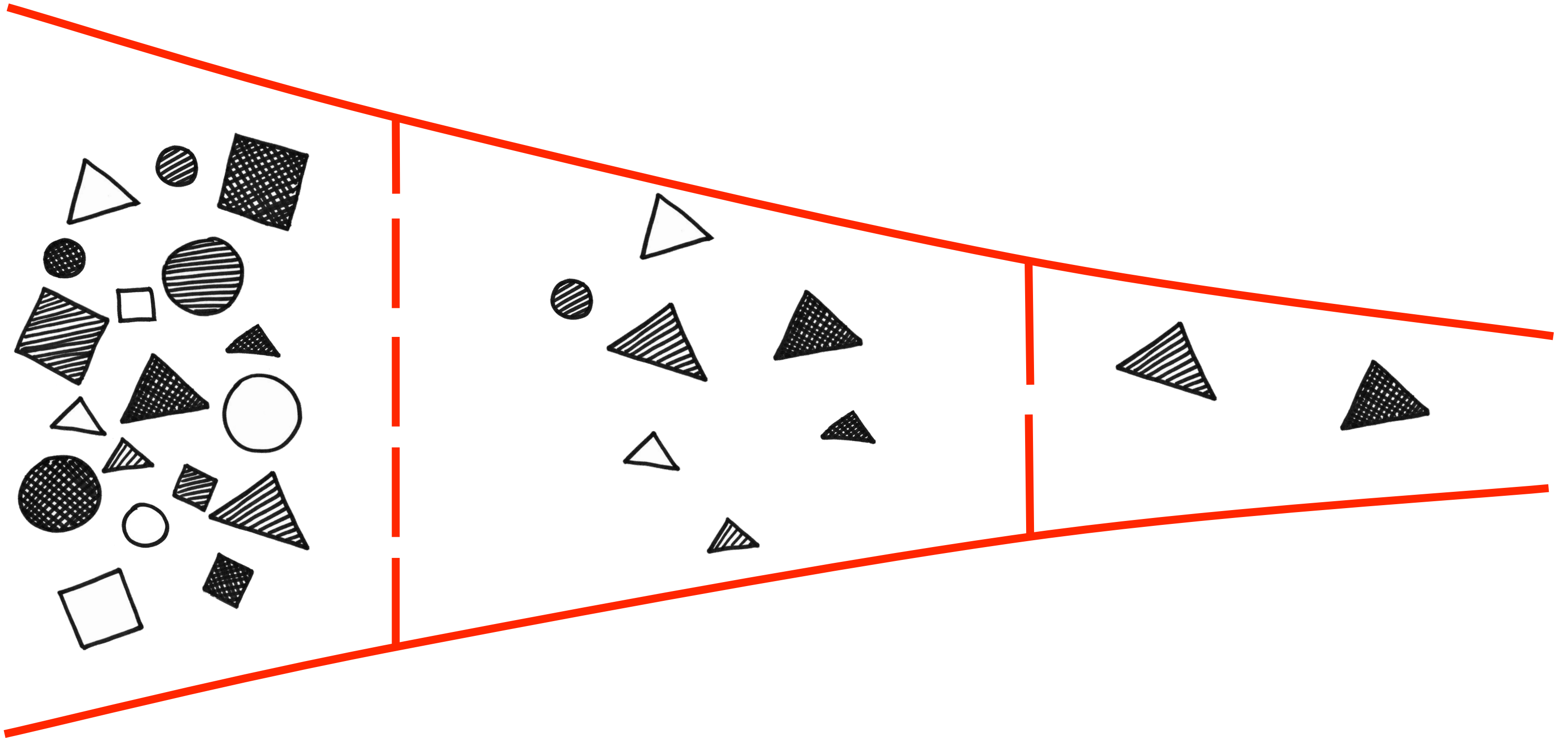


Teams

Ideas

Teams

Projects



Teams

Ideas

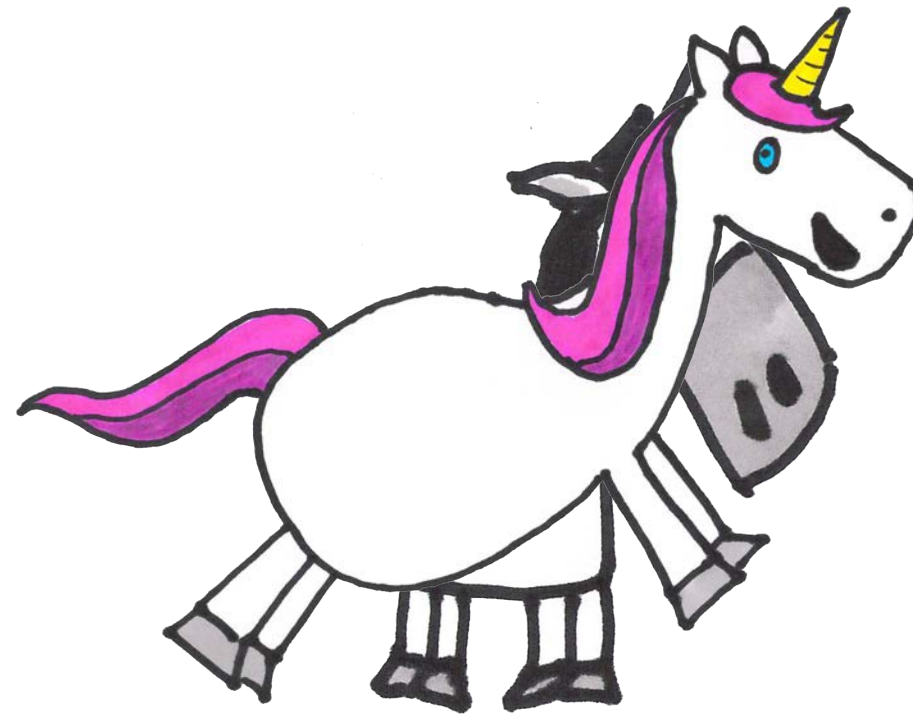
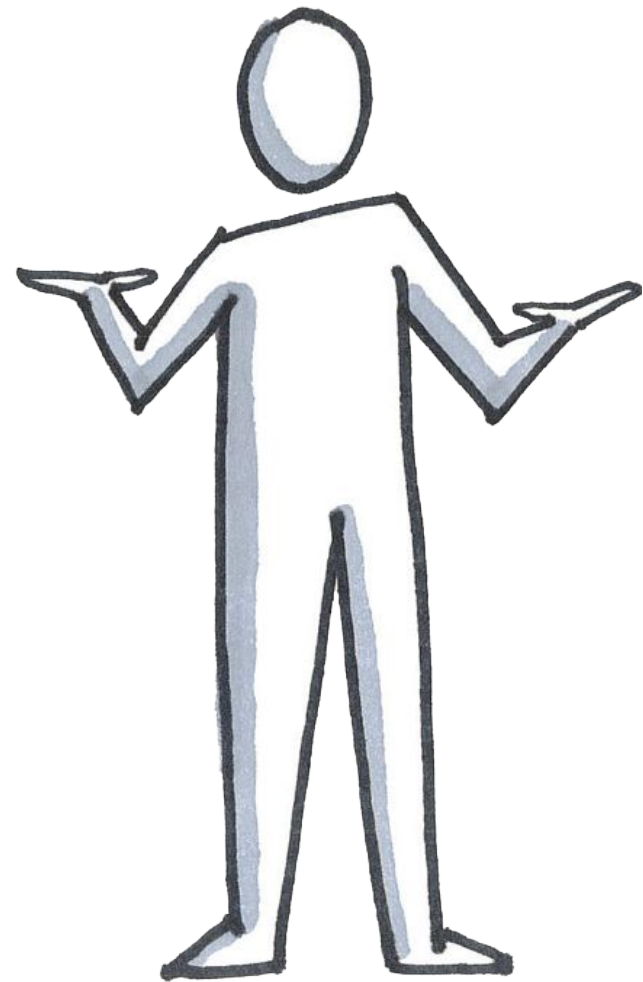
Skill Gaps + Silos + Dinosaurs

