

# Elk Coast Institute 2015 advisory workshop retreat

## Group 2 Notes (Mindful Innovation)

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*“...be innovative about innovating”*

### **Background:**

In the context of our gathering and setting the direction and framework for the institute, “mindful innovation” follows the premise that solutions are proposed and developed from an evaluation of societal needs and an assessment of the impact of proposed innovations on our relationship to the planet as both individuals and as a species.

Group 2 gathered to discuss the role of mindful technical innovation at ECI and how to develop a framework around innovation that fosters multi-disciplinary, multi-generational collaboration towards the development of open-sourced technical solutions to address the most pressing challenges of the Human-Earth System. In particular, we explored how to facilitate innovation and the design of technologies within a framework of mindfulness, innovation inspired by nature, and how the institute itself can be organized to ensure successful deployment and scale-up of the technologies and related businesses.

### **Participants**

Peter Eisenberger, Matt Atwood, Ben Bronfman, Bobbi Dunphy, Josiah Raison Cain, David Hodgson.

### **Overview**

The group explored concepts around how to innovate around innovation within the context of inspired mindfulness, and putting young innovators together with Senior / experienced innovators & business people. We discussed the value and challenges of open-source technology development, and ways that ECI can be structured in order to assist with hosting innovation gatherings, IP development, technology scale-up and demonstration. We further explored how the institute can be organized to help facilitate businesses that spin out of the work of the institute, and how to ensure success.

The concept we discussed revolved around bringing together young innovators with senior mentors that can help organize the new concepts / technologies that are

developed. Institute provides some structure and framework around how to support the new ideas moving forward.

#### Proposed Steps:

1. ECI Hosts Innovation Summit
  - Invites a group of young innovators & experts together in Elk to discuss the challenge.
  - Sr. experts help young innovators think through problems & develop solutions in an inspirational and mindful environment
2. ECI Facilitates IP / Open Source Development of the Solution
  - Institute to provide some legal support / IP development
  - Need definition around how IP structure works
3. Fundraising: ECI helps fundraise for initial demonstration / development of business plan, etc.
  - Sr. Mentors to steward the transition from conceptual to commercial
4. Ongoing Support / Mentorship from ECI
  - ECI to provide ongoing systems & infrastructure support to develop the technology / business, etc.
  - Some portion of IP licensing rights flow back to ECI to help fund the institute's goals / future innovation efforts.

### Open Questions / Future Discussion Points

- Open source IP Framework: how does the IP strategy reflect mindful innovation, and integrate with the business plan of ECI?
- If the plan is to provide open source IP, how to fund the demonstration phase? What is the value proposition for the investors in the demonstration phase / first commercialization risk?
- Who are our natural allies?
  - They may be ideal funders/partners for getting past the demonstration phase.

### Next Steps

- Prototyping a model – run the IP framework through some business plan scenarios and work out a strategy & economics.
- Host the first innovation summit on metacognitive innovation – innovation on how to innovate.

### Potential Topics

1. Desalination
2. Batteries
3. Water (treatment vs. drinking)
4. Agriculture / Food Technology / Sustainable Ag. Solutions
5. Metacognitive innovation / reference frames – innovation on how to innovate

6. Healthcare something?

## Raw Notes

### Day 1

- demonstrate the idea / sell the idea
- insurance co-funders
- questions around market adoption
- Sr. people to help start the projects
- Emerging transition phase / mechanism to advance the notion
- Mentorship of the inventors
- What about a foundational portion that funds the development of institute technologies backed by billionaires but delivered/managed by the institute founders?
- Virgin prize / ASU setting up ecosystem of the invention

1. Market the idea
  - a. Identify potential buzz that its good idea
2. Senior people help organize it
3. Ambiguity

What is the plan to success?

Who are the natural first people to talk to?

What is the structure of the IP that enables both rapid and distributed development?

Concept to Discuss: Future & Present analysis together.

- i.e., Graciela's black swan outliers
- only short term motivation needs to change

ID the people that you can say that what we do will impact them re: anthropocene box

Q – how does the IP structure deal with innovation & mindfulness?

- how does this impact the value proposition for the business?

Prototyping: build a model based on a license structure and model what it looks like

- i.e., pick a technology and run it through the model, etc.

Proposed Steps:

1. Design & Systems Analysis of a Problem @ ECI
  - a. Sr. experts help young innovators thing through problems & develop solutions in an inspirational and mindful environment
2. ECI Facilitates IP / Open Source Development of the Solution
  - a. Institute to provide some legal support / IP development

- b. Need definition around how IP structure works
- 3. Fundraising: ECI helps fundraise for initial demonstration / development of business plan, etc.
  - a. Sr. Mentors to steward the transition from conceptual to commercial
- 4. Some ongoing systems infrastructure support from ECI

Question: How to fund the demonstration phase?

Potential Topics:

- 7. Desalination
- 8. Batteries
- 9. Water (treatment vs. drinking)
- 10. Agriculture / Food Technology / Sustainable Ag. Solutions
- 11. Metacognitive innovation / reference frames – innovation on how to innovate
- 12. Healthcare something?

## Day 2

Group Questions:

How does the IP structure reflect innovation & mindfulness?

How to fund the demonstration phase?

- Potentially some awkwardness in getting money to market due to open source / open competition framework.

What does the path to success look like?

- Who are our natural first allies to help demonstrate the concept?
- Conversation around those that recognize that what we do may impact them. i.e., - insurance companies.

Discussed Concept:

Bringing together young innovators with senior mentors that can help organize the new concepts / technologies that are developed. Institute provides some structure and framework around how to support the new ideas.

- 1. Design & Systems Analysis // Framework
- 2. Facilitate IP Development / Open Source
- 3. Systems Infrastructure Support / Mentorship

Systems Innovation Framework

- Combinatorial approach
- Communication infrastructure innovation
- What would we develop / innovate in re: ways to innovate?
- What makes the Anthropocene basis of knowledge fundamentally different re: innovation opportunities?
- What are the toolsets required / useful to innovate in mindful innovation?

- What can we develop/re-imagine in how innovation occurs – what are the topic areas?
  - Design / Analysis / Systems
  - Communication
  - Creativity / Artistry
  - Development & Modeling
  - Organization & Execution
  - How does mindfulness & knowledge evolve in the anthropocene?