



Innovation Hub | Florida State University

Presentation by Ken Baldauf
Innovation Hub Director

A black and white close-up portrait of Elon Musk. He is looking slightly to his right with a neutral expression. He has short dark hair and is wearing a dark suit jacket over a white shirt and tie.

GOT INNOVATION?

Elon Musk: Tesla, SpaceX, SolarCity, Boring Company, PayPal – worth \$15 billion

Corporate Innovation Centers

A winning strategy for many Fortune 500 companies



Corporate Innovation Centers Are Taking Over the World

“We live in an era of digital Darwinism, a time when technology and society continually evolve. The reality is that innovation is now a constant, and the net result sets the stage for disruption.”

[Corporate Innovation Centers Are Taking Over the World](#), **Brian Solis**, Principal Analyst at Altimeter

Google



ORACLE®



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456 Corporate Innovation Centers Worldwide

Oct 2016 – up 51 percent from July 2015, here's where they are building the latest...

North and South America



Western Europe



Asia



Australia



Legend

No. of Centers	1	2	3	4	5	6	7
	●	●	●	●	●	●	●

*Maps not to scale



Dig Deeper: [Peek Inside 7 of The Banking World's Coolest Innovation Labs](#)

Innovate or Implode

Addressing
Complex
Challenges

Maintaining
Competitive
Advantage

Incorporating
New
Technologies

Meeting
Customer
Demand



Benefits

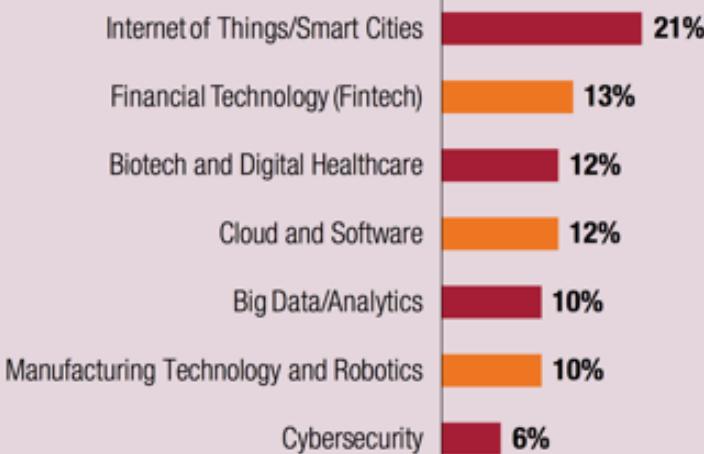
Innovation centers offer a range of benefits. They:

- Accelerate the speed of innovation
- Provide a fresh source of ideas
- Enhance risk-taking ability
- Attract talent
- Drive employee engagement
- Build a culture of innovation.

Innovate or Implode

Tech Driven

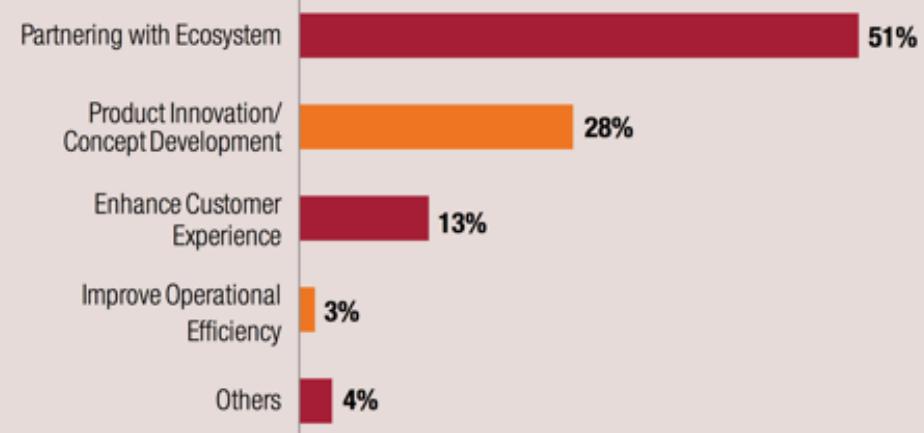
Key Focus Areas of New Innovation Centers



Note: The percentages may not add up to 100% since the innovation centers may have multiple focus areas.

Partnering with Startups

Key Objectives of New Innovation Centers



Note: The percentages may not add up to 100% since the innovation centers may have multiple objectives; N= 67

University Innovation Centers

Preparing students for the innovation-driven workplace

02.25.15

The Next Hot Trend On Campus: Creating Innovation

Innovation centers are transforming higher education campuses and powering the future of learning.