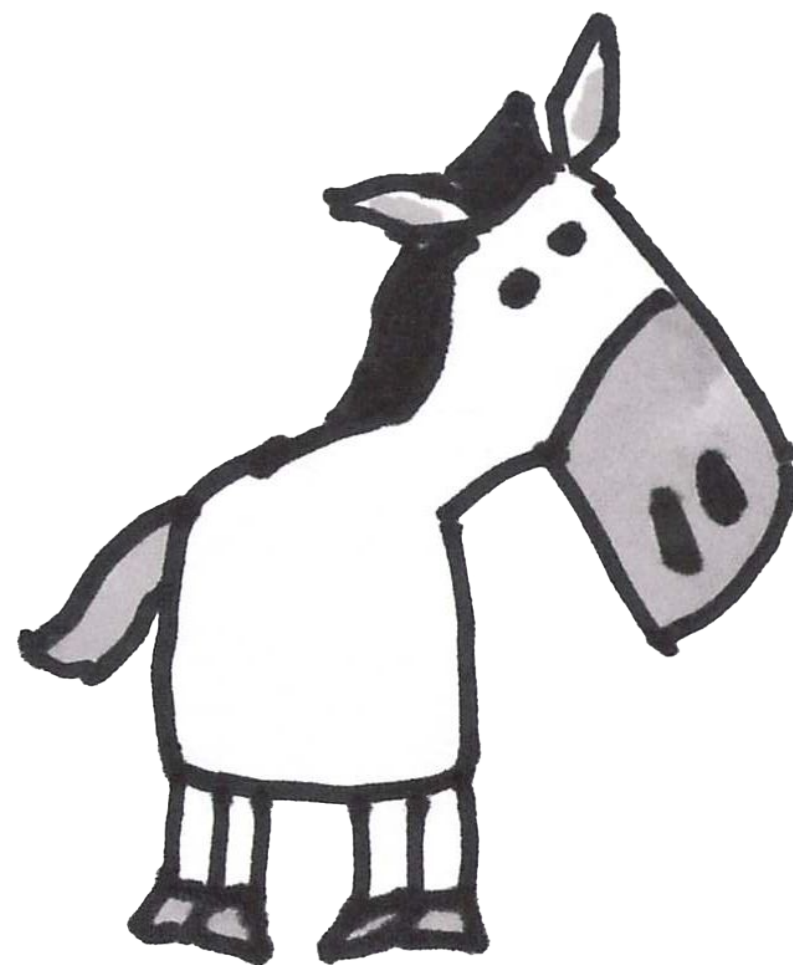
= Innovation Teams

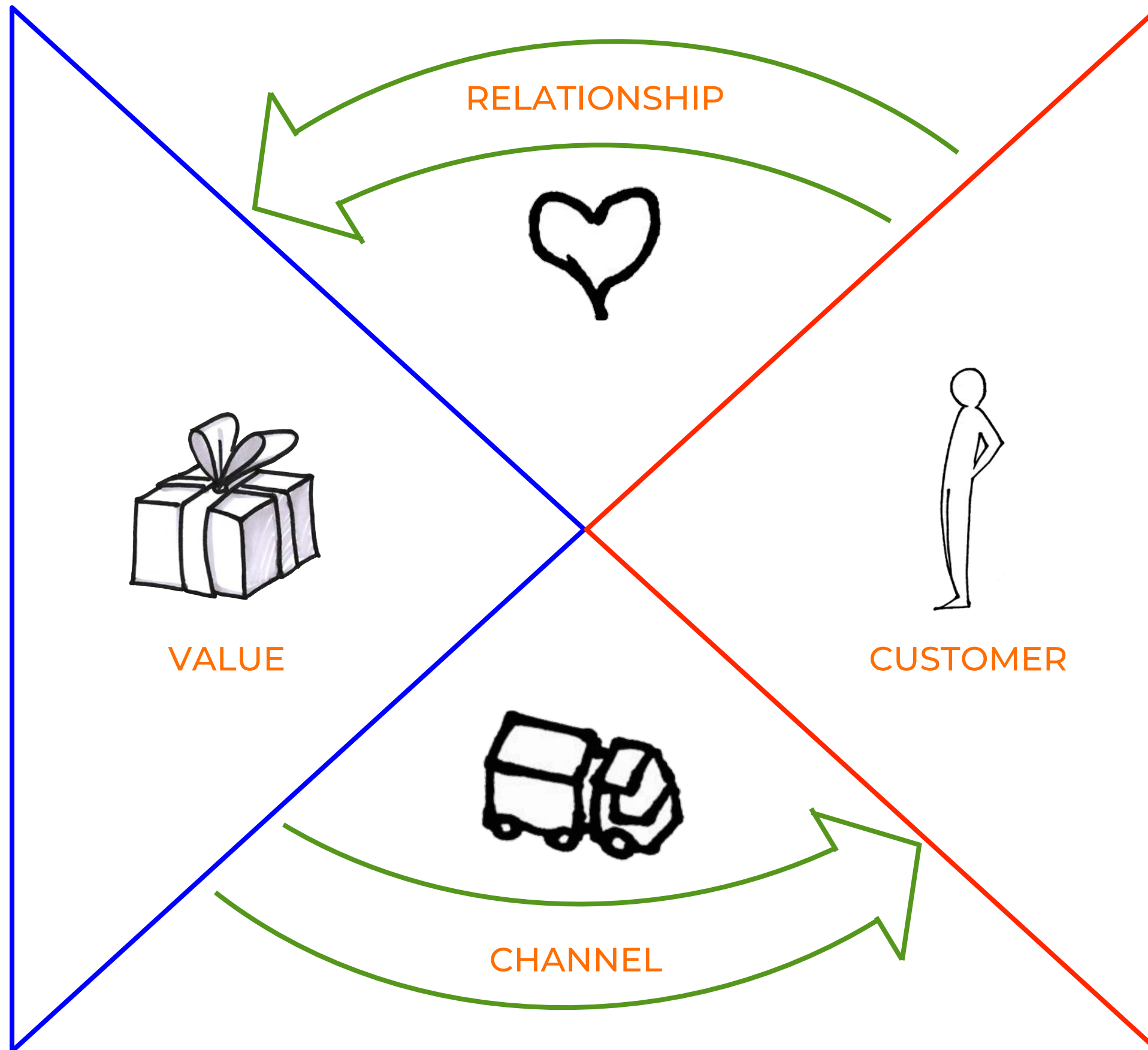
Ideas

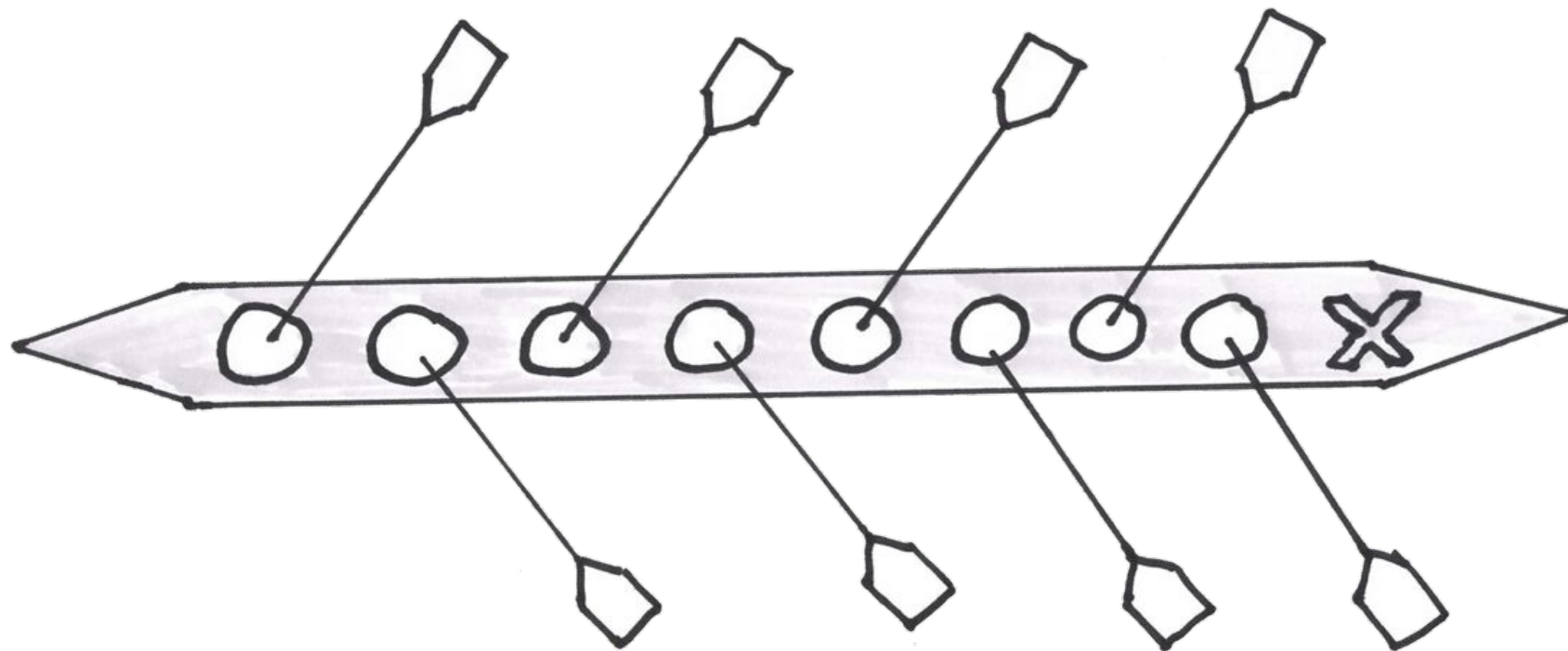
Skill Gaps + Silos + Dinosaurs

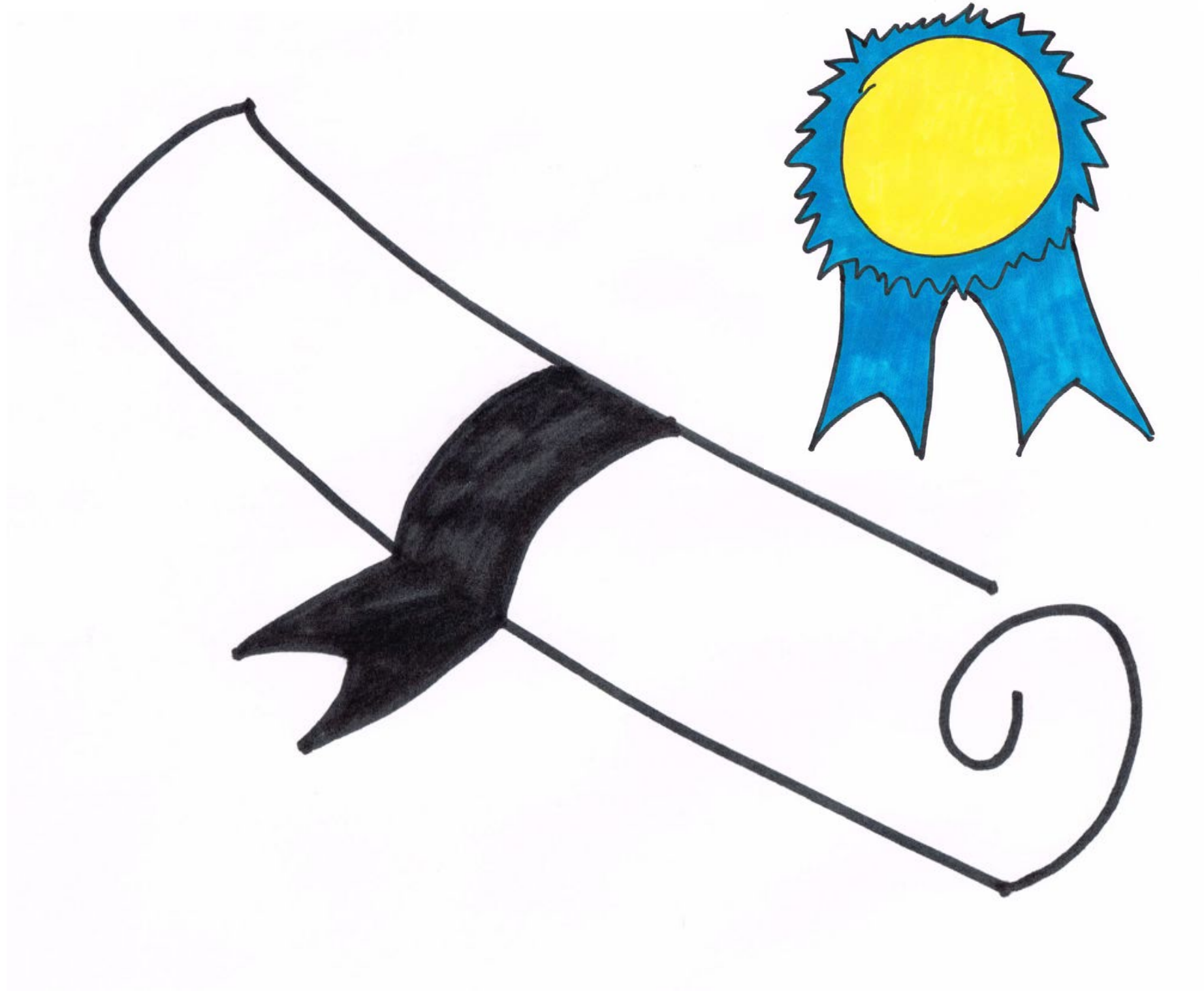
= Innovation Teams







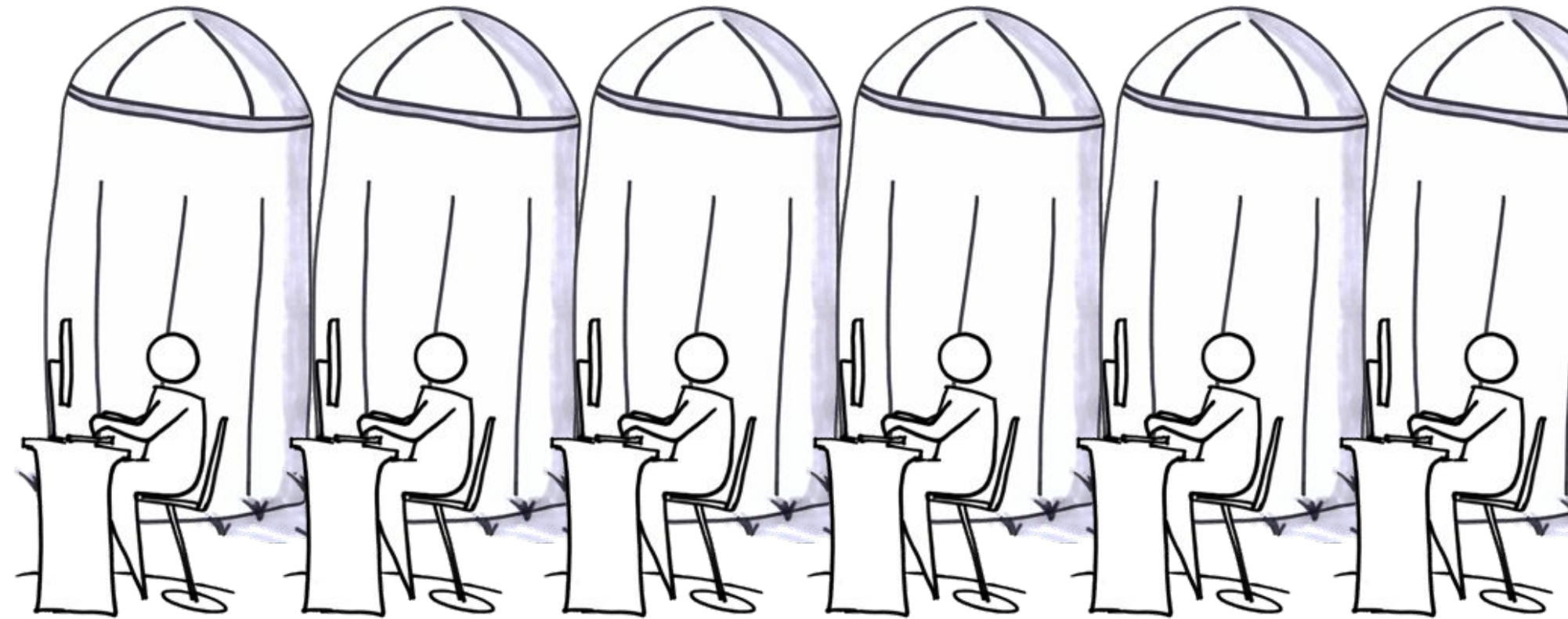
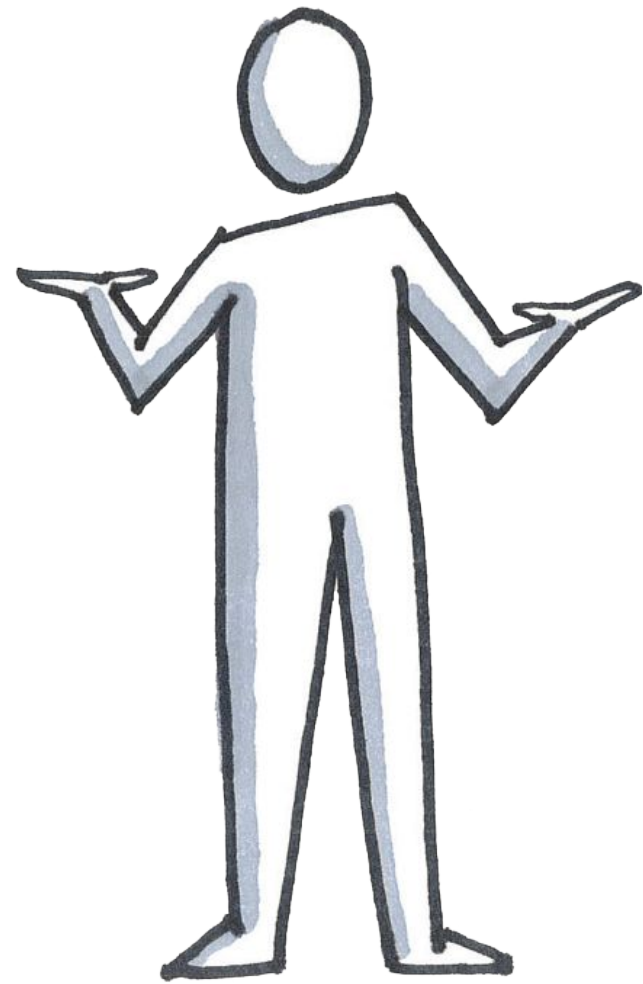


