

# **Synthesis of New Zealand TUI research and policy implications: Is it time to support user innovation in New Zealand?**

**Paper prepared for the  
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commercialisation  
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# Outline

- Summary of results from TUI case studies
- Summary of results for context of TUI
- Policy indications
- Policy implications
- Coda: comparisons to Australia



## User innovation situation in New Zealand

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- Low Power Distance
- High Individualism  
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Some traits inhibiting innovation

## Country comparison: models of identity and innovation:

- NZ cultural model shows inventiveness is an important cultural trait
- NZ model of national identity excludes inventiveness
- Make do, tall poppy syndrome, cultural traits limit innovation
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NZ rated high on all three

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## Country comparison - innovation from:

- Bridging capital
- Economic freedom
- Competitiveness

# Factors supporting or discouraging TUI innovation

Supporting	Discouraging
Do have user inventors, some managing networks very well	Difficult for TUIs to effectively manage networks
Favourable Power Distance and individualism	Unfavourable cultural traits (make do, tall poppy, lifestyle)
Favourable Openness to experience and Agreeableness	NIS policy not as advanced as innovation leaders (Finland, Denmark)
Favourable cultural traits (invention is appreciated)	Lack of innovation research
Favourable bridging capital, economic freedom, competitiveness	Lack of innovation promotion
	Absence of innovation centres focusing on user innovation



# Diagnosis 1

- Problem 1 = turning inventors into entrepreneurs
- BUT - need to recognise their networked situation
- Merely providing entrepreneur advice/services is not enough
- We are not saying that supports do not exist
- Many TUIs did not link with these, may not recognise their own need for it
- The key focus needs to be the network of the inventor, not the inventor per se



# User inventors – situation and strategy

- We have TUIs
- Managing the TUI innovation network is paramount
- Support for TUIs is critical – capital, affirmation, encouragement, critical comment, mentors, opportunities...
- Need to support inventors to better manage their networks
- Need to facilitate inventors sharing experiences



# TUI policy - some suggestions

What	How	Who
Increased availability of capital	Assist inventors to access available capital Find new ways to provide needed capital	
Increase awareness among inventors of the importance of managing networks	Inventors' website Inventors' Association	
Better sharing of experience, learning and communication among inventors	Inventors' website Inventors' Association	
Assist TUIs to better manage network links	Provide a links service Provide assistance to family members who manage many of the network connections and business administration.	
Increase involvement in life-long learning such that inventors have access to important courses in things like business and entrepreneurship (i.e., increase entrepreneurship literacy)	Encourage inventors to attend entrepreneur courses	



# Diagnosis 2

- Problem 2 = the cultural context does not support innovation





# Context to TUI – situation and strategy

- Cultural values, personality and social capital appear to be related to level of innovation
- NZ scores on these are favourable
- In the absence of a high innovation level, something is missing
- New Zealanders not greatly confident about our innovation position in the world – innovate to keep up
- Don't point to world-wide, successful technology companies
- Need to maintain independent thinking, creativity, openness, agreeableness, trust in others



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# TUI context policy – some suggestions

What	How	Who
Continue to support relevant Kiwi Openness to Experience, Agreeableness, Power Distance, Individualism, and creativity.	E.g., New Zealand creativity fostered by music quota	
Increased acknowledgement and appreciation of TUI, popularise and promote TUI	National innovation competitions Innovators' website T.V. show 'New Zealand Inventor' Promote media coverage of user innovation Museums, via dedicated museum or visiting exhibits	
Improving education to promote creativity and entrepreneurship skills in the younger generation	Assist Young Inventors programmes in the school curriculum	
Minimised cultural deficits to innovation in the younger generation (i.e., tall poppy syndrome etc.)	Changes via educational system	
Promote wider appreciation of TUI 'TUI investment better than capital gains'	Provide case study data comparing investment in land versus investment in user innovation	
Promote technology literacy	IP lawyers to have technology experience	
Promote user inventor research	New Zealand Innovation Research Centre (NZIRC)	
Policies that counter cultural deficits to innovation success (brain drain, make-do attitude etc.)		





# How ambitious are we?

- Should we try and change national values to achieve greater interest in, acceptance of innovation as the way ahead for individuals and for the nation?
- This seems a big ask but we don't shrink from trying to achieve international sporting success.