1/9 Colleges and universities are embracing "learning by creating," by creating innovation centers, like this one at TCU.

As tomorrow's global citizens enter higher education with words like "make," "hack," and "prototype" embedded in their vocabulary, they are fueling a powerful movement toward "learning by creating."

11



Innovation Colab @ Duke



[Home](#) > Facilities

Facilities



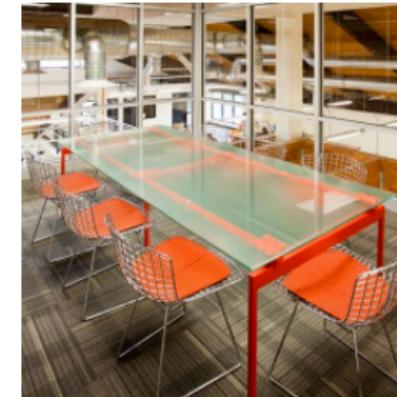
[Idea Forge Commons](#)



[Project-based Learning Studio](#)



[MESAB Teleconference Room](#)



[Northrop Grumman Think Tank](#)



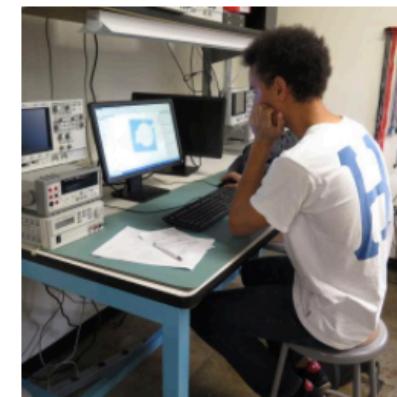
[Machine Shop](#)



[Welding Shop](#)



[Makerspace](#)



[Sheppard Electronics Shop](#)