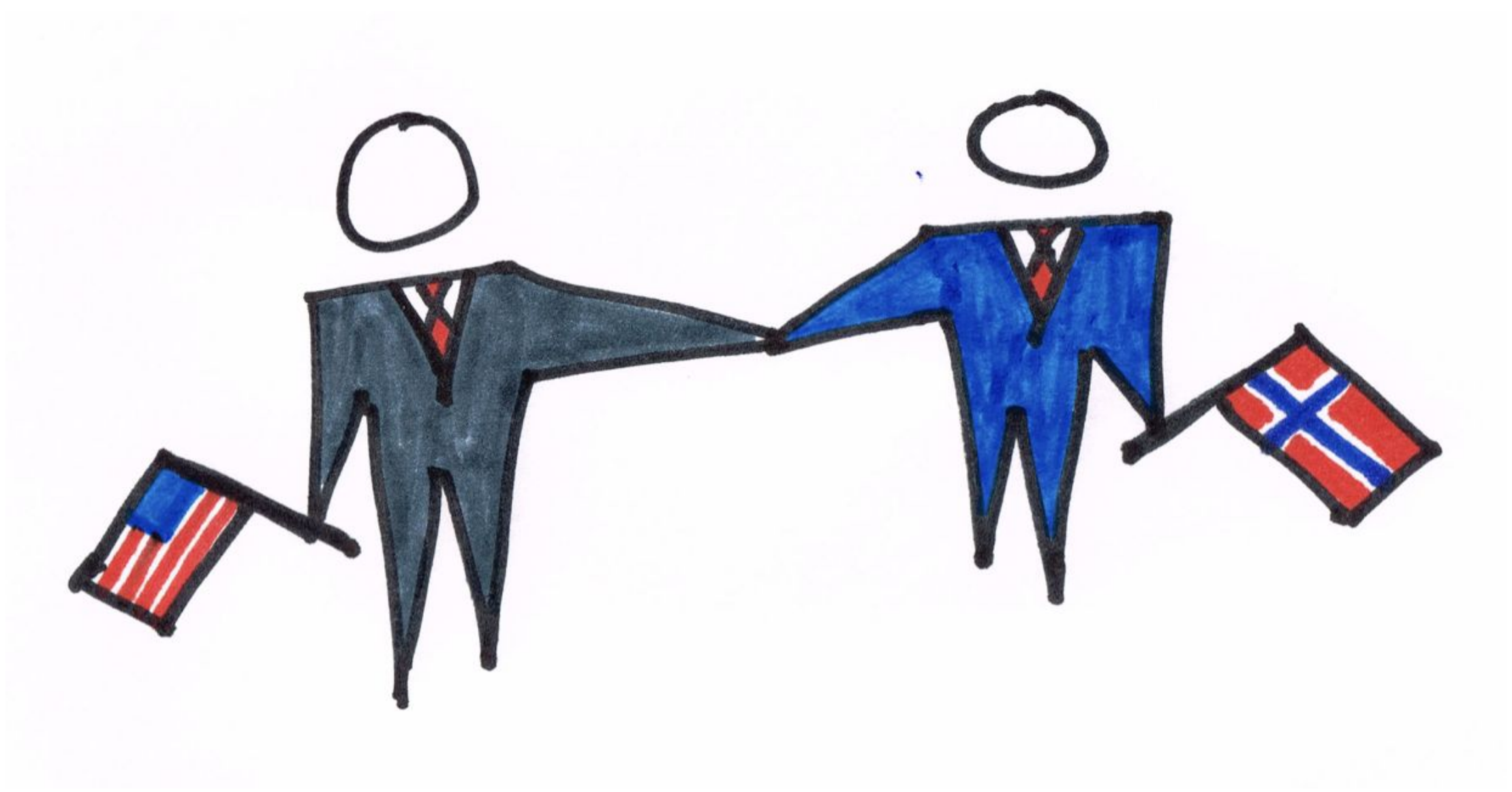


Ideas

Skill Gaps + **Silos** + Dinosaurs

= Innovation Teams

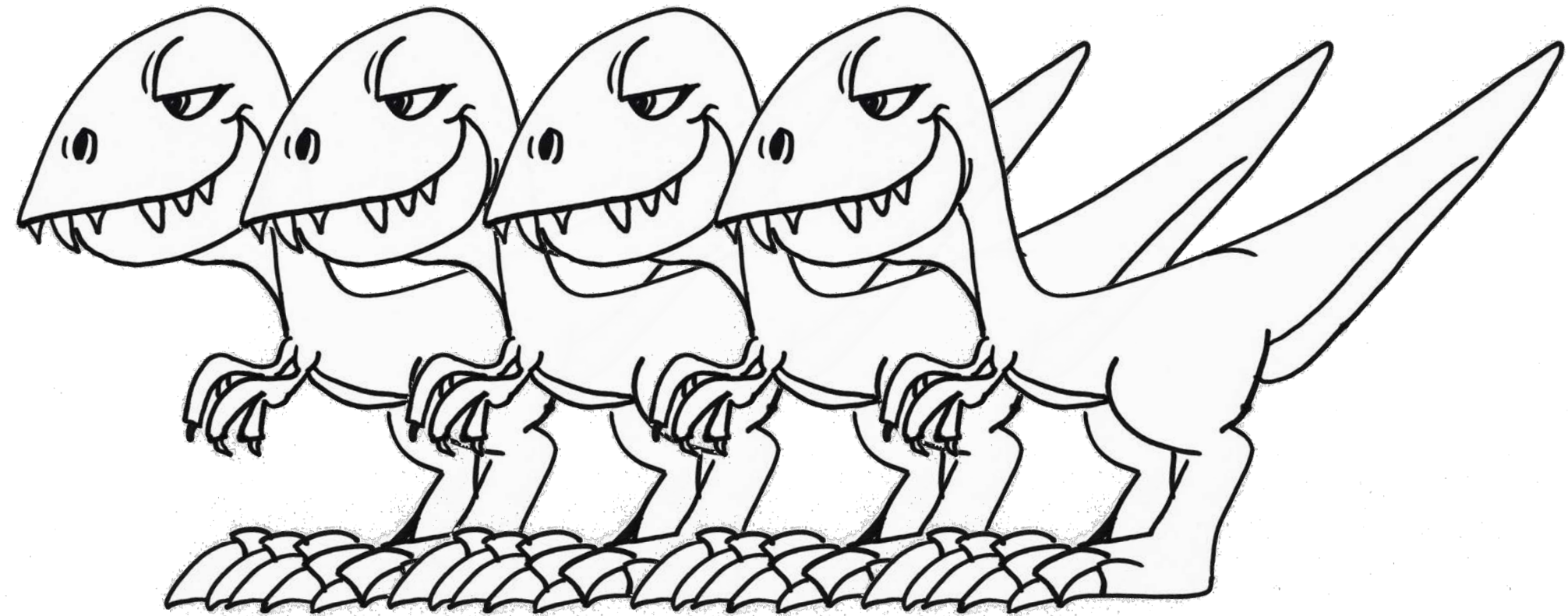
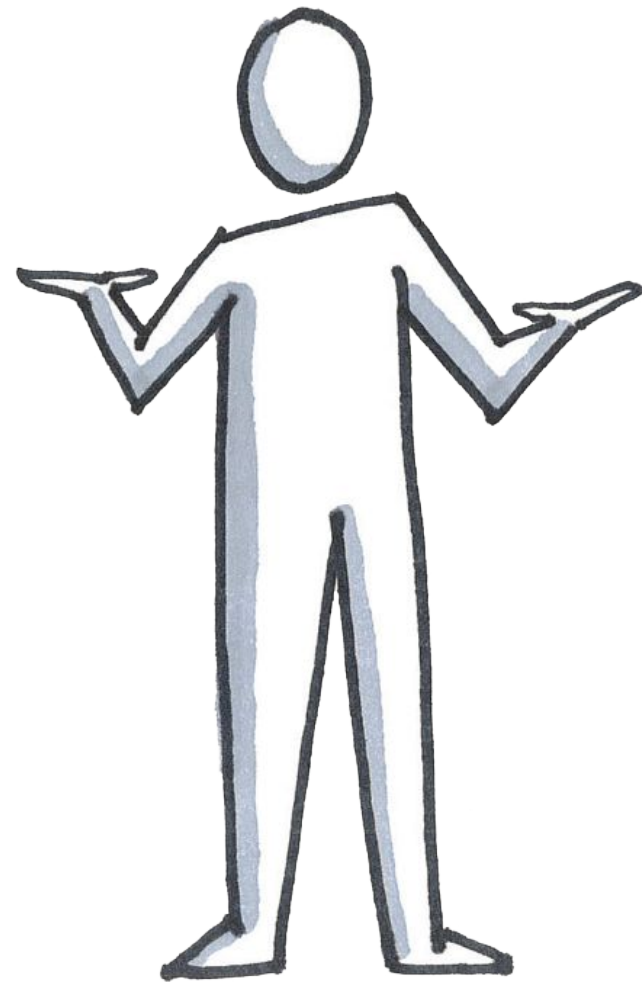




Ideas

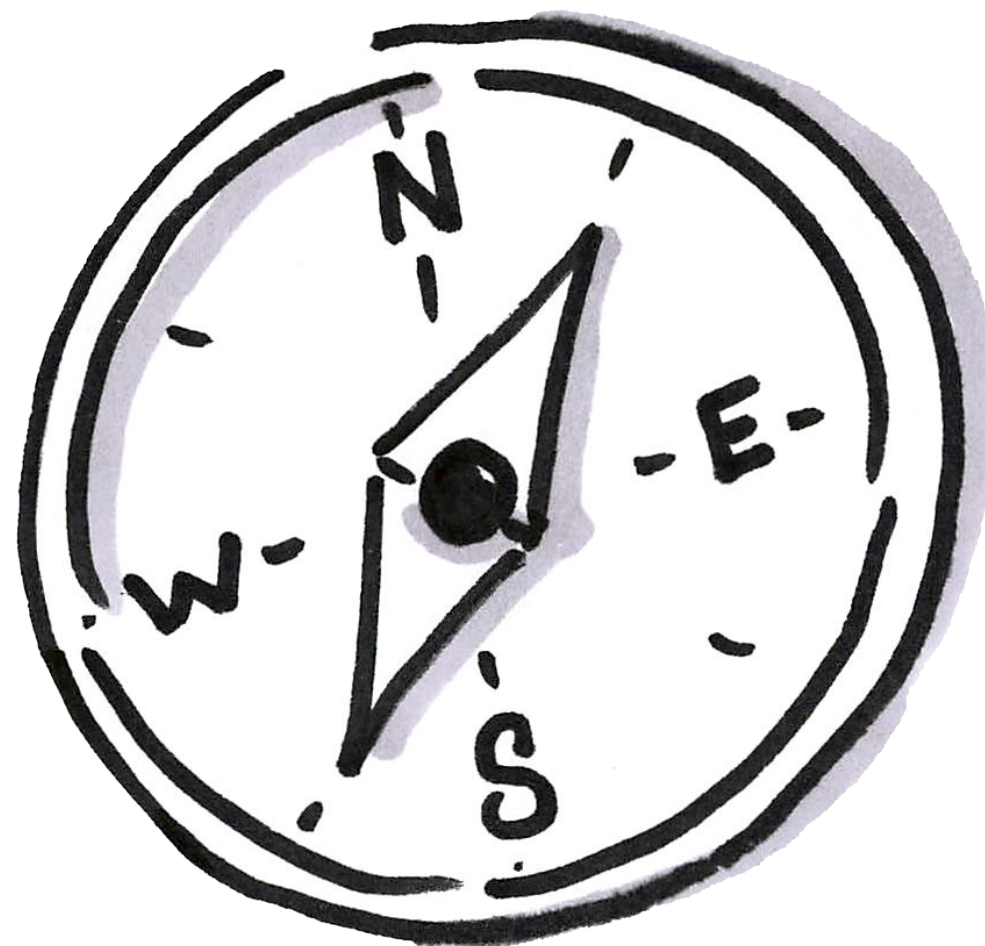
Skill Gaps + Silos + **Dinosaurs**

= Innovation Teams









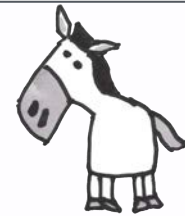
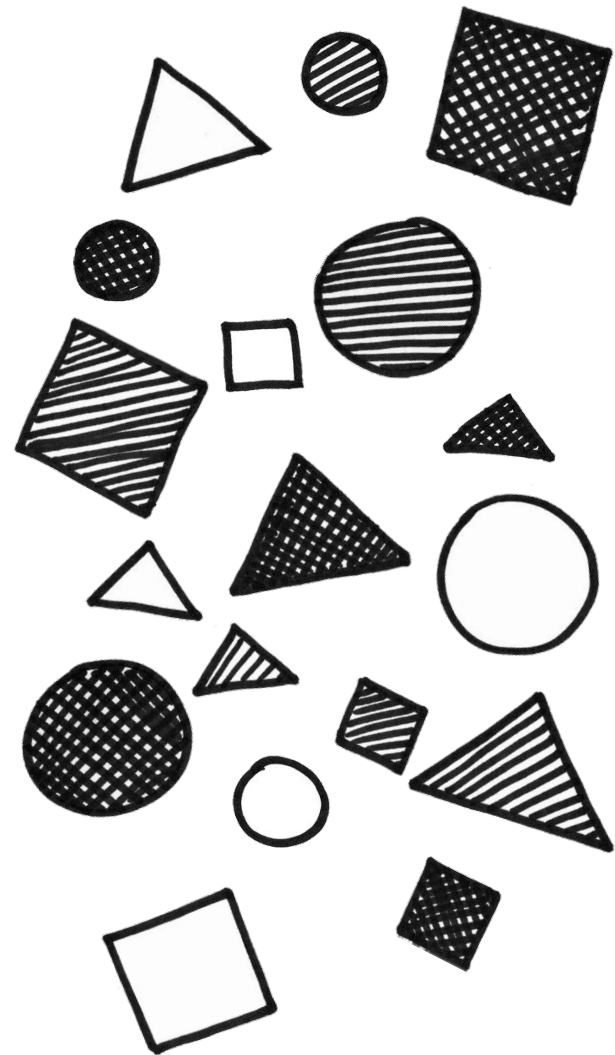
Teams

$$\frac{\text{Ideas}}{\text{Skill Gaps} + \text{Silos} + \text{Dinosaurs}} = \text{Innovation Teams}$$

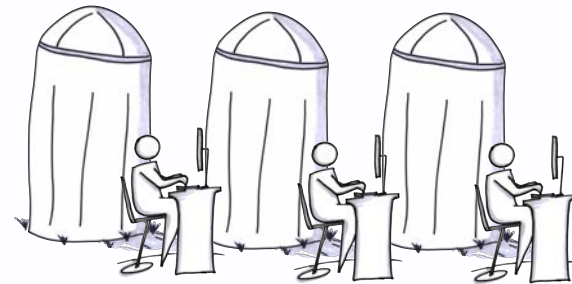
Ideas

Teams

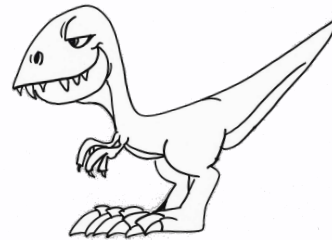
Projects



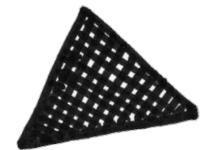
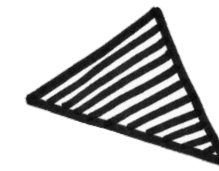
SKILL GAPS



