



# INPUT FOR JIVA RETREAT

May 11, 2017 Markus Nordberg



# PURPOSE OF THIS RETREAT

- Develop new innovator/entrepreneurship initiatives or brands engaging students, researchers, business executives and/or other target groups;
- Develop new innovator/entrepreneurship initiatives;
- Further improve CBI and its structure;
- Obtain external resources or funding;
- Ensure CIJ is well integrated into IdeaSquare (IS) activities;
- Envision a focused, recognized role for IS in ATTRACT (i.e. interfacing detector R&D projects with student programs and other initiatives).



# SUMMARY OF 2015-2016 IS ACTIVITIES

- All events: <https://mmm.cern.ch/owa/calendar/idea.s@cern.ch/Calendar/calendar.html>

Activity	2015	2016
Students (oBot, CBI, OSU, NTNU in residence):	6 weeks	9 weeks
EU-project meetings (EDUSADE, STREAM, Medicis)	3	3
Hacks (e.g. Port, OpenCare, IoT, PiScience):	8	9
Internal CERN events (e.g. IT, CMS)	3	12
Regular weekly meetings (e.g. Brkfst, LabView, Microclub)	3	3
Workshops, seminars, meetings (e.g. TedX, IDFW, club)	21	16
Of all above, number of week-end events	11	17
Scheduled visits to IS	16	28

- Internal meetings, neutrinos, not included!



# TAKING IS TO THE NEXT LEVEL

- After two years of full running, I think the time has come to take the next big leap - but to where?
- I think we can do it – having now also Lauri & Jussi(s)&Saku in our team!
- Some personal thoughts/observations, seen from the CERN perspective
  - Setting societal challenges (a la CBI) resonates really well outside and should be further developed (+)
  - Openness, experimental & collaborative approach to be continued (+)
    - Three sections?:
      - Classify CBI, Executive mgmt. etc. and hacks as Production? We charge for what?
      - Virtual CBI., Brain Distillery etc. as Experimental?
      - Research of innovation processes (CIJ)
  - In CBI, have we planted (enough) seeds for “lightbulbs”? Could we improve? What is our own research suggesting? Ready for new initiatives? With whom?
  - Still difficult to connect within CERN to its “core” (-), even if much improved use of IS, need to develop that connection more
  - We need to work more on the *impact* side (e.g. with KT)



# WHAT MAKES OUR OFFERINGS UNIQUE?

What makes CERN unique?	How might it inspire outside?
Inspiring mission (understanding the Big Bang)	Big Hairy Audacious Goals ( <a href="#">BHAGs</a> )
Order of magnitude jumps in technology development	<a href="#">Disruptive</a> rather than incremental thinking or innovation
Large, weird scientific instruments	But big is not necessarily revolutionary (Jumbo Jet...)
Permission to ask fundamental (physics) questions	Thinking Big is thinking Long-Term
Respect rather for knowledge than hierarchy	The best ideas may not come from the top management
Openness as a driver for sharing new knowledge (competition <u>and</u> collaboration)	Locking up staff in buildings may protect IP but will it create new revolutions?
Collaborative, global model	Requires strong local, home base
Culture of tolerance (never mind what the bright scientist looks like or thinks of you, she is interested in your brains only)	Diversity may be annoying but it is healthy. Explore beyond corporate boundaries
Experiments are prototypes	Business projects as experiments will not fail