Makers. Creators.
Collaborative Innovators

INTEGRATIVE DESIGN, ARTS AND TECHNOLOGY

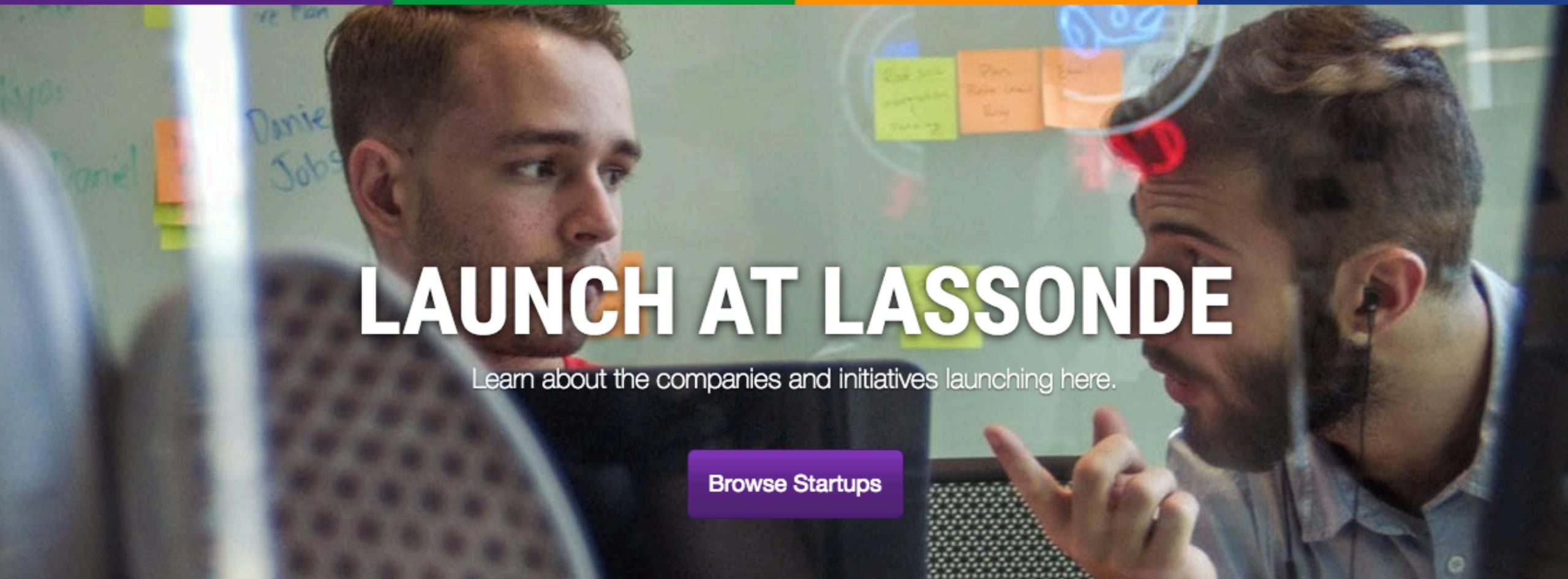
Carnegie Mellon



Related Links

[Calendar](#)

UIC INNOVATION CENTER SPARKS ACADEMIC-BUSINESS PARTNERSHIPS



LAUNCH AT LASSONDE

Learn about the companies and initiatives launching here.

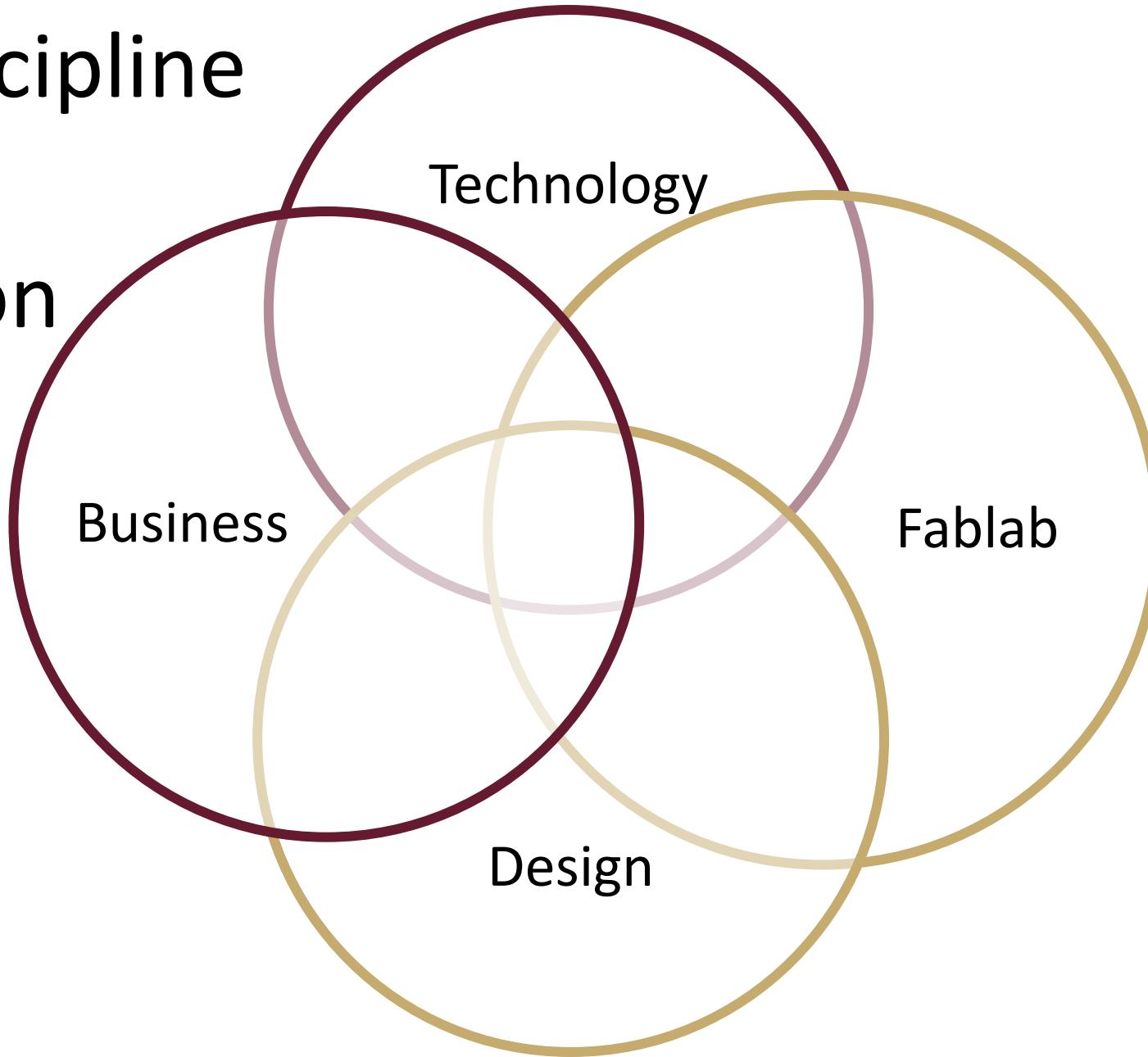
[Browse Startups](#)