SILOS



DINOSAURS





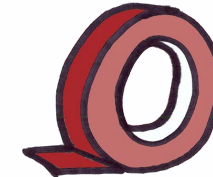
NAVEL GAZING



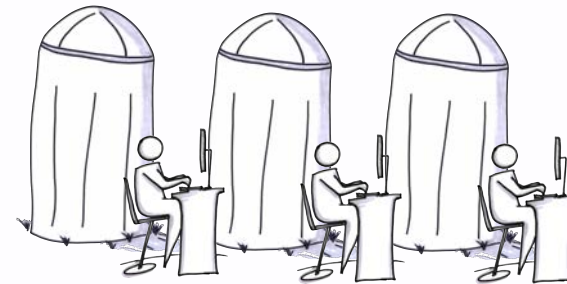
APATHY



SKILL GAPS



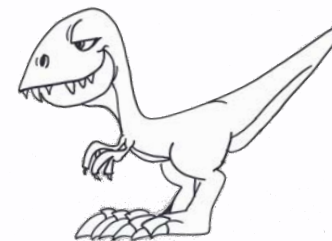
BUREAUCRACY



SILOS



FEAR

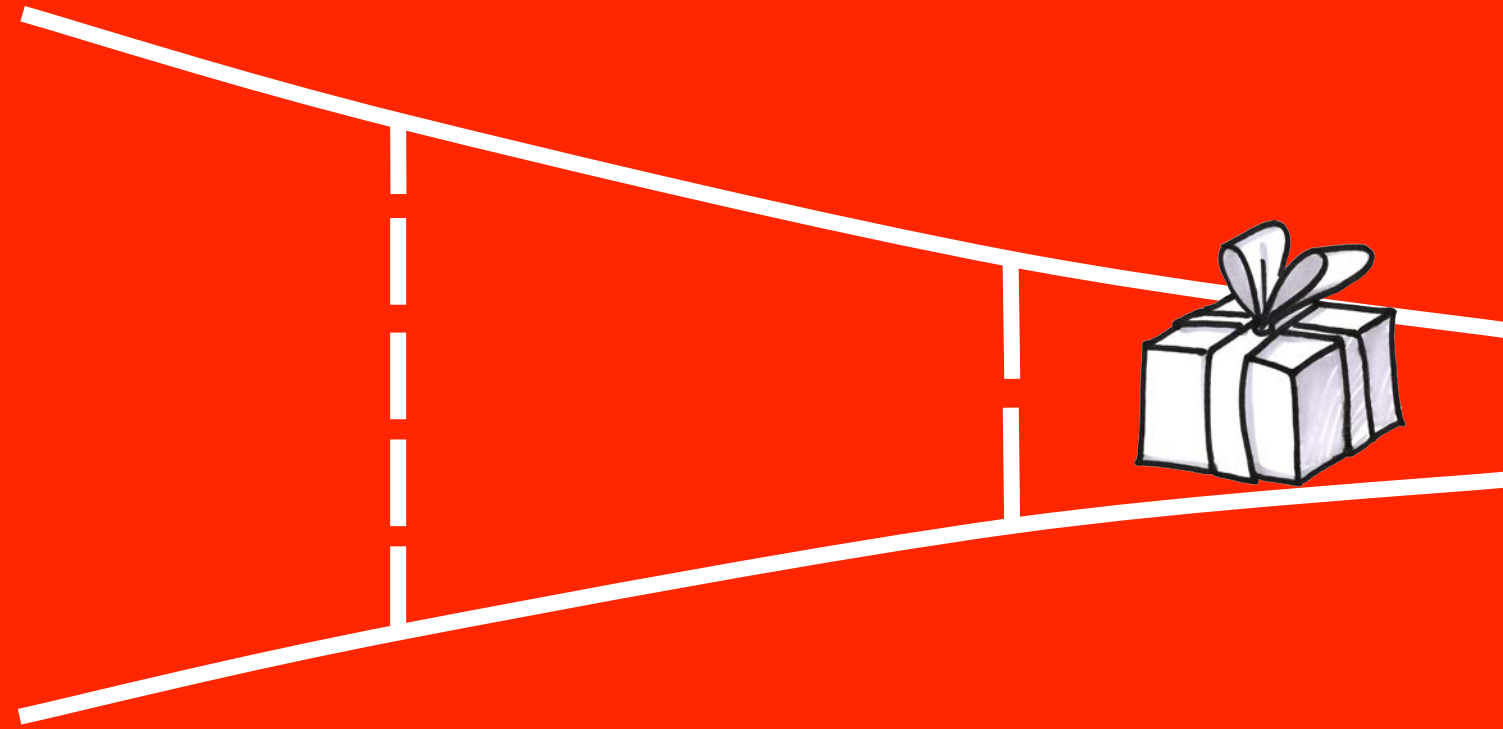


DINOSAURS

LONELINESS



VANITY

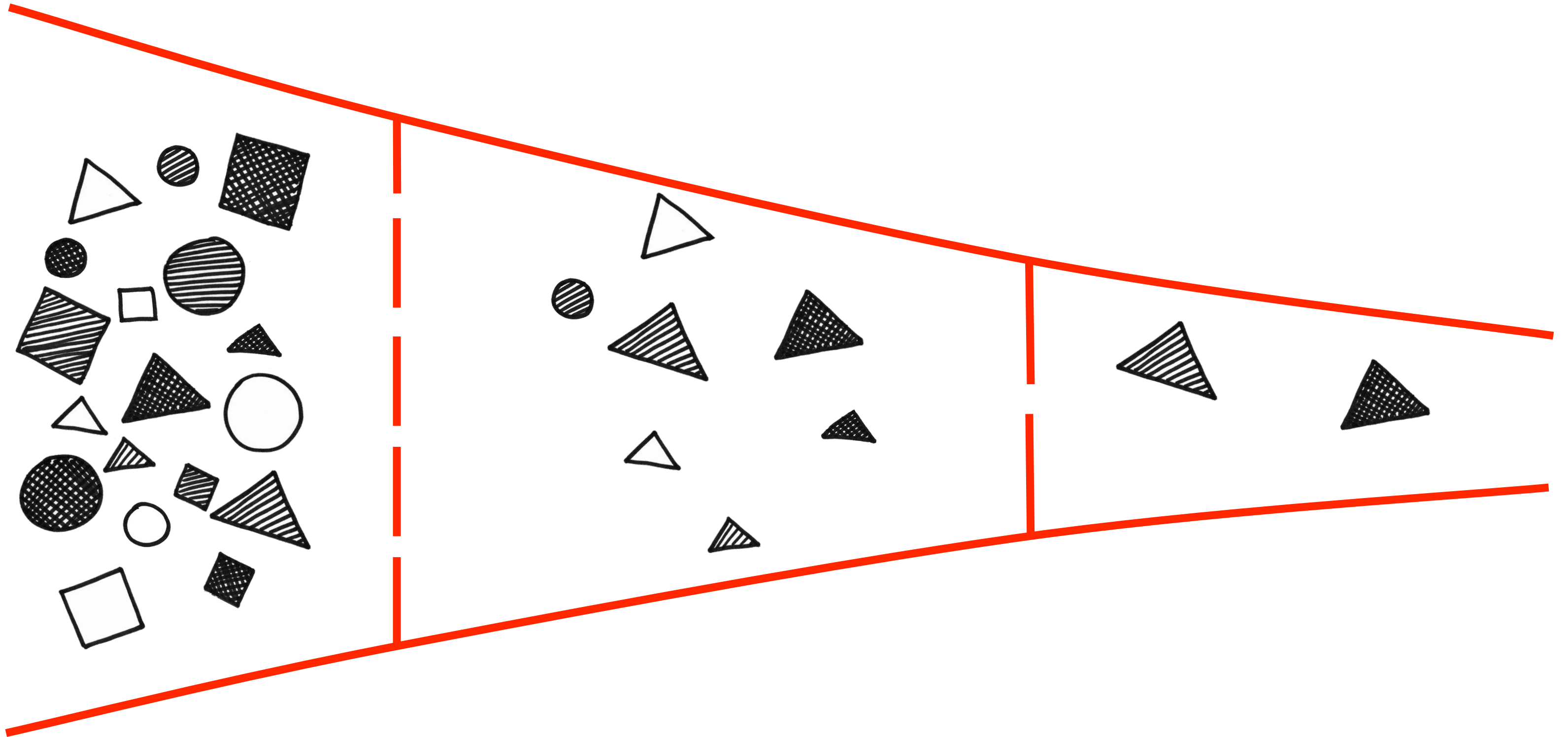


Projects

Ideas

Teams

Projects



Projects

Teams

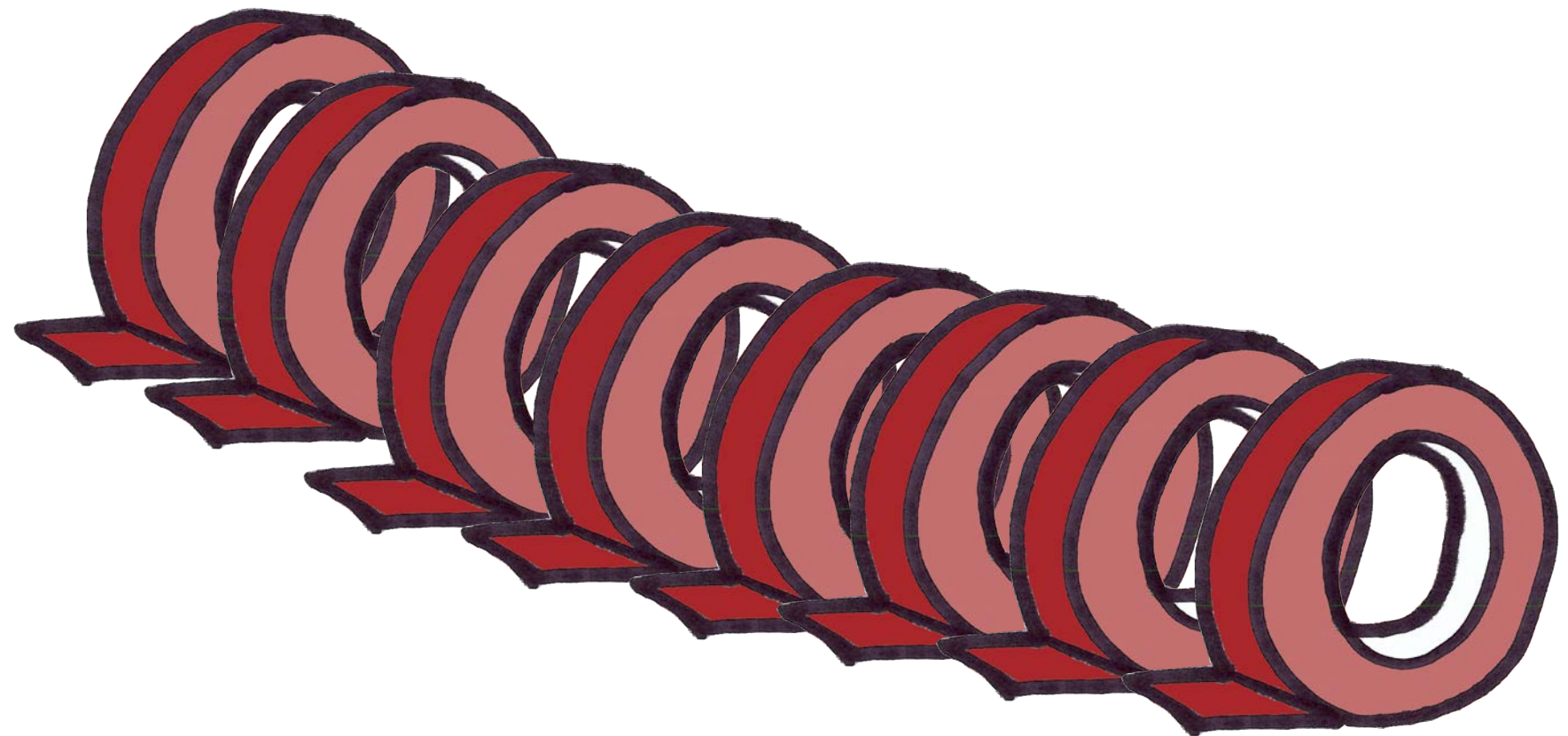
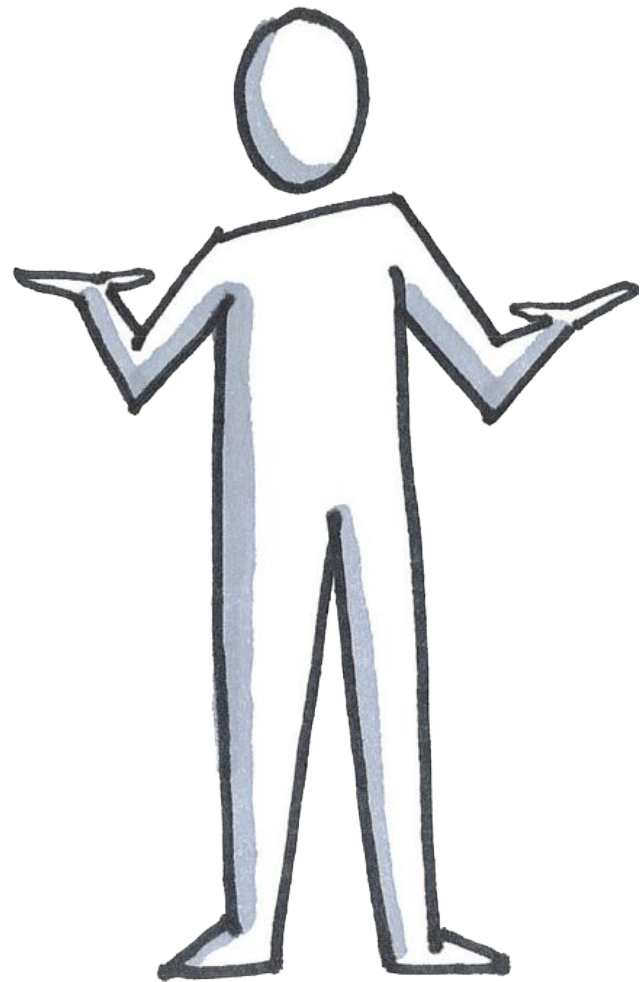
Bureaucracy + Silos + Dinosaurs

= Innovation Projects

Teams

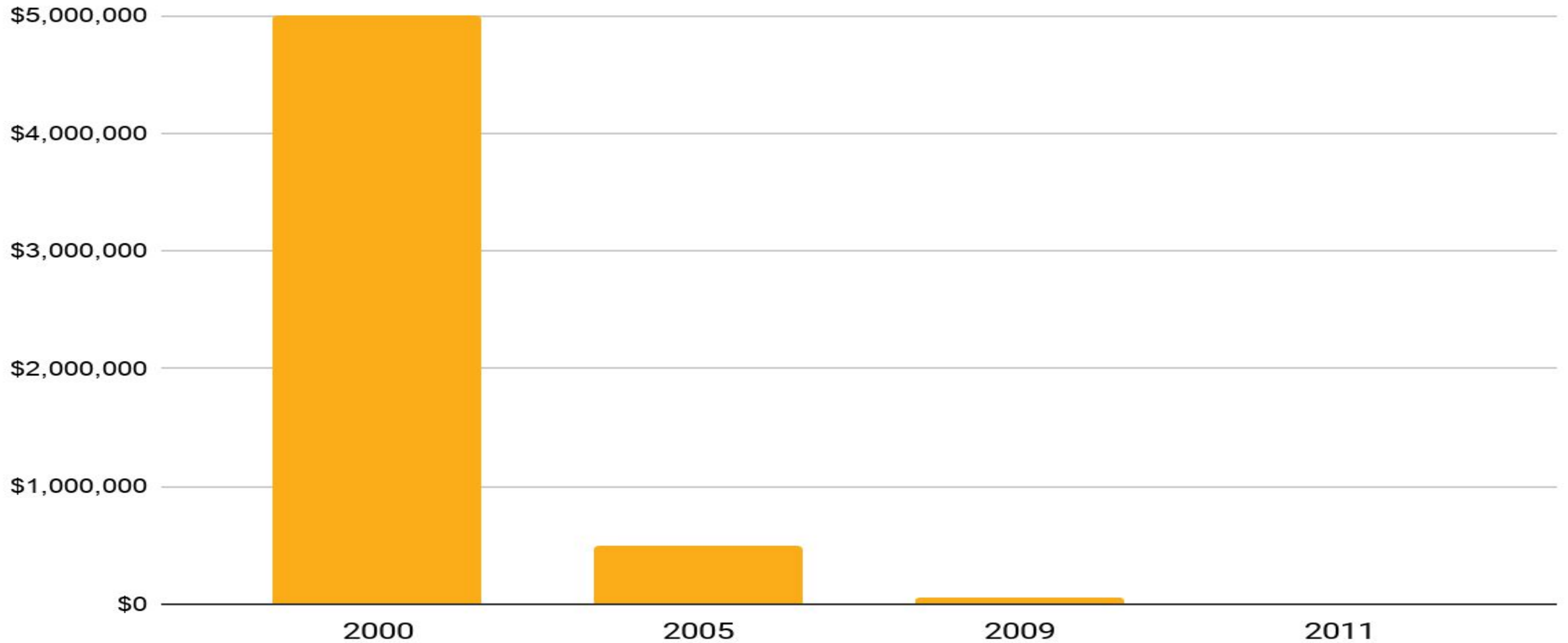
Bureaucracy + Silos + Dinosaurs

= Innovation Projects





The Cost of a Startup

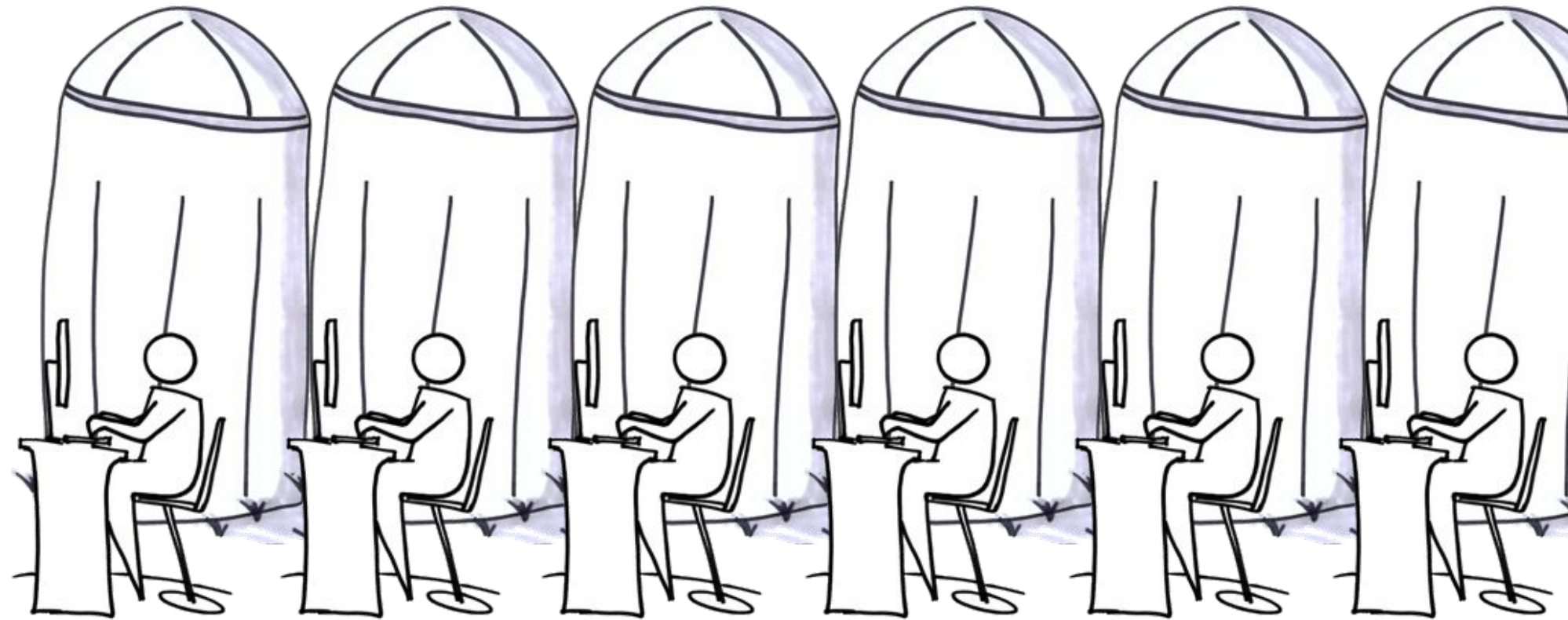
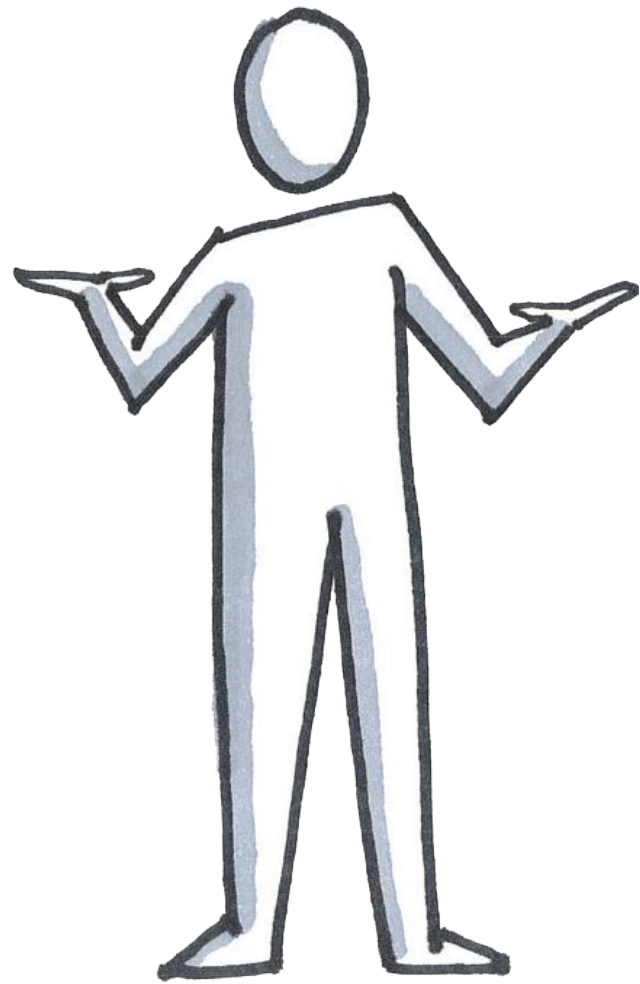