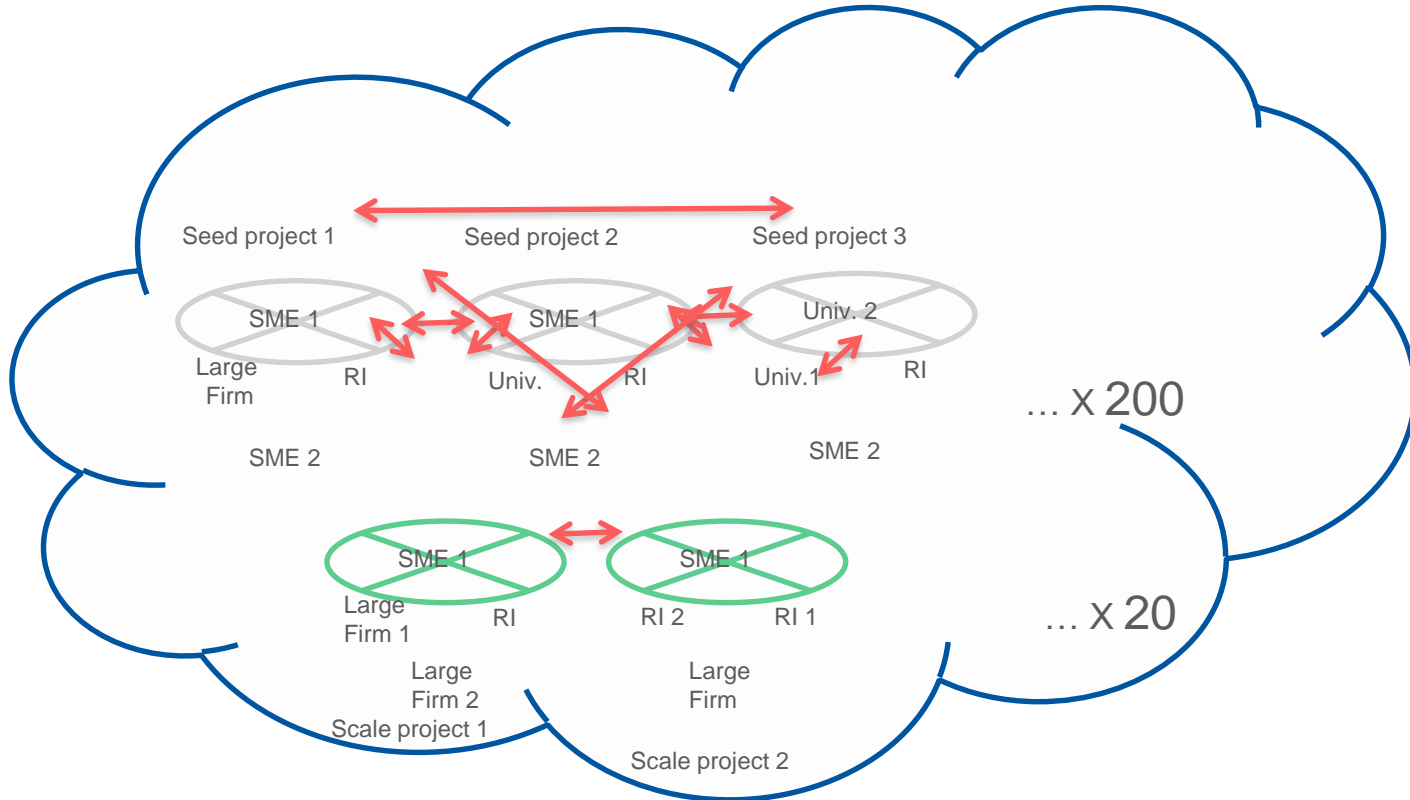


# POSSIBLE GENERIC OFFERING TO (ALSO) BUSINESS?

<b>Our offering</b>	<b>Key message</b>
“Shatners talk”: Inspiring mission (understanding the Big Bang)	Think Big, Do Good
Talk: Exponential thinking	Disruptive rather than incremental thinking or innovation
“Jumbo talk” – is big revolutionary? Large, weird scientific instruments	Big is not necessarily revolutionary, its performance matters
Visit to experiments	Large, weird scientific instruments
Visits to labs	Encourage folks ask fundamental questions
Prototyping sessions	Treat business projects as experiments (you will not fail)



# MAXI ATTRACT – THE CHALLENGE FOR US



How to annually inject and manage over 4 000 MSc students in the “cloud”?

# IS AS AN INNOVATION VALUE CHAIN

