GB 2 Earth

privacy sensitive innovation

Better Biz Me

find freedom forever

"This slide-deck is a historical document, and formed part of a submission to a major UK utility, via an intermediary organisation whose mission is to work with companies and corporations that recognise and self-define as finding true innovation and invention a challenge.

As such, it might not now represent in its entirety, either in tone or content, exactly what I would write today if starting from scratch.

But it is still, in my assessment, worthy of revisiting.

The issues it identified in innovation and invention – particularly where in the latter part of the presentation they touch upon tendering processes that eliminate, for those in charge of such processes, what, ultimately, could easily become "unknown *knowns"*, if only the knowledge bases that informed specifications and requirements were more collaborative and capable of drafting and redrafting unheard of solutions – have not gone away.

Why, therefore, worthy of being revisited."

Mil Williams, Presenter and Founder

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From knowledge retention to an innovation-friendly tendering process

How to retain ideas and people in your organisation

The problem the EIC Knowledge Retention brief defines

"Across industry, as skilled staff either take up other opportunities or retire, the knowledge and expertise they possess is effectively lost. Regardless of the role, this problem poses a growing risk to business, as it becomes increasingly common for staff to move between departments or leave to take up a position with another company.

When new members of staff are recruited by a business, knowledge is usually transferred through training, handovers, and shadowing, which typically require the input of experienced staff. Inevitably there are limitations in the quantity and quality of knowledge that can be effectively retained using these approaches."