Teams

Bureaucracy + **Silos** + Dinosaurs

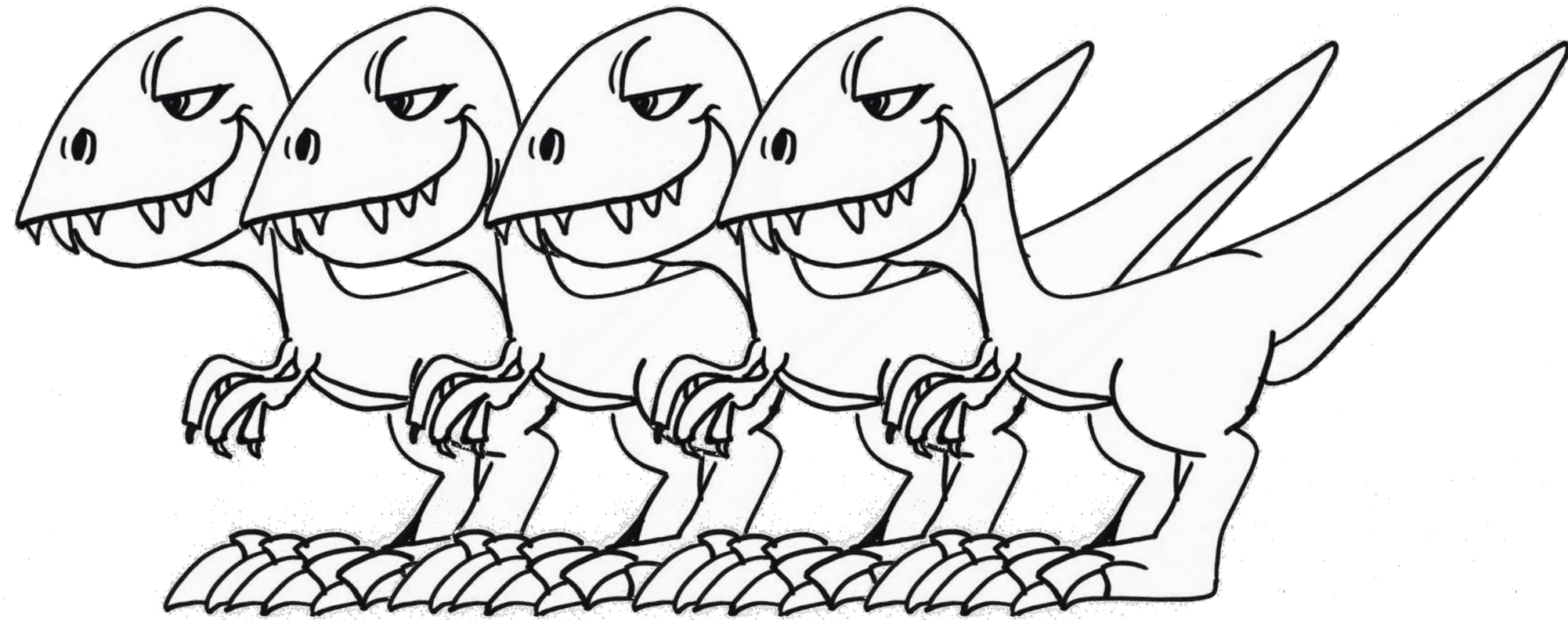
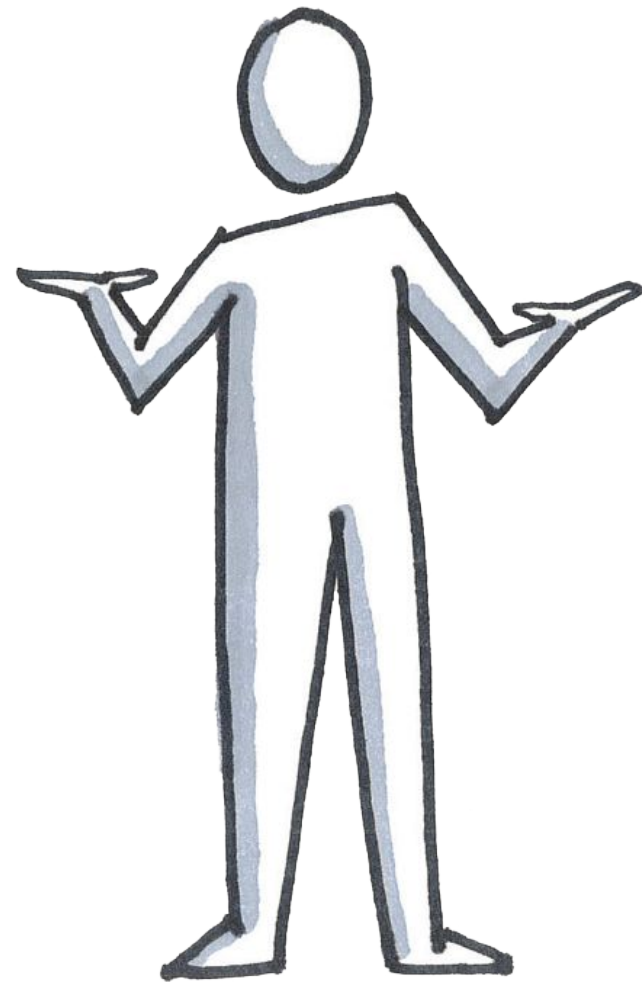
= Innovation Projects



Teams

Bureaucracy + Silos + **Dinosaurs**

= Innovation Projects



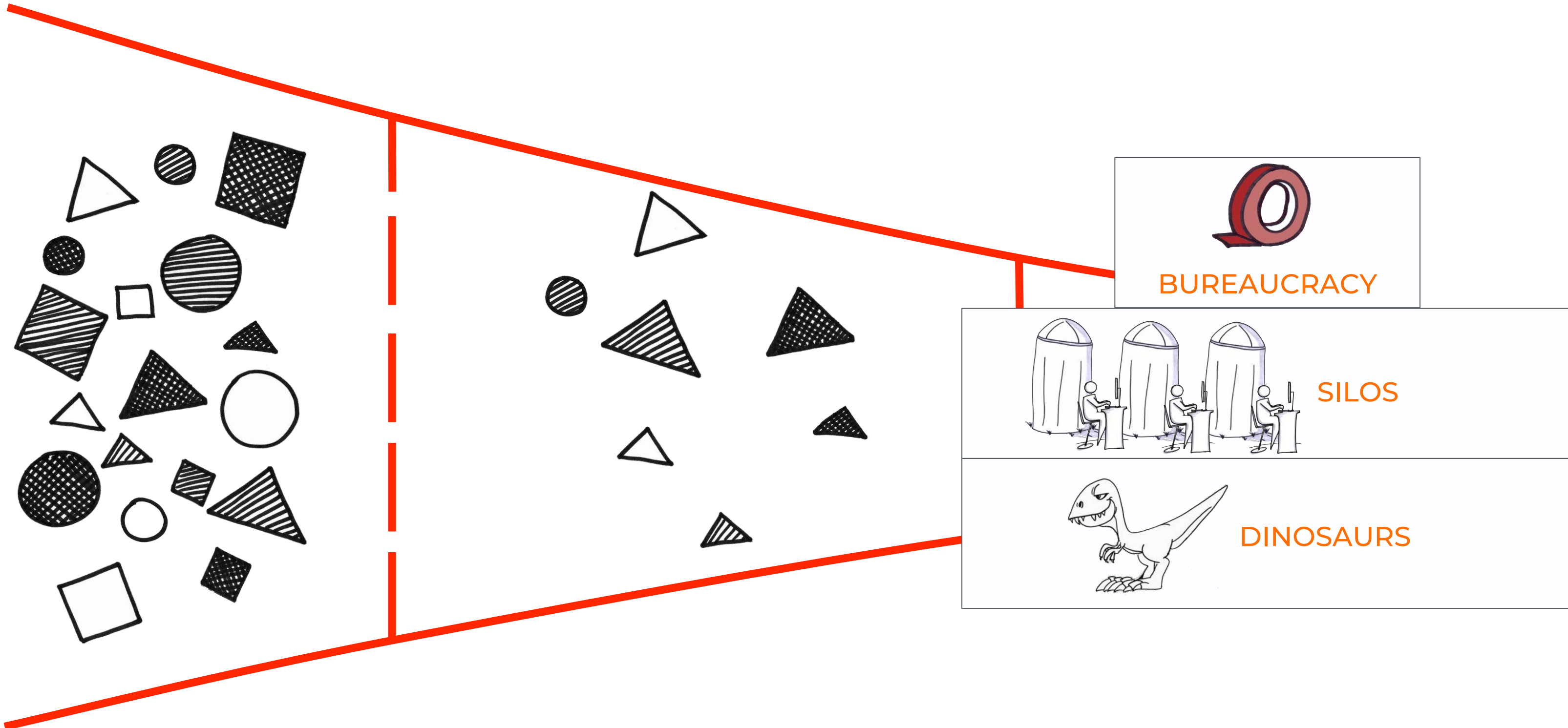
Projects

$$\frac{\text{Teams}}{\text{Bureaucracy} + \text{Silos} + \text{Dinosaurs}} = \text{Innovation Projects}$$

Ideas

Teams

Projects

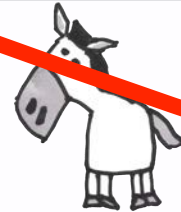




NAVEL GAZING



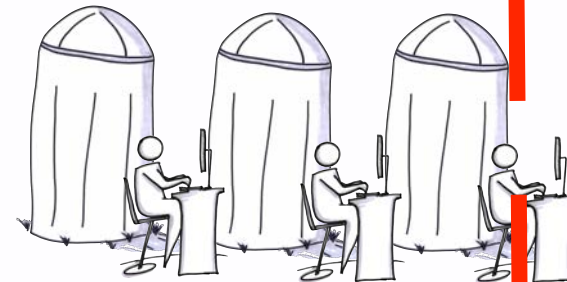
APATHY



SKILL GAPS



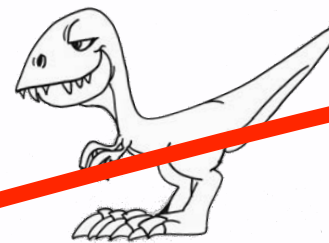
BUREAUCRACY



SILOS



FEAR

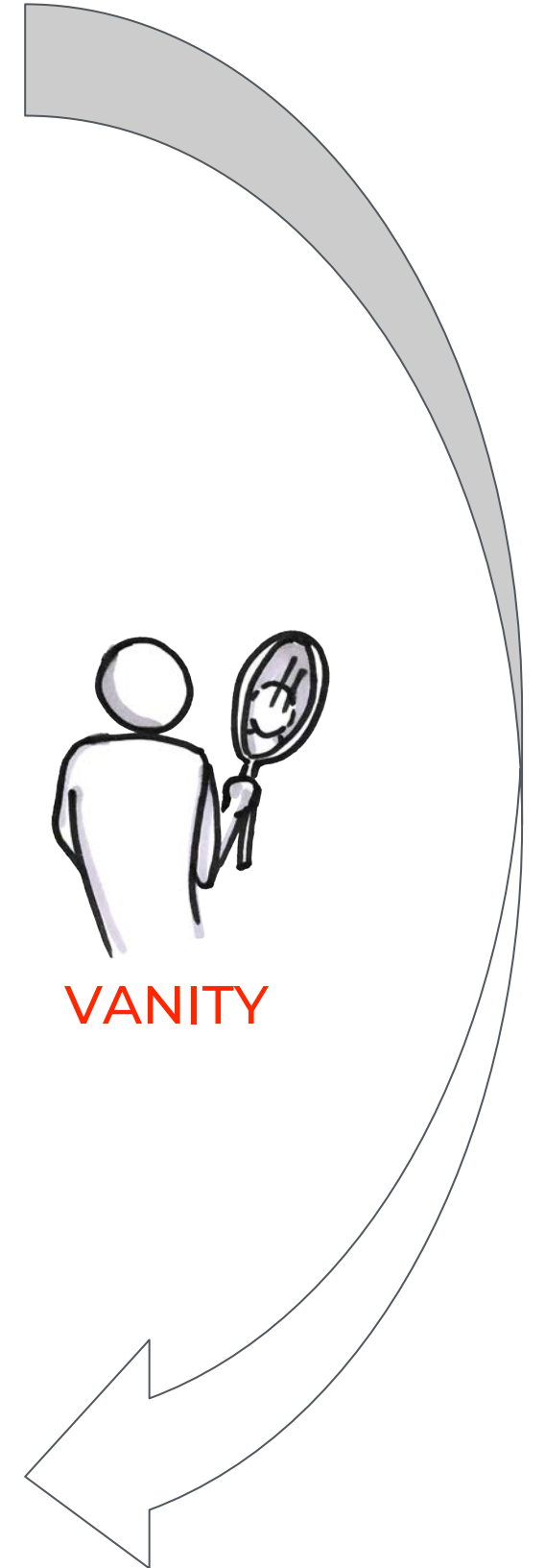


DINOSAURS



VANITY

LONELINESS





Innovation Enablers

Ideas

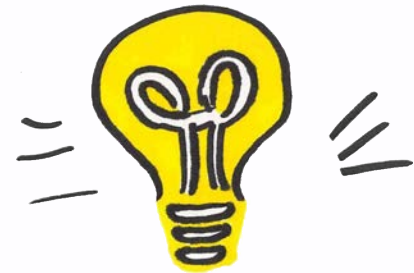
$$\frac{\text{Employees}}{\text{Apathy} \times \text{Fear}} = \text{Ideas Generated}$$

Ideas

$$\frac{\text{Employees} \times \text{Inspiration} \times \text{Sandbox}}{\text{Apathy} \times \text{Fear}} = \text{Ideas Generated}$$



NAVEL GAZING



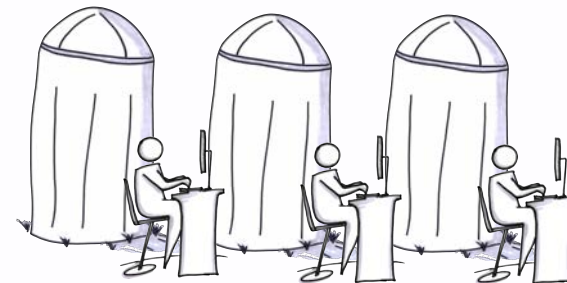
INSPIRATION



SKILL GAPS



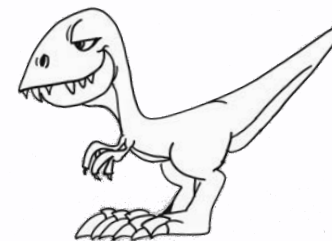
BUREAUCRACY



SILOS



SANDBOX



DINOSAURS

LONELINESS



VANITY

Teams

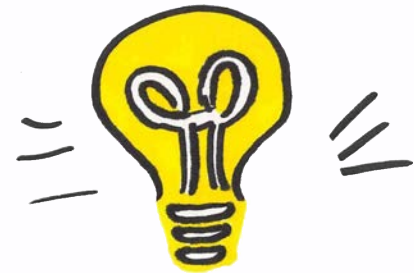
$$\frac{\text{Ideas}}{\text{Skill Gaps} + \text{Silos} + \text{Dinosaurs}} = \text{Innovation Teams}$$

