Researching what others won’t: The secret recipe to successful innovations

23rd May 2022

So…What's innovation?

…With a Commercial Application…

How good are universities at innovation?

3,5 Million academic research papers are published every year...

Which of these innovations came from university's academic research?

Paid Search Advertising

The Internet

Why aren’t universities good enough at producing life changing innovations?

University researchers live in an information bubble...

5% of publishers control everything researchers read...

Every researcher reads the same thing others read...

Researchers read what 5% of publishers want them to read

As a result, they miss great sources of innovative ideas

Academic researchers end up at the wrong end of the innovation diffusion curve...



Where great innovation come from?

Enquire Within Upon Everything

Year of Publication: 1856

15 Years Later
Local application
ENQUIRE at CERN

15 Years Later
New Global application
Hypertext + HTML

1990
World Wide Web

Young Boy
Tim Berners Lee
London
1960's

100 Years Later!

1856

Outside The Box = Blending Concepts

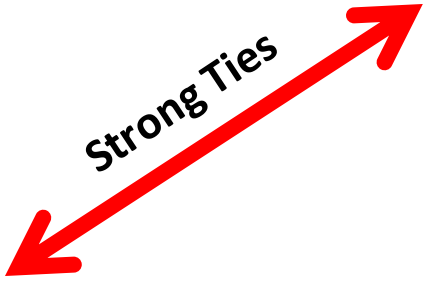
A Pig + **Slaughterhouse** + **Henry Ford**

T-Model
First Car
Mass Produced
1908

Innovative Idea #1: Personal Computers Should Be Quiet and Small

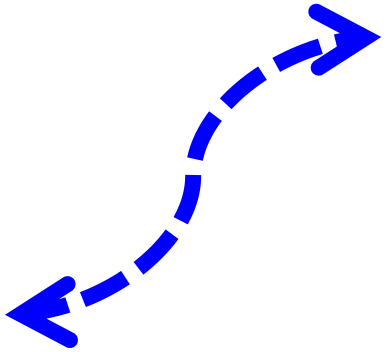
Innovative Idea #2: The Macintosh User Interface, Operating System, and Mouse…

Innovative Idea #3: Desktop Publishing on the Mac



Computer Science,
Programming and
Mathematical Models

Journal Citations Ranking



Weak Ties

1996

Innovators look past the information bubble...

Journal Citations Ranking

Where great innovation is published first?

Great ideas show these characteristics...

They are unproven e.g. “There is no money in search...”

They sound crazy and impossible e.g. “a phone without keypad is useless”

They are too radical e.g. “Nobody will entrust their data to a cloud”

They defy established mental paradigms e.g. “EVs costs more and drive less”

Where a radical idea is likely to be published?

In a large and well known global journal?