We're have been working for three years now on the **challenges surrounding knowledge retention** *in companies and communities*.
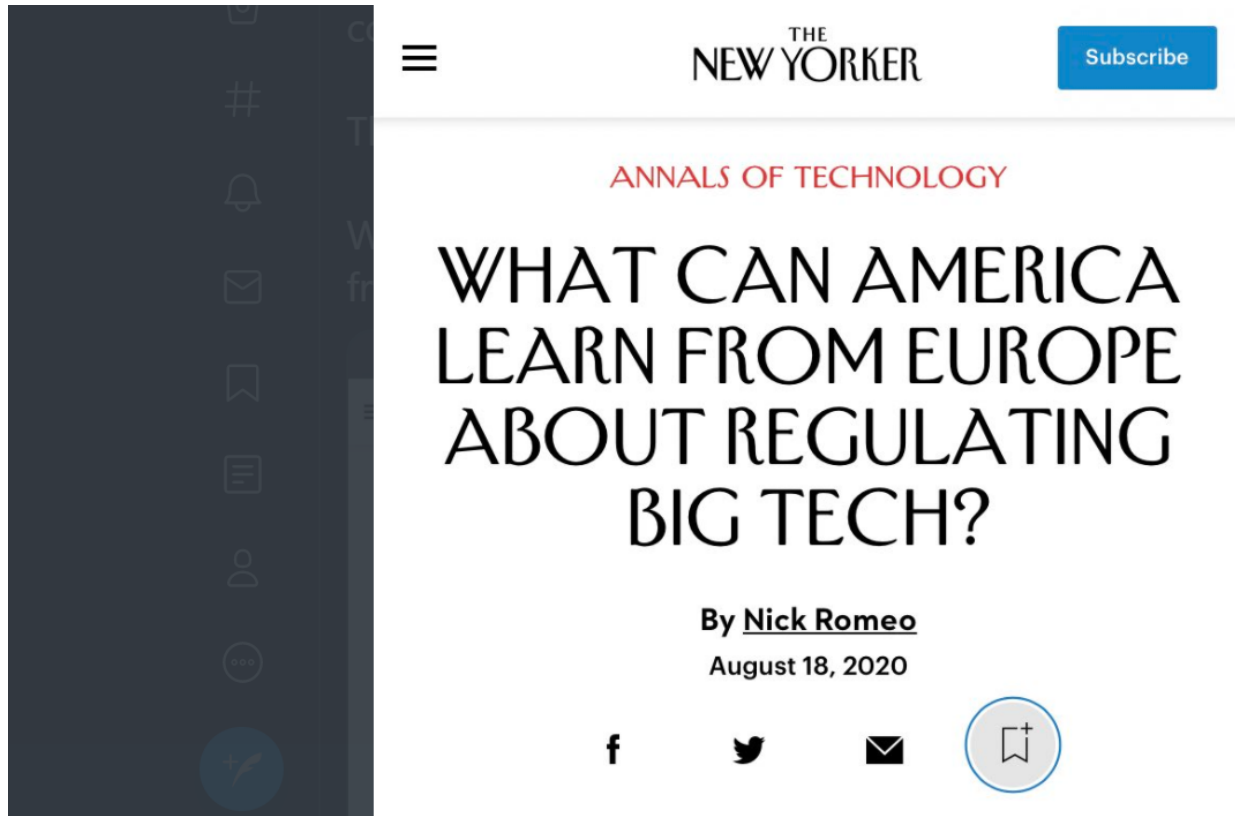
What Better Biz Me is doing in the fields of knowledge retention
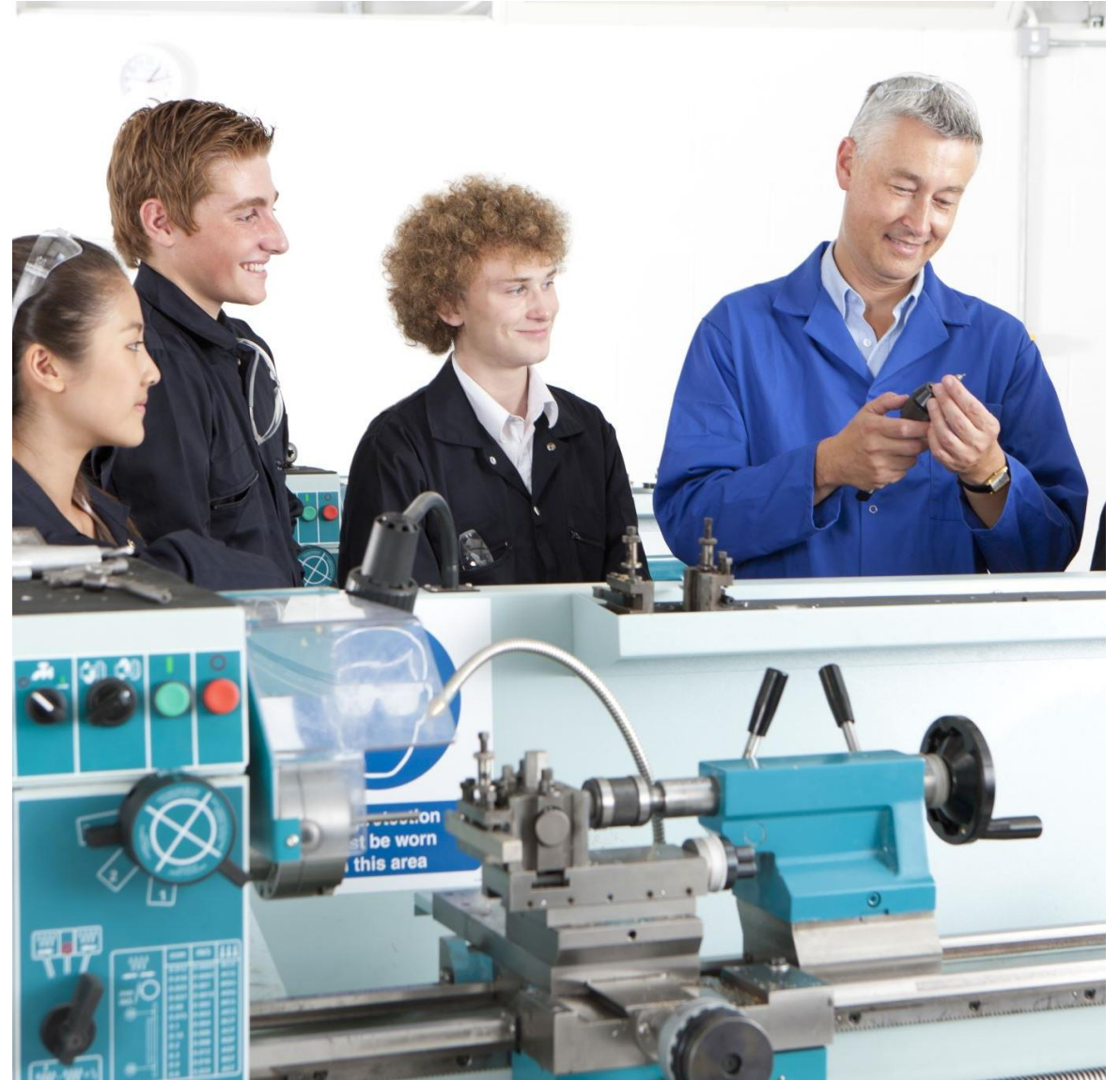
Our particular focus and idea

We're looking to create organisational brains. The objective of such brains would be to retain **company IP** – *the ideas an organisation pays for every day* – *as well as* **highly skilled people***: skilled, most importantly, in* **cultures and specific processes** *both*.

The importance of innovation-friendly processes

Europe has one tech company in the world top 30. Britain has none.

The importance of innovation-friendly processes

The US, meanwhile, has eighteen corporations in the world's top 30 tech organisations.

We suggest that their people are not brighter. We presuppose the environment must be.

It's more challenging to change people than environments.

Why NOT consider changing the environment then?