Teams

$$\frac{\text{Ideas} \times (\text{Skills} + \text{Diplomats} + \text{Air Support})}{\text{Skill Gaps} + \text{Silos} + \text{Dinosaurs}} = \text{Innovation Teams}$$



NAVEL GAZING



INSPIRATION



SKILLS



BUREAUCRACY



DIPLOMATS



SANDBOX



AIR SUPPORT



VANITY

LONELINESS



Projects

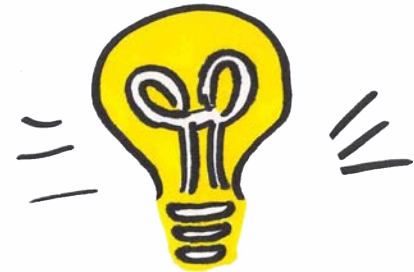
$$\frac{\text{Teams}}{\text{Bureaucracy} + \text{Silos} + \text{Dinosaurs}} = \text{Innovation Projects}$$

Projects

$$\frac{\text{Teams} \times \begin{pmatrix} \text{Efficiency} \\ + \text{Diplomats} \\ + \text{Air Support} \end{pmatrix}}{\text{Bureaucracy} + \text{Silos} + \text{Dinosaurs}} = \text{Innovation Projects}$$



NAVEL GAZING



INSPIRATION



SKILLS



EFFICIENCY



DIPLOMATS



SANDBOX



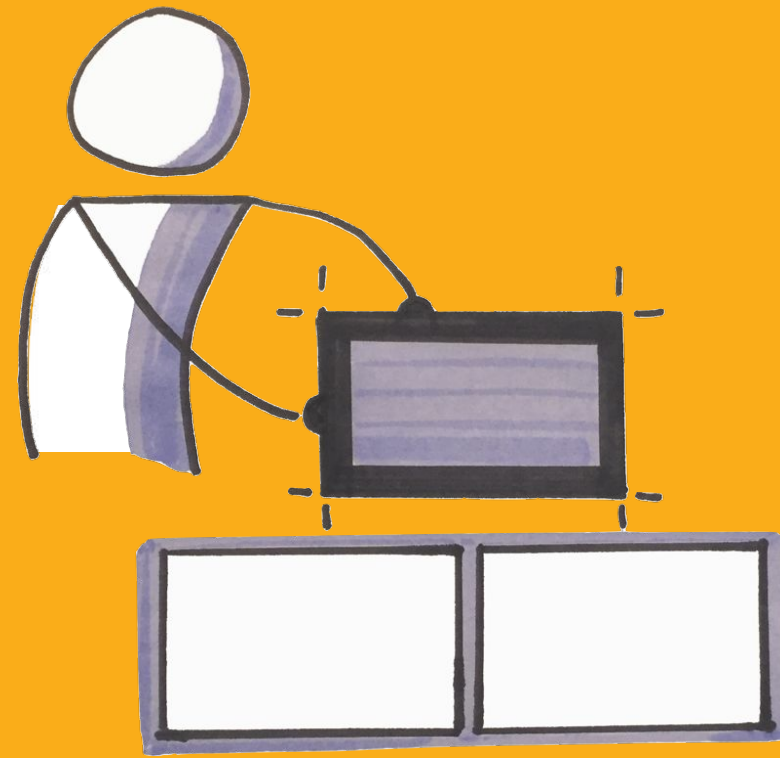
AIR SUPPORT



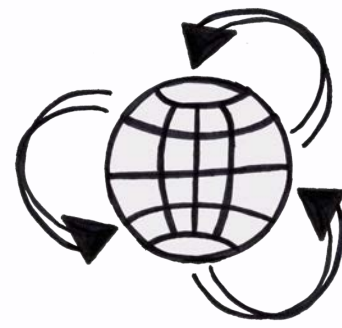
VANITY

LONELINESS

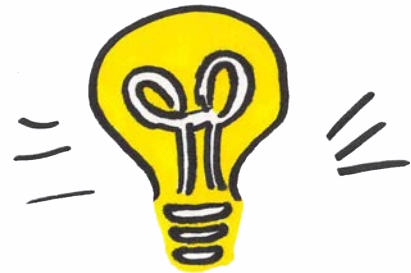




Supporting Elements



PERSPECTIVE



INSPIRATION



SKILLS



EFFICIENCY



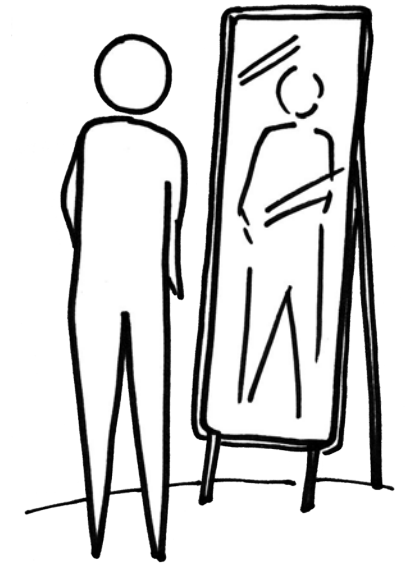
DIPLOMATS



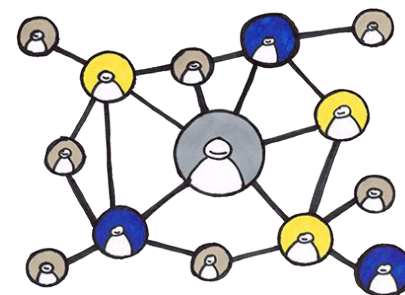
SANDBOX