Commercial Publisher

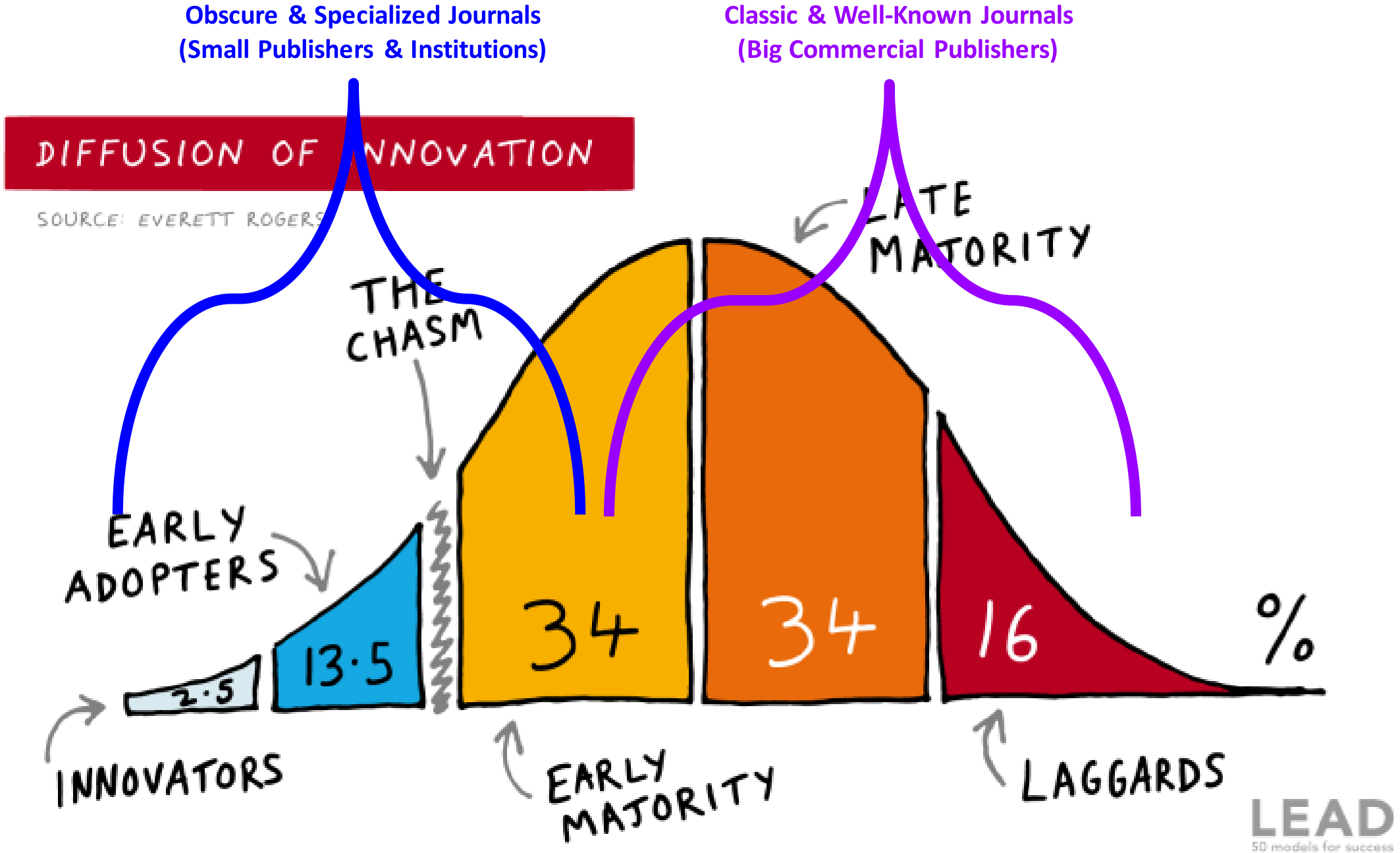
Subscription Model

In a small and specialized lesser known journal?



Academic Publisher

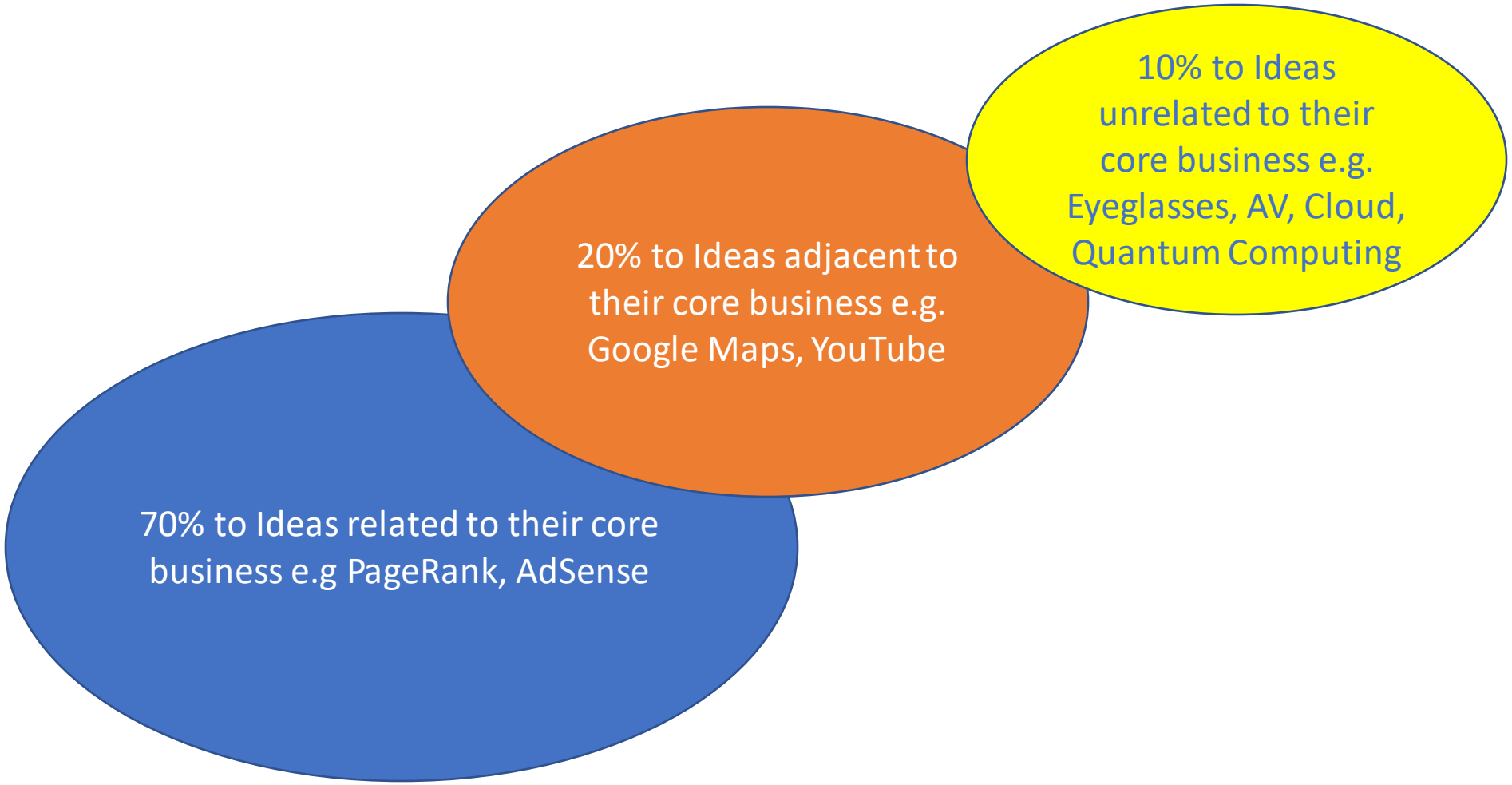
Open Access Model



https://leadworklife.com/illustrations/diffusion-of-innovation/

How to use J-Gate to find future great innovations

The Google R&D Investment Model



Let’s go to J-Gate...