

Integral Innovation
The Long Term Warrant for Competitiveness, Success and Leadership

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Abstract: We are living in a steadily changing world and what is not getting ahead is falling behind, getting obsolete. Therefore Innovation is an existential task for anyone, for the economy and for humanity as a whole. A steady creative input for challenging the routine, means maintaining leadership and competitiveness, as the context, the acceptance and even the addressed problems are subject of changing steadily too. The economy is crossing for a while a critical phase and a major creative effort is needed now for avoiding the following steep slope. There is a strong need for genuine Creative Power and strong flow of game changing concepts, revving up the economy growth.

Keywords: Innovation; leadership; competitiveness

Besides the highly specialized experts, there is a need for Integrative Conceptualizers, Inventors with entrepreneurship skills.

The way for a solid economy growth is generating Original Business, ahead of competitors, reaching Leadership by Creativity.

Technology Transfer or Knowledge Transfer are good for creating a base of contemporary technologies and assimilate some contemporary products, but they are not long-term strategies.

The transferred technologies are already outdated, as the seller has the upcoming ones on the test bench.

The long-term solution for progress and leadership is educating an endorsing Integral Innovators, able to resolve the problems in an original and regionally focused way, reaching competitiveness by Original Business and regional Identity.

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Own Ideas vs. Known Ideas

Generally they are three stages of implementing Innovation:

a. Buying innovative products

This onerous strategy provides an ephemeral illusion of local progress

No return of investment.

No regenerative outcome or output.

No new ideas.

No gain of competitiveness.

b. Transferring innovative technology & innovative concepts

A transitory solution for creating a contemporary technology base, temporary progress

Modest return of Investment.

No regenerative outcome, modest regenerative output.

No new ideas, they are new just for the Recipient.

Limited gain of competitiveness, as the Donor develop(ed)s already a new generation.

c. Educating own Integral Innovators

(Inventors with entrepreneurial skills, implementing their ideas in original concepts and solutions)

The strategic way toward long lasting success and leadership

Highest return of Investment

Seminal regenerative outcome and output

Fertile sources of ideas, conceptual innovation or even disruptive new approaches.

High competitiveness, Leadership

Integral Innovation and DAC Euro Regional Ecosystem for Integral Innovation

Integral Innovation is the comprehensive domain of renewal including Original Approaches and Generating Ideas, Conversing Ideas into Concepts and Concepts into usable and marketable Products, as well as the evaluation of Impact of new solutions on the Habitat, Environment and Living habits of the target group.

As such:

Integral Innovation = Creative Power + Invention + Innovation + Responsibility of Newness aka

Integral Innovation = KENOTOMY+ CONVERSION + SEMINALITY

KENOTOMY ® (Original Thinking and Ideation)

SEMINALITY ® (Impact of newness on existing Habitat, Environment and Living Strategy)

CONVERSION (Maturing process from Idea, to Concept and to usable and marketable Solution)

In the field of Creative Power, the Integral Innovation harmonizes the Abstract and Empiric, the Territorial and Universal aspects of Creativity.

In the field of Invention, the Integral Innovation unifies the Spontaneous Improvisation with the Methodic Creativity

In the field of Innovation, the Integral Innovation bridges the Intuitive and Logic, Tinkering and Systematic Methods and facilitates the conversion' steps, avoiding substantial compromises

In the field of Responsibility the Integral Innovation evaluates the proportion between the Constructive and Destructive aspects of Newness impact and extrapolates the long-term fall out.

As such the Integral Innovation is a solid base for an integrated strategy of Innovation, for a long lasting economic success and for society development.

Aspects of Integral Innovation:

Integral Innovation as a Competence Inventive Entrepreneur

Capacity of Original Thinking and aptitude of Addressing Differently problems, for generating new Concepts;

Integrated with the expertize for Conversing Concepts in usable outcome and Entrepreneurial skills for building original business on it.

Integral Innovation as an Education Master Education for Integral Innovation

Integrating Universal Inventing Prowess with Concepts Conversing technical Expertize and Entrepreneurial Skills

- DAC EMINTIN Euro Regional Joint Master Degree in Integral Innovation by four European Universities and encompassing all 12 DAC Universities.

Integral Innovation as a Social Attitude Fostering a Culture of Innovation and Diversity

- DAC Innovation is Hope fostering the Territorial Creativity of Communities and Craftsmen -DAC Sky is the Limit Junior Program, questing for Talents Program by challenging the adolescents' imagination;
- DAC People Integrating creative public talents and social rebels.

Integral Innovation as a Euro-Regional Ecosystem The way to Leadership

DAC Exchange. Building a platform for Selecting Ideas, Conversing them and Maturing Concepts to commercial Products, endorsing Startups.

Integrating genuine Creative Power with Venture Capital, Experimenting and Testing facilities Integrating Territorial Creativity with contemporary expectations

It is essential, to understand Innovation integrally, comprising first of all the Invention, the generative power, the driving force of the following process of converting ideas into business, before the conversion steps, transforming the idea into business.

The needed decisions are strategic ones with broad extent and long-term effect.

An integrated strategy of Innovation is a warrant for a long lasting economic success and for society development. Punctual and disparate actions are not effective solutions.

Integral Innovation must be implemented by an Ecosystem for Integral Innovation, involving:

* Academic education of Integral Innovators by a broad, regional network of Universities

* Creativity Fostering Platforms (CFP) for: evaluating and protecting ideas, conceptualizing and maturing the concepts to usable and marketable solutions, investors' pool, exposure, public feedback and Start Up guidance.

These CFP are best run as Business Units of a Network of Universities.

CFP as an Institutional body for Integral Innovation:

- Inspiring and promoting the Territorial Creativity, entraining the talents from communities and craftsmanship as equal partners into the contemporary economy, competing by originality and unique solutions dedicated to specific local and regional problems.
- Attracting and involving public talents into think tanks and creative teams.
- Identifying, advising and promoting very young creative talents, the 9-12 years old -Enhancing the public acceptance of newness and overcoming the resistance to change.

DAC

DAC is an Ecosystem for Integral Innovation including partners from nine Danube countries, (Universities, Industry Associations, Investors, Companies, Craftsmen Guilds, Commerce Chambers)

DAC educates Integral Innovators by DAC EMINTIN (Joint Master of Integral Innovation program).

The DAC Emintin program has 25 years successful record in educating an international student body in Germany in Integral Innovation.

DAC is developing jointly a Creativity Fostering Platform DAC EXchange -Open to Creative Talents, for maturing, experimenting and testing their concepts,

- Involving Venture Capital for conversing and commercializing the genuine products;
- Exposure of promising concepts and solutions and Advise of Experts along the Maturing process and endorsing the Start up.

DAC is operating a program Innovation is Hope DAC PEOPLE

- Inspiring and fostering the Territorial Creativity of craftsmen and communities,
- Integrating them into the contemporary economy, not just as souvenir producers, but equal partners and competitive solvers of local problems with dedicated original solutions.

DAC is open to share the experience and methodology in implementing the strategy of Integral Innovation with the respective national and regional authorities.