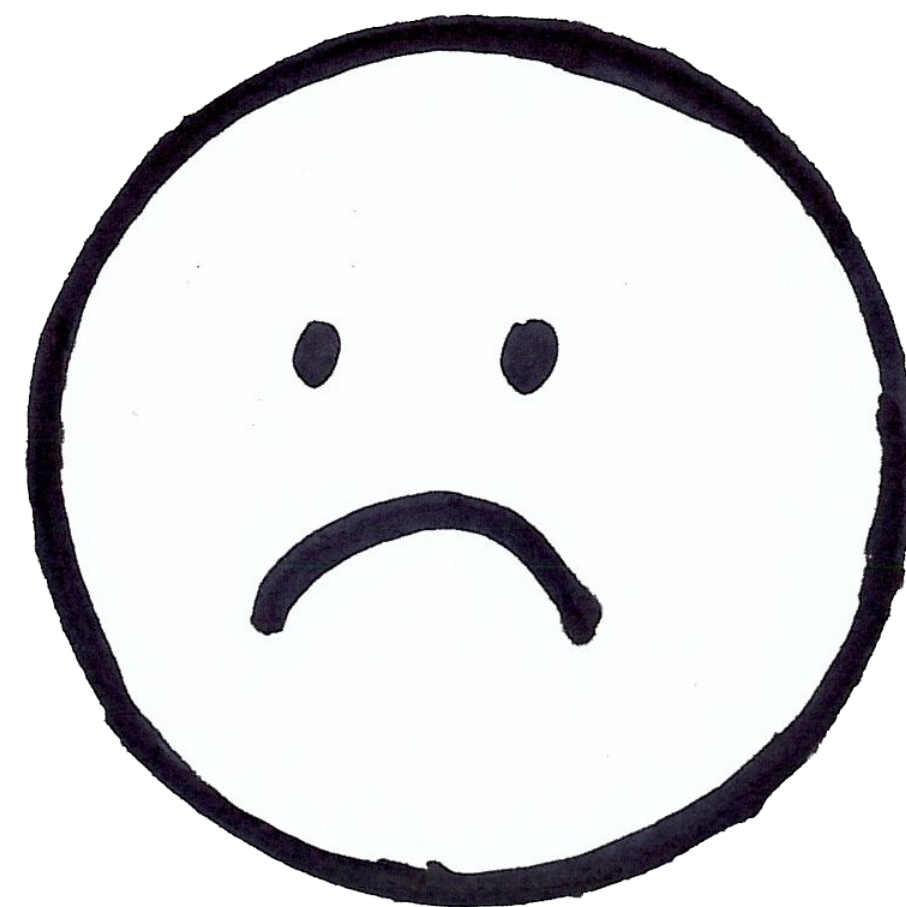
AIR SUPPORT

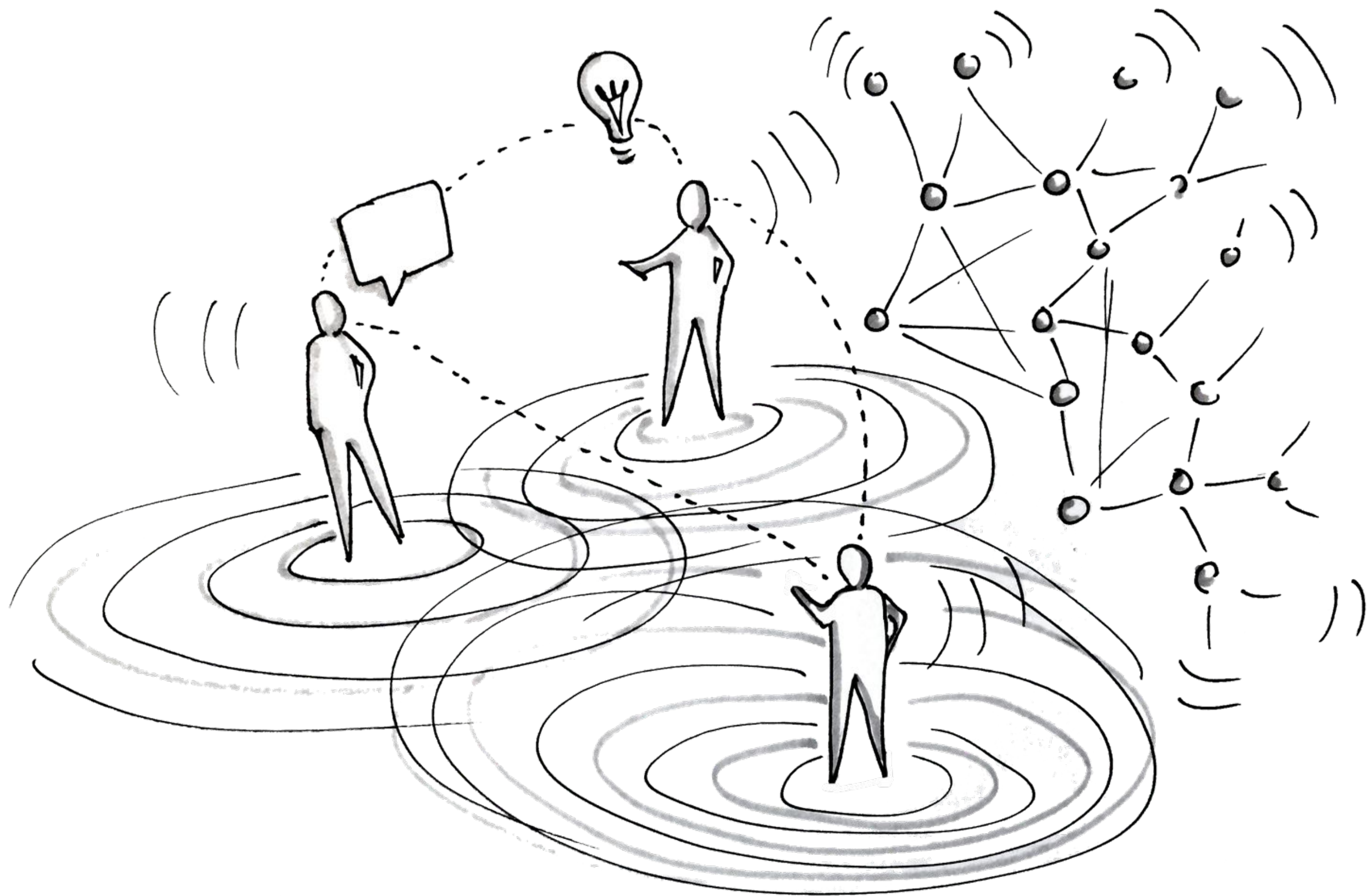


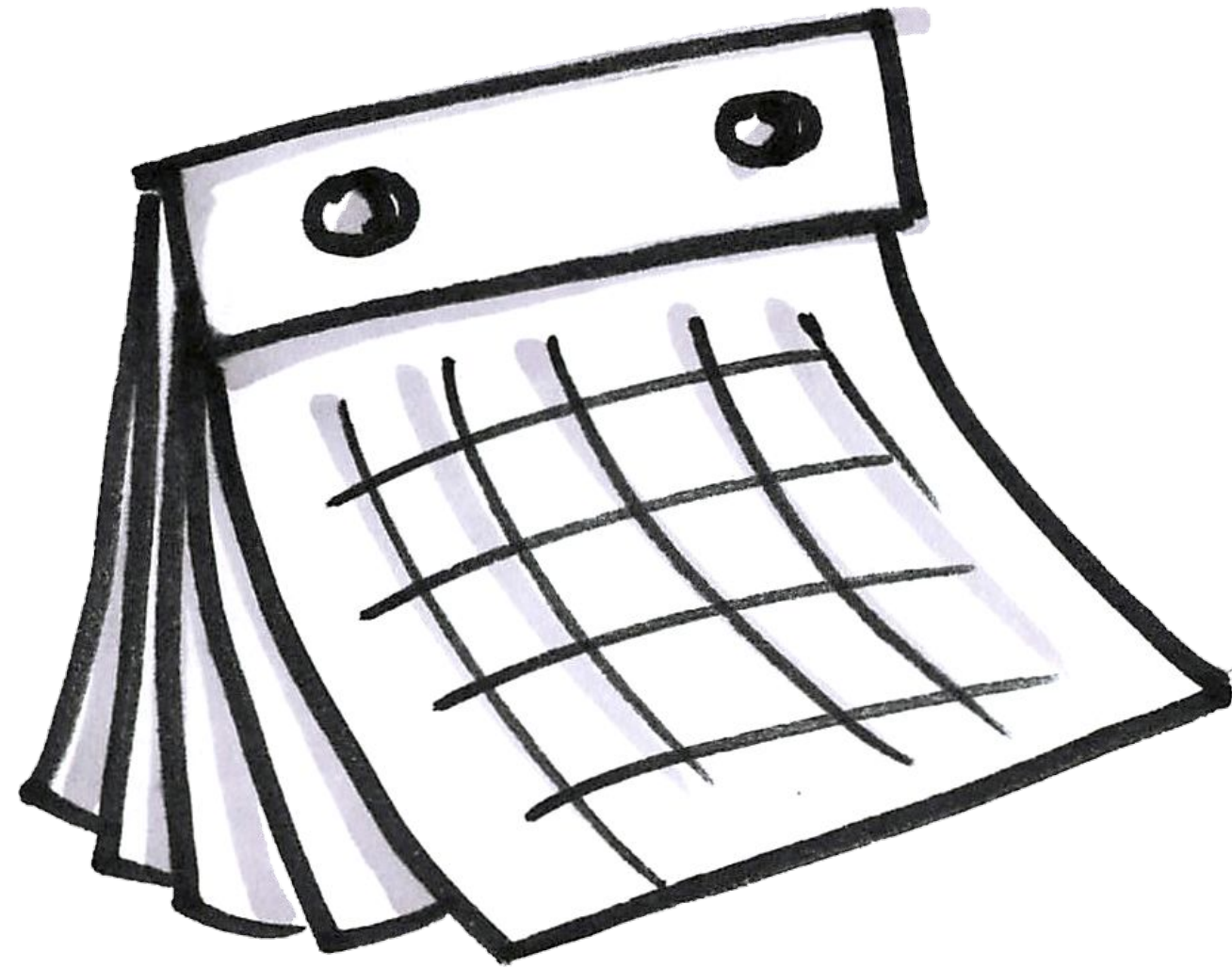
REFLECTION



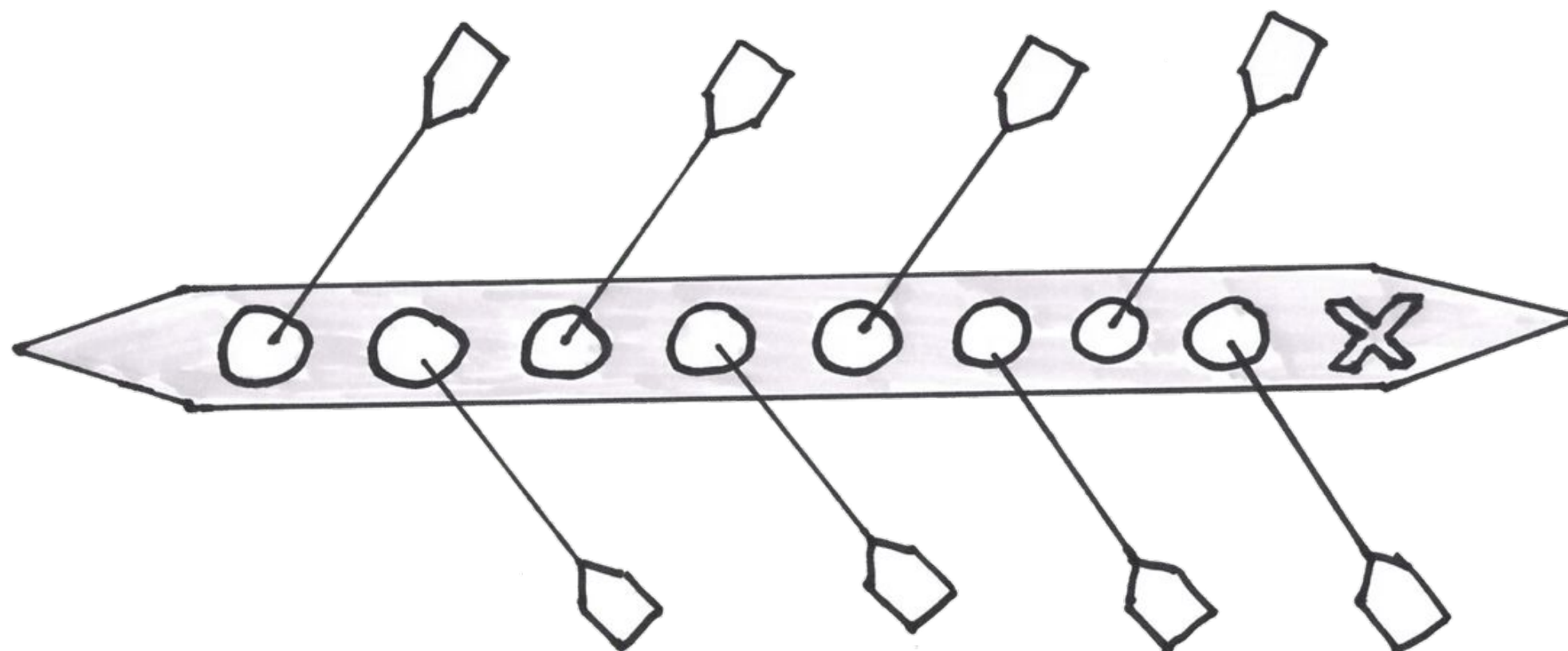
NETWORK

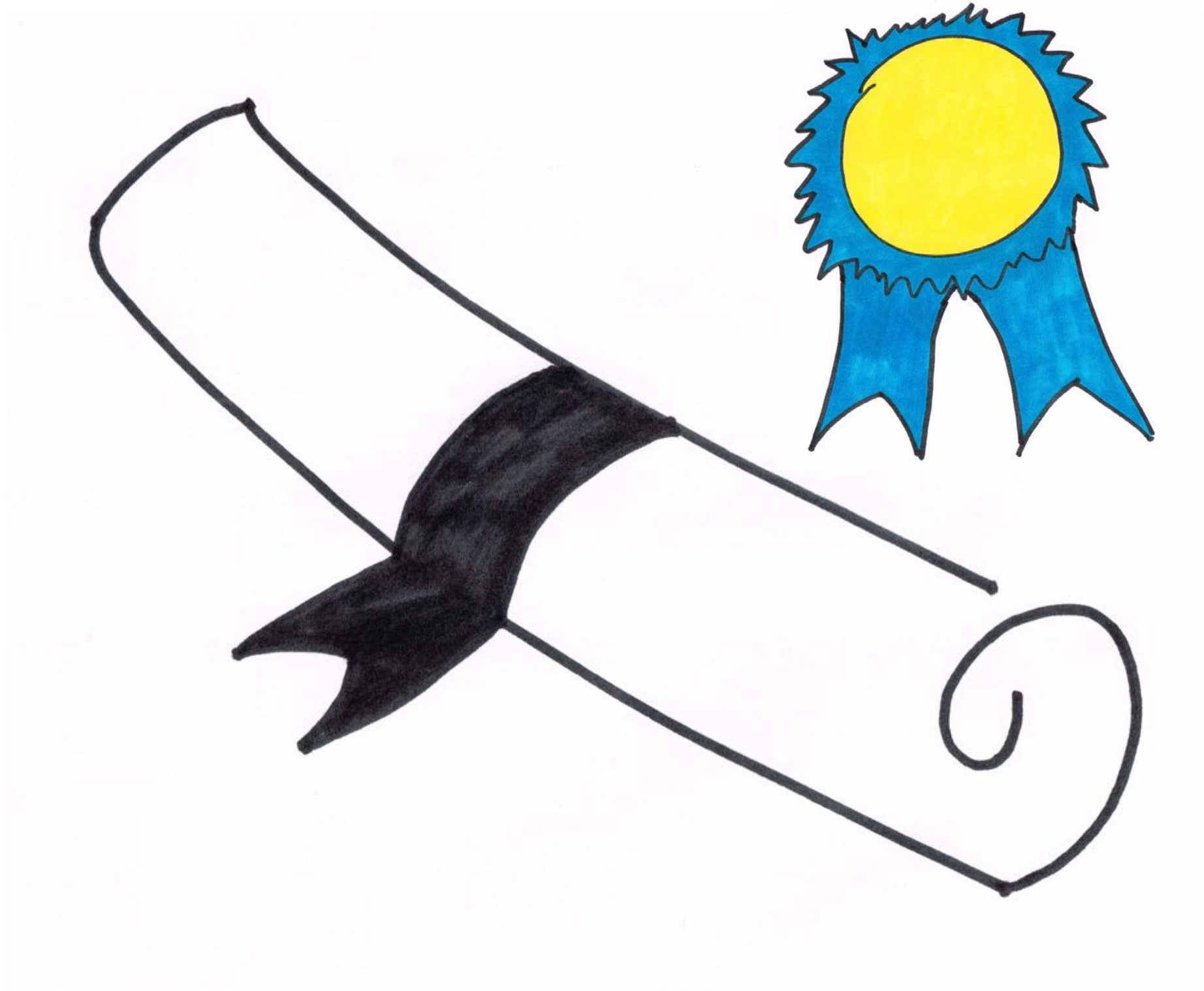




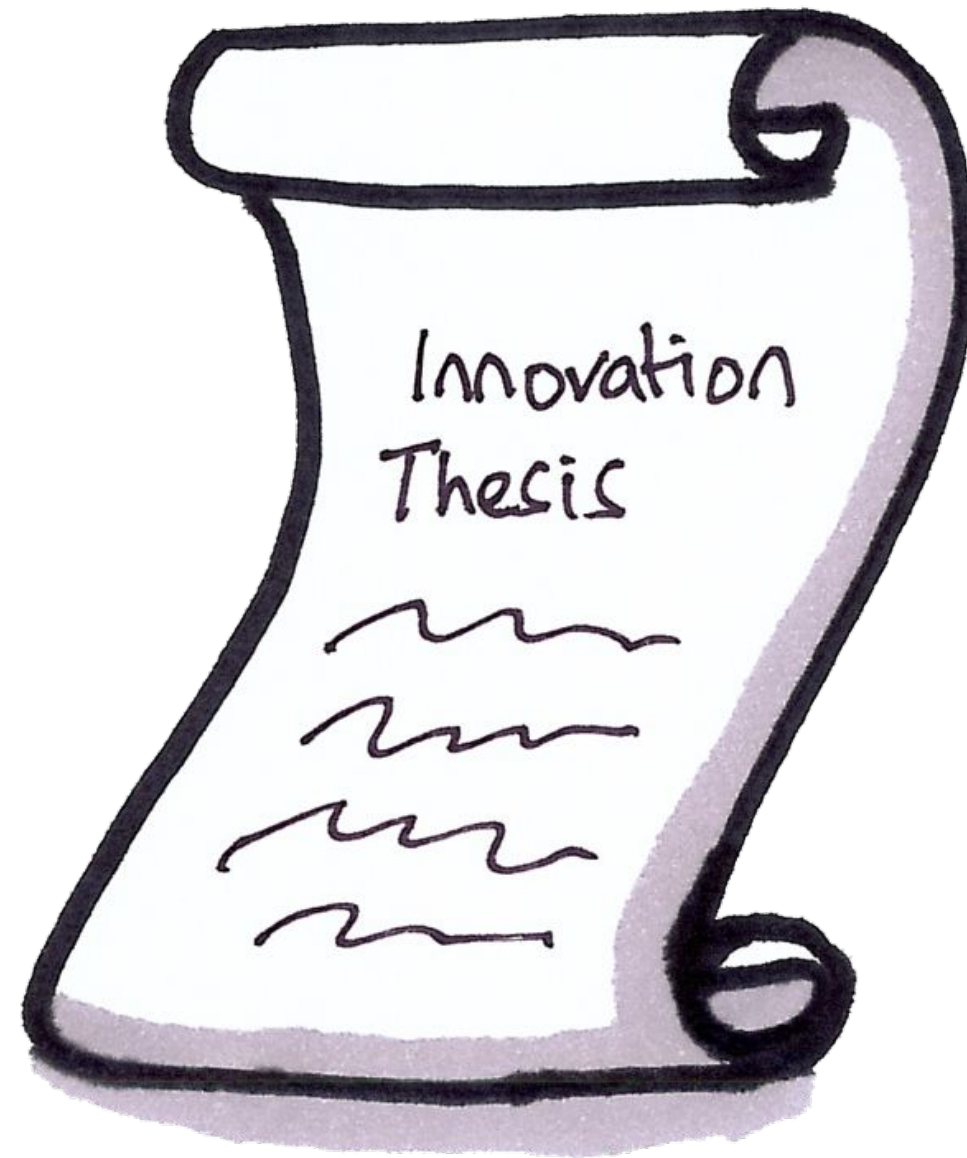














Activity Metrics

number of products by type of innovation
(core, adjacent, transformational)

number of products per innovation stage

% of products aligned to innovation thesis

number of patent filings

startup partnerships

academic collaborations

number of products built using lean

Number of employees trained

Number of investment boards

Number of innovation coaches

Number of innovation events



Impact Metrics

innovation contribution

cost savings

innovation conversion

new product market share

new segment market share

increased shelf space

increased share of wallet

increased distribution footprint

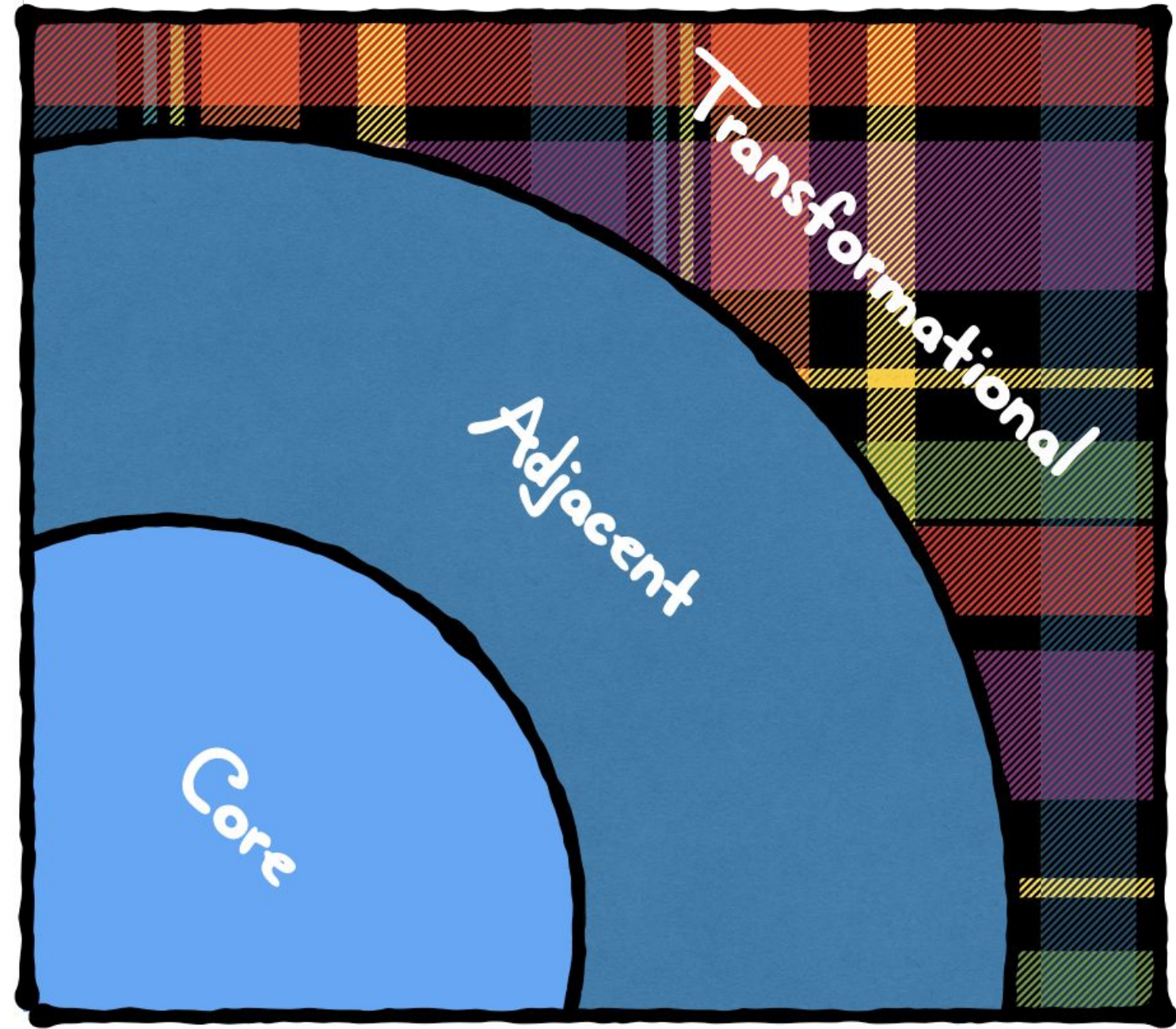
number of patents granted

new business models taken to scale

customer satisfaction
(net promoter score, usability testing)