Innovation Center @ FSU

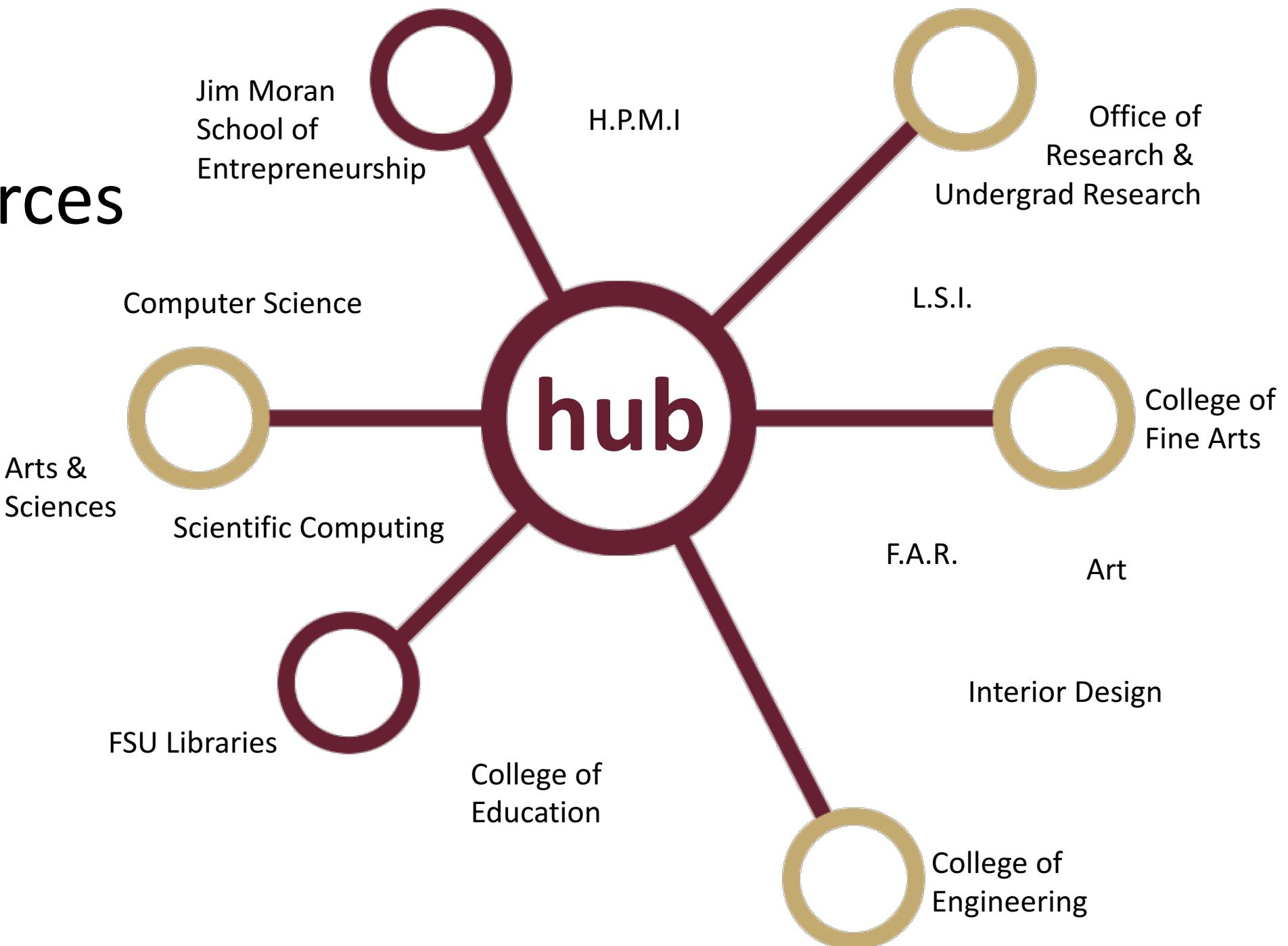
Planning

The long and winding road

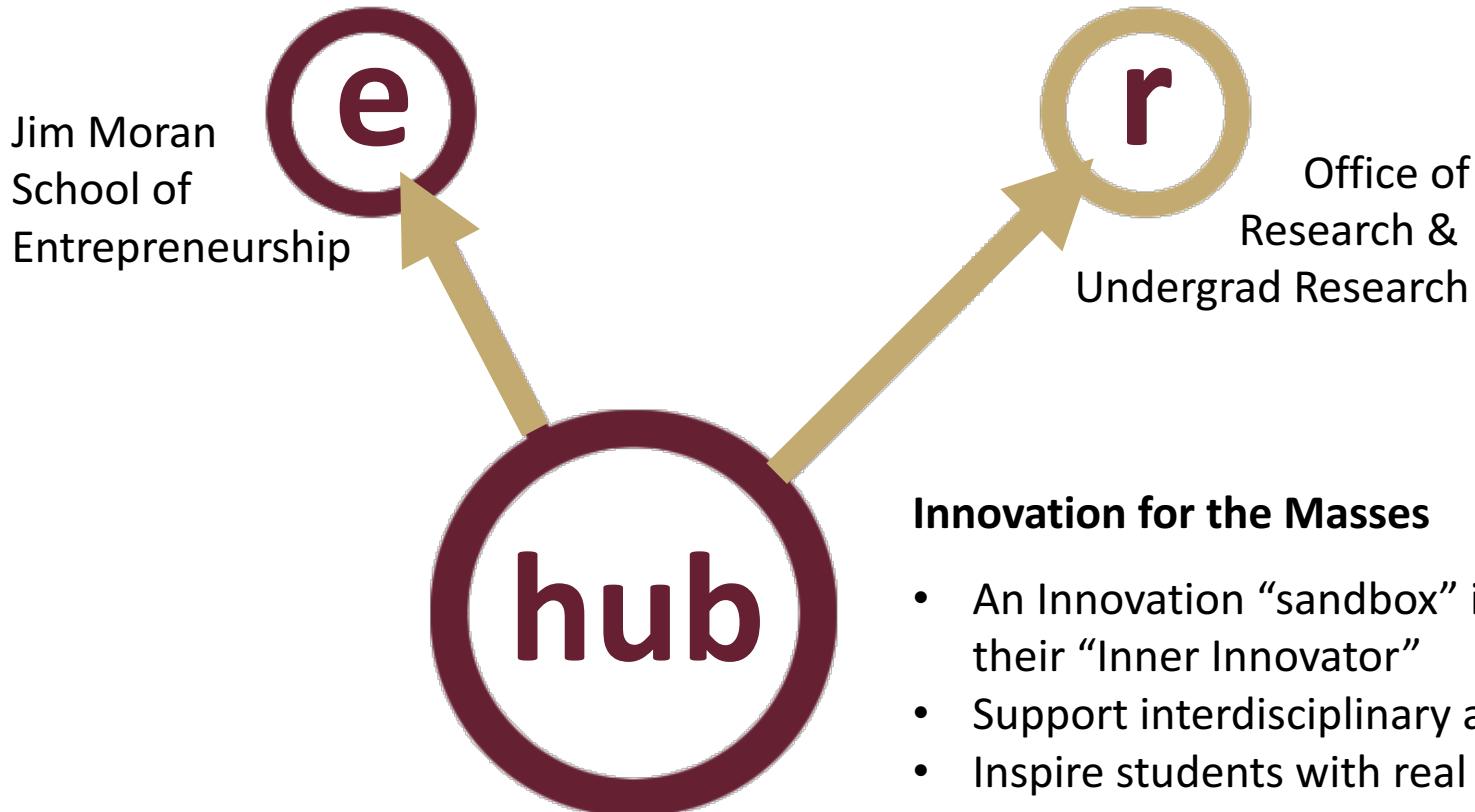
Cross-discipline Tools for Innovation



FSU Resources



An Innovation Pipeline



Innovation for the Masses

- An Innovation “sandbox” in which ALL students can discover their “Inner Innovator”
- Support interdisciplinary and collaborative work
- Inspire students with real world challenges
- Expose students to new technologies
- Instruct students in “Innovation Frameworks”
- Undergrad Focus



Design Thinking

Human-centered design

Inclusive, Empathetic Collaborative Problem-solving

Dig Deeper:

