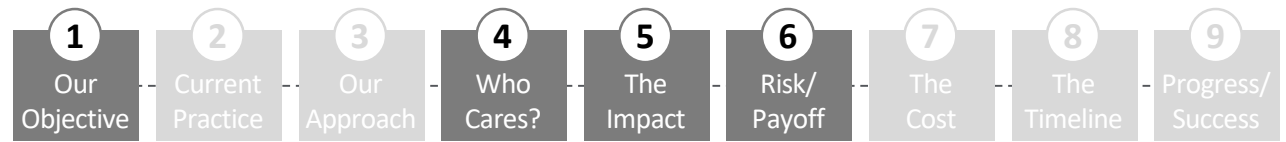# Creative Innovation: Happy, Healthy, Wealthy, or Wise?

Marc Boulet, Minkwon Lee, Michael Migliacio,
Ricardo Stamato, Lisa Walkosz-Migliacio, Catherine Yin

INNOVATION is more than pure creativity or new technologies. It's about **MAKING AN IMPACT** and implementing change to deliver value, enabling a brighter future for **PEOPLE AND NATIONS**

It is that important. But what makes a nation innovative?

Determine factors and quantify those relationships

Compute innovation through creativity

New perspective into how and where to spark innovation

Useful for government officials and investors

Quantifying Innovation

HOW IS INNOVATION CURRENTLY QUANTIFIED?

Identifying the country's **cultural economy**

Pratt et. al

Combining innovation predictors into a **synthetic variable**

Roszko-Wójtowicz et al.

Utilizing a **fuzzy-set innovation ranking** for countries

Crespo et. al

Limitation
Based on **2009 data**, which may not reflect the impact of big tech

Limitation
Research was conducted using **only European data**

Limitation
Difficult to identify the appropriate threshold for each country

OUR APPROACH

Incorporating a **unique combination of creative and economic factors** for a more holistic analysis.

Perform **regression and graph analysis** to compute an innovation index

Reasons for Success
Leveraging previous studies to narrow our focus; **mitigating impact of some economic factors** with creative factors

Plan of Activities

1 Our Objective
2 Current Practice
3 Our Approach
4 Who Cares?
5 The Impact
6 Risk/ Payoff
7 The Cost
8 The Timeline
9 Progress/ Success

COMPONENTS OF THE 7-WEEK PROJECT (PLUS PROPOSAL PERIOD)

STARTING OFF

Research
- Everyone

Proposal presentation
- Marc

Poster presentations
- Everyone, separately

Project management
- Catherine

Project risk: unable to locate sufficient data

THE DATA

Data collection/cleansing
- Marc

Data integration
- Ricardo/Minkwon

Data deployment
- Ricardo/Minkwon

The financial cost of the data/analysis is negligible.

ANALYSIS/UI

Data analysis
- Everyone

Progress Check 1: building and validating innovation index against existing studies

UI visualization
- Lisa/Catherine

Progress Check 2: interactive visualization with findings

WRITE-UPS

Proposal paper
- Michael

Proposal slides
- Catherine

Progress report
- Michael

Final paper
- Michael

Poster
- Lisa

Progress Check 3