Markets

Existing Adjacent New

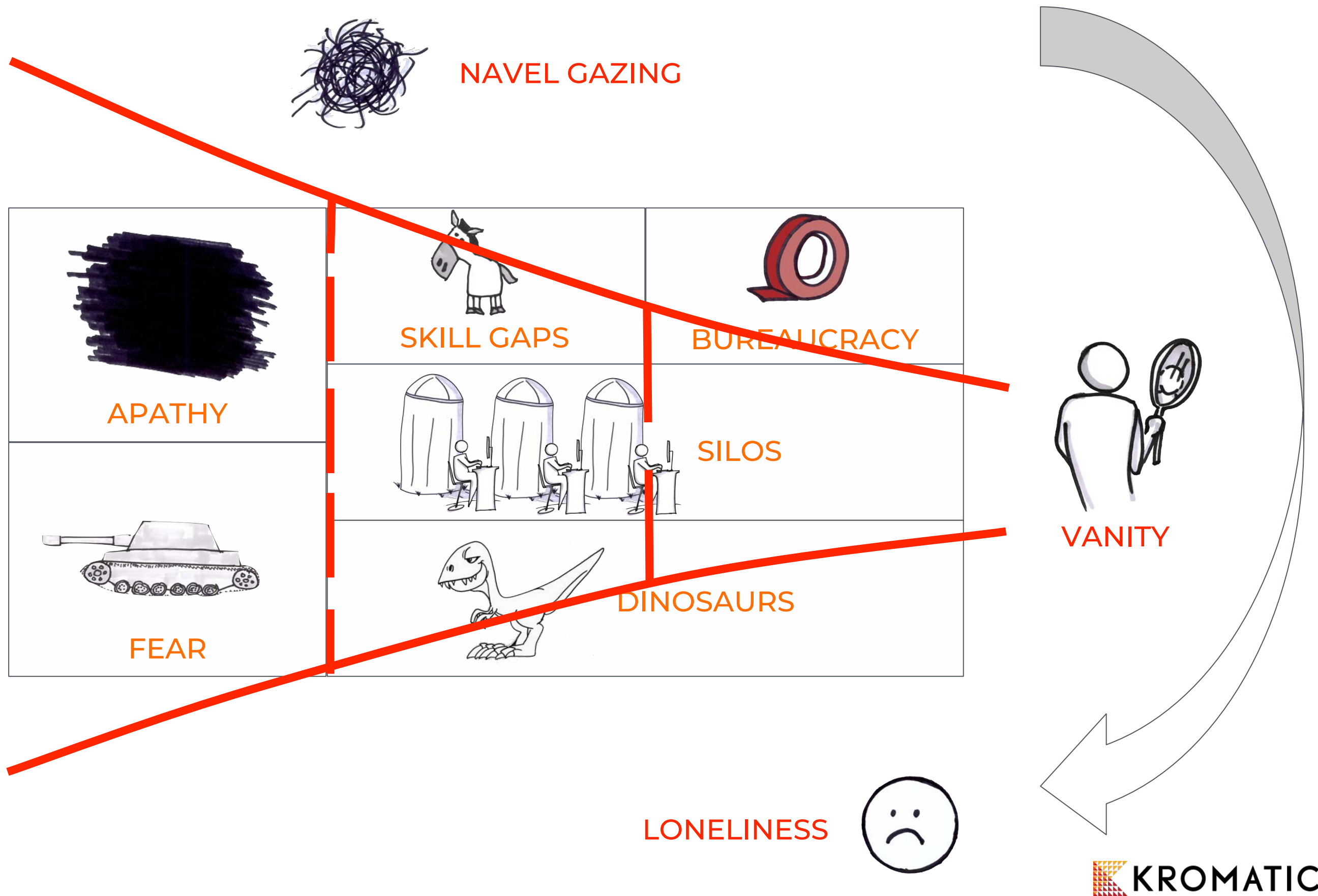


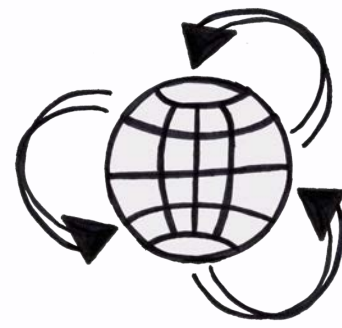
Existing

Incremental

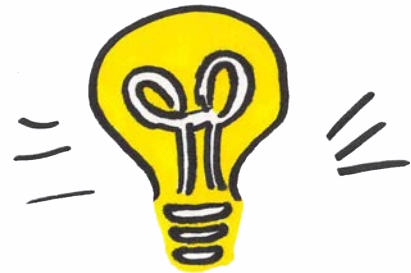
New

Products





PERSPECTIVE



INSPIRATION



SKILLS



EFFICIENCY



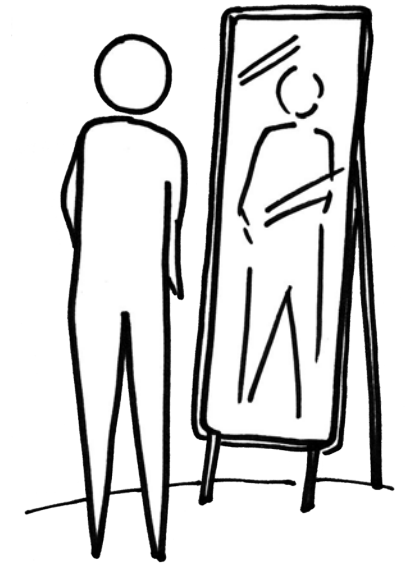
DIPLOMATS



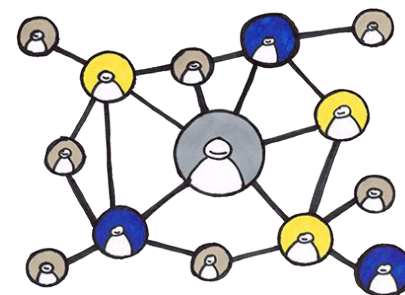
SANDBOX



AIR SUPPORT



REFLECTION



NETWORK



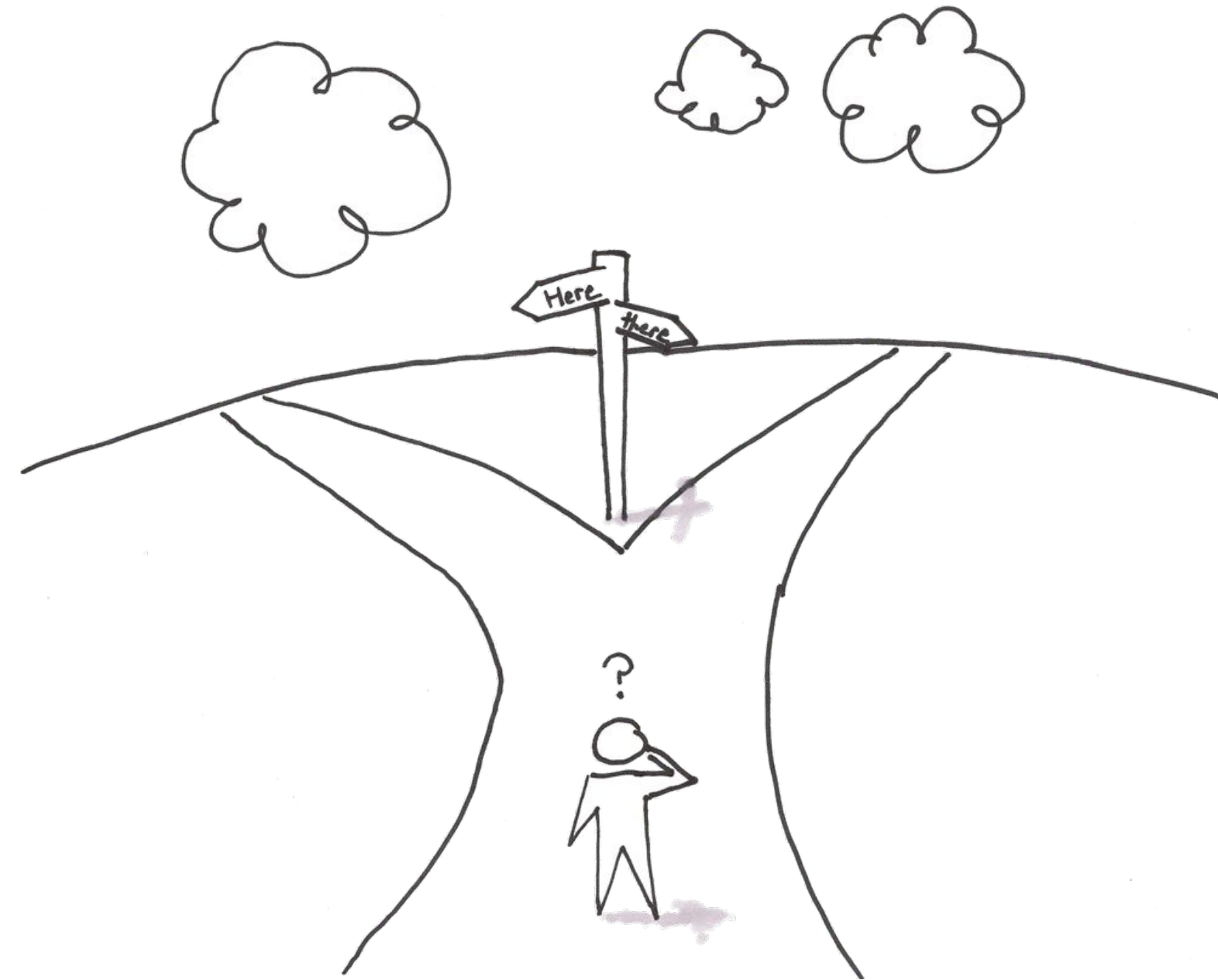


Lessons Learned

1. Defining your ecosystem changes your obstacles
2. Ecosystems can be measured
3. Innovation is a funnel
4. Don't try to change everything at once
5. Run small experiments to have impact

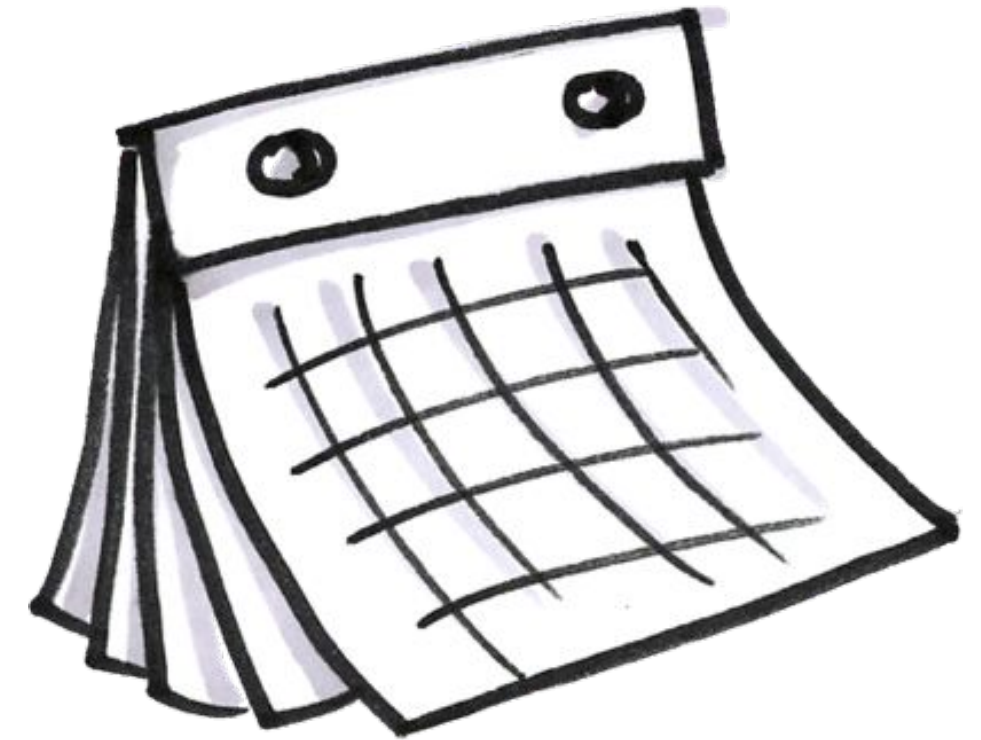
Next Steps

- Run the experiment
- Got results? Stuck?
Email me and I'll try to help:
Tristan@Kromatic.com



Next Events

- Innov8rs Paris
 - Apr 11-12, Paris
- Office Hours for Startups
 - Twice a week
 - <http://calendly.com/trikro/officehours>
- Customer Discovery Online Workshops
 - <http://www.kromatic.com/workshop>



THANK YOU



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Tristan Kromer







GrasshopperHerder.com



Additional Reading

The Corporate Startup

Tendayi Viki, Dan Toma, Esther Gomes

thecorporatestartupbook.com

The Toyota Way to Lean Leadership

Jeffrey K. Liker & Gary L. Convis

[See on Amazon.com](https://www.amazon.com)

Lean Enterprise

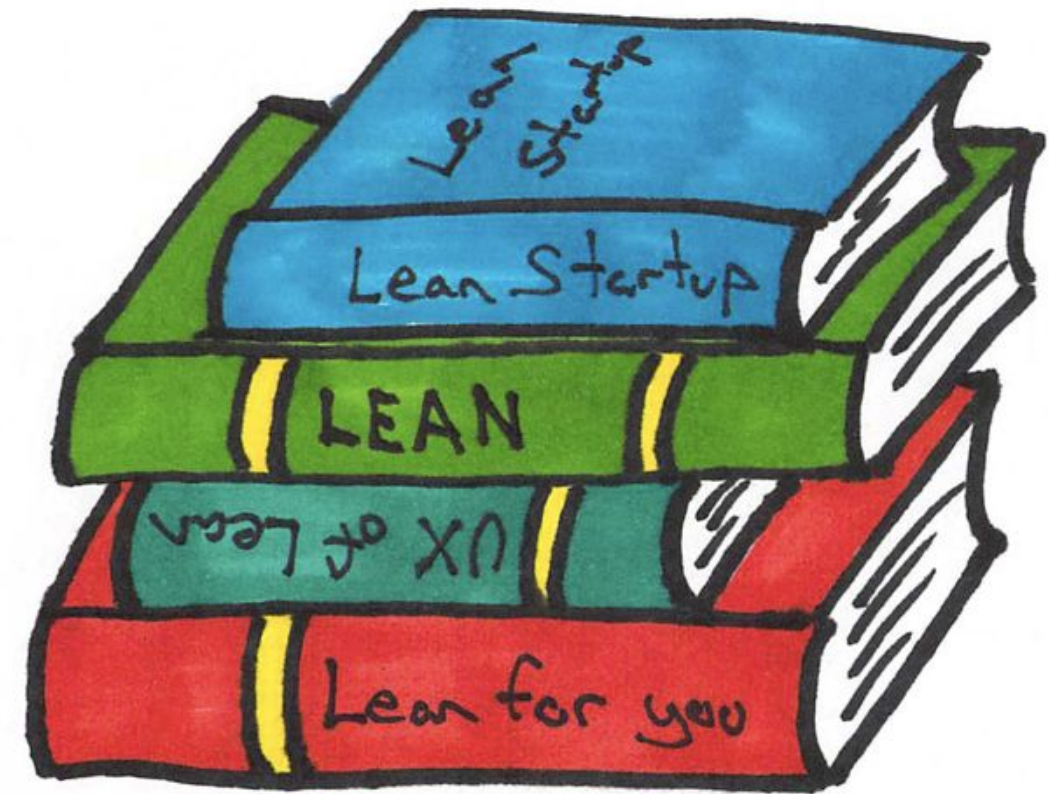
Barry O'Reilly, Jez Humble, & Joanne Molesky

[See on Amazon.com](https://www.amazon.com)

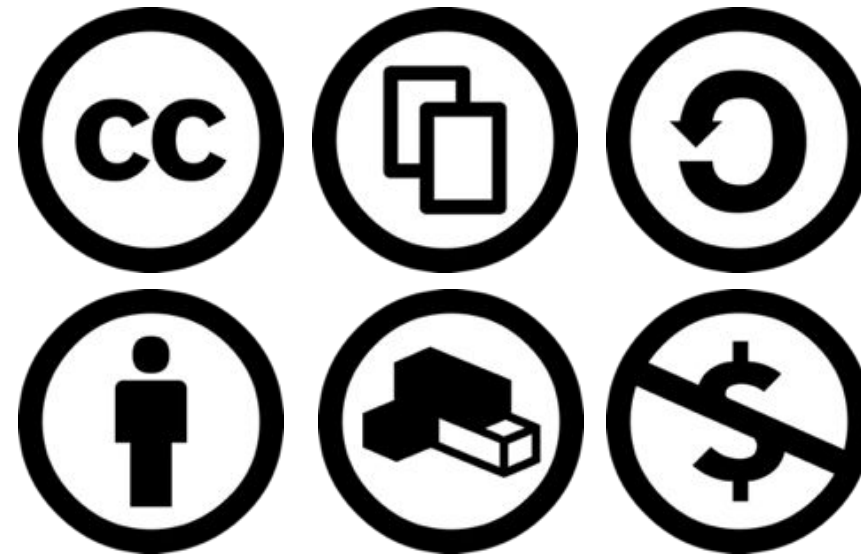
The Real Startup Book

by Tristan Kromer

RealStartupBook.com



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