# About Co-Innovate
# for Business

**co·innovate**
Connections for product & service innovation

# Co-Innovate Journeys

Co-Innovate is founded on the principles of open, collaborative innovation. Distinct from a conventional 'closed' new product development 'funnel', this model opens up numerous possibilities and benefits from work and ideas being transferred in or out of the overall process at any point. Within this overall model shown below, we identify five main elements of the activities Co-Innovate provides.

## 1  Ideas Challenges and Opportunities

Co-Innovate facilitates a pipeline of potential points of engagement based on ideas, challenges and opportunities. These can come from: companies, organisations and networks in the London region with an active interest in NPD, specific NDP needs and companies, such as suppliers, who have interests in being part of the concept-to-delivery process.
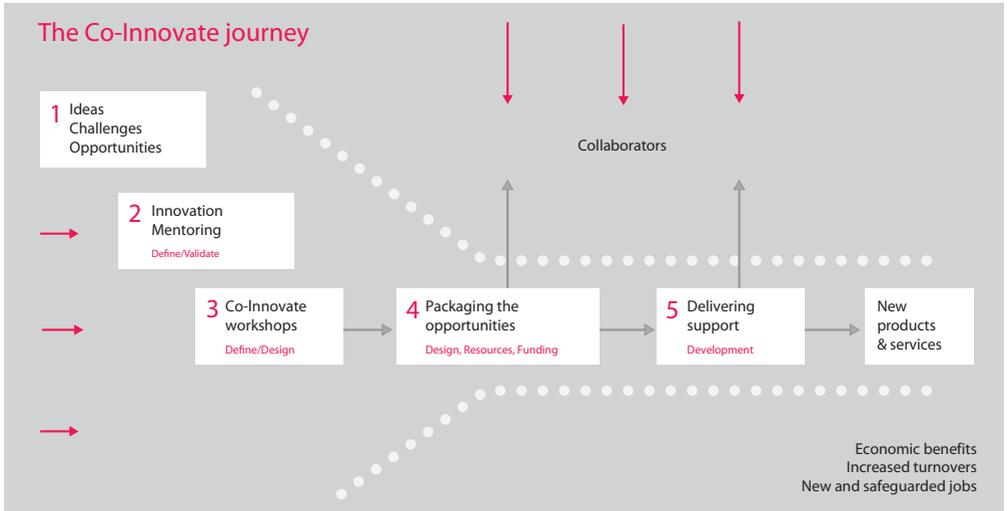
## 2  Innovation Mentoring

A compelling feature of Co-Innovate is the free* diagnostic and mentoring support the project will provide to participating companies. Our research has shown that SMEs in particular often face many barriers to developing effective innovation. For example lack of strategic management time, bureaucracy associated with applying for funding and support, or lack of specific NDP experience. their collaboration with the project.
This continuous point of contact will ensure that the project delivers the business need.

Two Co-Innovate Directors, with extensive business and NPD experience, will conduct initial diagnostics and provide an on-going relationship with the participating businesses throughout.

## 3  Co-Innovate Workshops

Over the two year project period a series of Co-Innovate workshops will be held bringing together Brunel researchers and sector experts in business opportunity or challenge areas, for example within the food, transport and logistics, IT, energy or manufacturing sectors. These are all fields where Brunel is conducting, often multi-million pound, research projects. The workshops are planned to generate more specific ideas and opportunities which can subsequently be transformed into further Co-Innovation projects with direct benefits for collaborators.

A series of workshop topics has been identified and Co-Innovate is keen to hear from businesses and organisations who have interests in these fields or others and are interested in developing the scoping of future workshop events.

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## The Co-Innovate journey



1 Ideas
Challenges
Opportunities

2 Innovation
Mentoring
Define/Validate

3 Co-Innovate
workshops
Define/Design

4 Packaging the
opportunities
Design, Resources, Funding

5 Delivering
support
Development

New
products
& services

Collaborators

Economic benefits
Increased turnovers
New and safeguarded jobs

### 4  Packaging Co-Innovate Opportunities

Working with participating companies, the
Innovation Directors will develop proposals for
collaborative new product and service
development, harnessing the considerable
resources available within the University and its
networks.

Bespoke support for SMEs can include:

- Ongoing innovation, commercialisation and
  NPD mentoring
- Development of funding bids linked to NPD,
  eg with Knowledge Transfer Partnerships
- Crowd-sourcing project inputs with
  research experts and students
- Prototyping and testing for NPD
- Support for engaging placement students or
  graduates.

### 5  Delivering support

Key to the success of Co-Innovate is the
achievement of tangible NPD results in the form
of new products, services and economic uplift,
new and safeguarded employment resulting from
this activity. Therefore Co-Innovate has an
on-going interest in delivering the identified
development packages. Co-Innovate will make
use of the considerable range of University and
network opportunities to both deliver and
publicise practical outcomes from all our
activities.

## Co-Innovate Workshops

Over the two year project period a series of Co-Innovate workshops are being held bringing together Brunel researchers and sector experts in business opportunity or challenge areas, for example within the food, transport and logistics, IT, energy or manufacturing sectors. The ongoing programme will cover innovation issues, branding and skills.
For further details please visit: www.designplus.org.uk/events

Contact us if you'd like to find out more
– we'd love to hear from you.

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**Brunel**
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