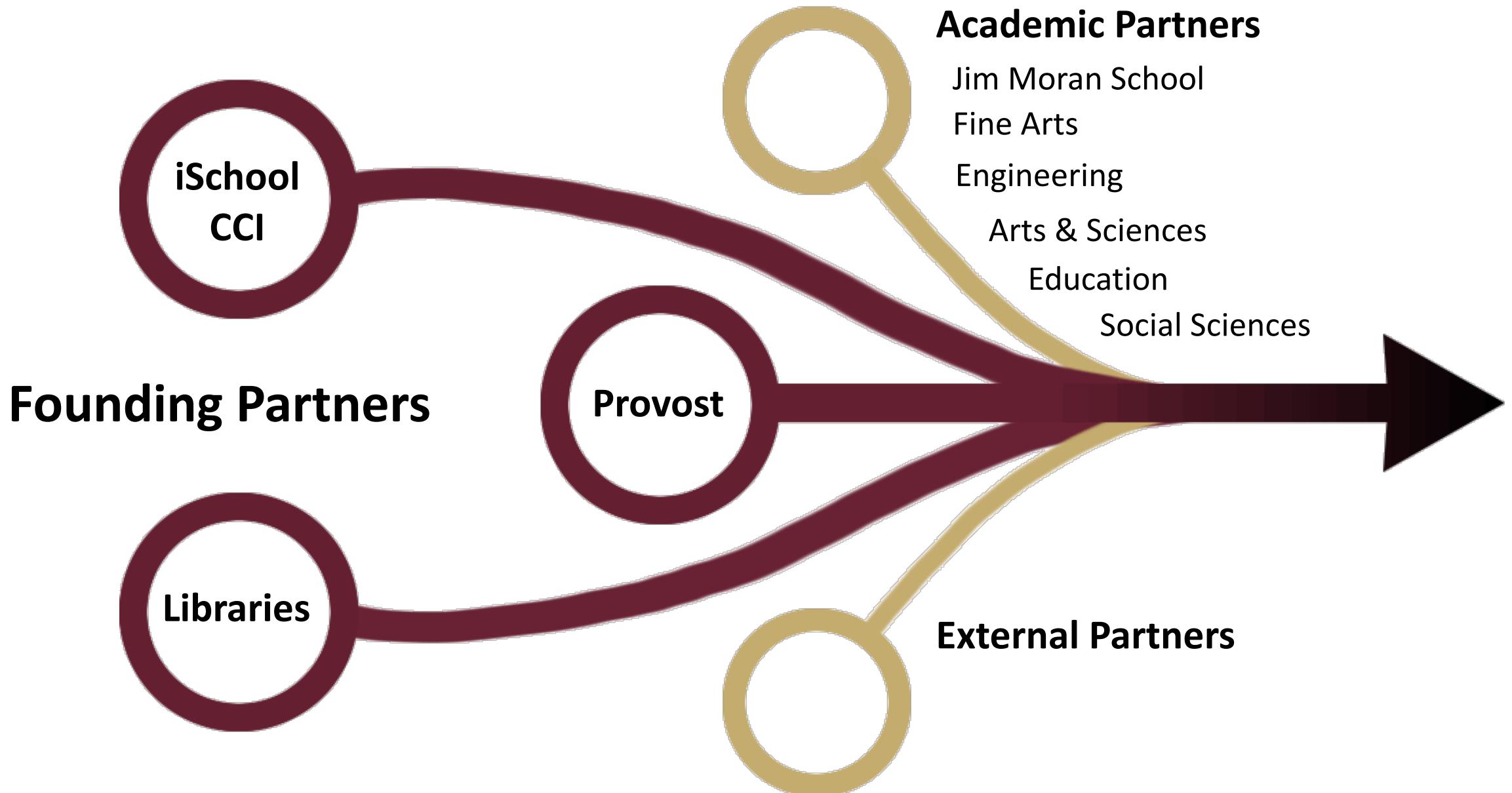
<https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process>

<http://www.ideou.com/pages/design-thinking>

<https://dschool.stanford.edu/resources-collections/a-virtual-crash-course-in-design-thinking>

<https://www.ibm.com/design/thinking/>

An Interdisciplinary Hub



Key Ingredients

- Innovation Hub provides:
 - Access to new technologies
 - Innovation frameworks: design thinking
 - Space, staff and support
- Partners (internal and external) provide:
 - Subject-area expertise
 - Transdisciplinary collaboration
 - Design challenges
- Student driven



www.innovation.fsu.edu

Thank you!

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