Global *Internet* Market Capitalization Leaders =
USA Stable @ 18 of 30…China Stable @ 7 of 30

Rank 2019	Company	Region	Market Cap Value ($B) 6/7/19	6/7/16	% Change
1	Microsoft	USA	$1,007B	$410B	+146%
2	Amazon	USA	888	343	+159%
3	Apple	USA	875	540	+62%
4	Alphabet	USA	741	497	+49%
5	Facebook	USA	495	340	+46%
6	Alibaba	China	402	195	+106%
7	Tencent	China	398	206	+93%
8	Netflix	USA	158	43	+266%
9	Adobe	USA	136	50	+174%
10	PayPal	USA	134	46	+190%
11	Salesforce	USA	125	56	+123%
12	Booking.com	USA	77	67	+15%
13	Uber	USA	75	--	--
14	Recruit Holdings	Japan	52	20	+167%
15	ServiceNow	USA	51	12	+316%
16	Workday	USA	48	16	+197%
17	Meituan Dianping	China	44	--	--
18	JD.com	China	39	32	+22%
19	Baidu	China	38	60	(36%)
20	Activision Blizzard	USA	35	28	+25%
21	Shopify	Canada	34	2	+1,297%
22	NetEase	China	33	23	+44%
23	eBay	USA	33	28	+19%
24	Atlassian	Australia	32	5	+509%
25	MercadoLibre	Argentina	30	6	+388%
26	Twitter	USA	29	11	+173%
27	Square	USA	29	3	+808%
28	Electronic Arts	USA	29	23	+25%
29	Xiaomi	China	28	--	--
30	Spotify	Sweden	25	--	--
	Total		$6,119	$3,064	

BOND Internet Trends 2019

USA stable at 18 of 30 refers to the fact that 19 USA companies were in the top 30 using same parameters in 2018. China in 2018 = 8 of 30. Source: CapitalIQ data collected 6/7/19. Note: % change only applies to companies that were publicly traded on 6/7/16, private valuations not taken into account. Reflects a global list of publicly traded companies, some companies (e.g., Meituan Dianping) derive the majority of their revenue from one country. Companies selected are considered to be 'pureplay' internet companies that do not derive a significant portion of revenues / profits from other business lines. Example companies that would be included otherwise = Reliance Industries (Refining), AT&T (Telecom), & Naspers (Television)

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What we propose re the problem EIC poses:

Stage 1 – a robust colleague-knowledge capture and transfer mobile platform

1. Use three well-understood, robust, and mission critical-friendly technologies – natural language processing (NLP), recommendation systems, and page indexing (better known as search) – to capture, retain, and allow the resilient transfer of colleague knowledge: that high-level domain expertise which forms part of every EIC partner organisation's corporate intellectual property (IP) and value-adds.

(11-month development roadmap, from co-design, coding, integration with existing systems to fully functional minimum viable product (MVP))

What we propose re the problem EIC poses:
Stage 2 – a robust colleague-knowledge capture and transfer wearable

2. Take us to either a parallel or a consecutive wearable development roadmap. Whilst Stage 1 should deliver the software needed to capture, retain and transfer colleague knowledge, and proposes the use of devices existent to the EIC partner organisations, Stage 2 suggests that simple wearable devices which start by operating with the Stage 1 software, and then begin to incorporate in a co-designed dynamic other functionality as and when judged appropriate, would be designed, produced, distributed, and used.

(18-month development roadmap, from co-design, manufacture, and integration with existing software and other systems to fully functional minimum viable product (MVP))

What we propose re the problem EIC poses:
Stage 3 – a new and robust innovation-friendly tendering process

3. Begin to shape a new innovation-friendly environment, which – as per the one mentioned earlier has been commonly enjoyed in the US – would support the delivery of true innovatory thought, reliably predictable generation of unpredictable ideas and their capture, and most importantly a consistently efficient implementation.

(36-month conceptual development roadmap, from scoping, co-design, definition and re-design to implementing the new innovation-friendly tendering process)

Conclusion

Better Biz Me Ltd's final goal is to:

- make it easy for policy- and decision-makers at all levels **to *feel comfortable taking mission-critical decisions on the basis of other people's specialisms***;

- in order to achieve this, we suggest that three givens must be delivered:

  - colleague knowledge needs to be robustly captured, retained, and transferred cost-effectively in the first instance by using existing resources wherever possible (eg mobile phones and tablets the partner organisations already possess);

  - where an appetite to continue the proposed roadmap is then demonstrated, a complete solution of software and wearable should be contemplated;

  - the ultimate objective of all the above being to create a truly innovation-friendly tendering process, in order that the conditions which deliver quantum leaps in innovation in other parts of the world begin to arise here in the UK to allow our own workforces to become just as creative, inclusive, and efficient in their innovation generation and implementation.

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Q&A

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