# Coda: comparisons to Australia

General topic	Index or score	New Zealand	Australia
Innovation	GII	3.97	4.27
	III	0.77	1.02
Cultural values	Power Distance	22	36
	Individualism	79	90
Personality factors	Openness to Experience	50.7	51.2
	Agreeableness	50.7	50.7
Social capital et al.	Bridging capital	0.9	0.84
	Economic freedom	1.0	1.0
	Competitiveness	0.81	0.88

# Comparisons to Australia

- Imagine you were an inventor who might be seeking help
- You might do a Google search
- Search using 'inventor help' for NZ and then for Australia
- What would you get?



[Auckland \*\*Inventors\*\* Club - home of invention and innovation in Auckland](#)

Ian Montanjees Auckland **Inventors** Club member launched **new** initiative with the White Roofs Project NZ. catch their newsletter. ...

[www.aucklandinventors.co.nz/](http://www.aucklandinventors.co.nz/) - [Cached](#)

•[List of \*\*New Zealand inventors\*\* - Wikipedia, the free encyclopedia](#)

List of **New Zealand inventors**. From Wikipedia, the free encyclopedia. Jump to: navigation, search. The following is a list of **New Zealand inventors**. ...

[en.wikipedia.org/wiki/List\\_of\\_New\\_Zealand\\_inventors](http://en.wikipedia.org/wiki/List_of_New_Zealand_inventors) - [Cached](#) - [Similar](#)

•[Category:\*\*New Zealand inventors\*\* - Wikipedia, the free encyclopedia](#)

Pages in category "**New Zealand inventors**". The following 14 pages are in ...

[en.wikipedia.org/wiki/Category:New\\_Zealand\\_inventors](http://en.wikipedia.org/wiki/Category:New_Zealand_inventors) - [Cached](#) - [Similar](#)

[Show more results from wikipedia.org](#)

•[Upstart to \*\*help inventors\*\* | Unlimited Magazine \*\*New Zealand\*\*](#)

22 Feb 2010 ... **New** Dunedin business incubator to give **inventors** a helping hand.

[unlimited.co.nz › Growth](#) - [Cached](#)

•[New Zealand inventors produce bionic legs for paraplegics](#)

16 Jul 2010 ... Two **New Zealand inventors** have produced what they claim are the world's first robotic legs to **help** paraplegics walk

[www.spacedaily.com/.../New\\_Zealand\\_inventors\\_produce\\_bionic\\_legs\\_for\\_paraplegics\\_999.html](http://www.spacedaily.com/.../New_Zealand_inventors_produce_bionic_legs_for_paraplegics_999.html) - [Cached](#) - [Similar](#)

•[Australia - \*\*New Zealand\*\*](#)

IV® **helps** Asian **inventors** identify valuable areas for new inventing, and when we are excited by a ... Media Contact. Media

Australia - **New Zealand** ...

[www.intellectualventures.com/WhoWeAre/.../ANZ.aspx](http://www.intellectualventures.com/WhoWeAre/.../ANZ.aspx) - [Cached](#) - [Similar](#)

•[Upstart to \*\*help inventors\*\* | Angel Association \*\*New Zealand\*\*](#)

23 Feb 2010 ... A **new** Dunedin business incubator aims to **inventors** a helping hand With funding drying up and investors hunkering down, times are tough for ...

[www.nzangel.co.nz/index.php/.../news.../236-upstart-to-help-inventors](http://www.nzangel.co.nz/index.php/.../news.../236-upstart-to-help-inventors) - [Cached](#)

•[Den to \*\*help inventors\*\* progress | Otago Daily Times Online News ...](#)

16 Feb 2010 ... "Kiwis are prolific **inventors**, and yet it seems that less than 1% of ... to seek opportunities to create **new** intellectual

[www.odt.co.nz › News › Business](http://www.odt.co.nz › News › Business) - [Cached](#)

•[N.Zealand inventors unveil bionic legs for paraplegics \(w/ Video\)](#)

16 Jul 2010 ... Two **New Zealand inventors** have produced what they claim are the world's first robotic legs to **help** paraplegics walk again.

[www.physorg.com/news198475298.html](http://www.physorg.com/news198475298.html) - [Cached](#) - [Similar](#)

•[New Zealand inventors produce bionic legs for paraplegics - Health ...](#)

17 Jul 2010 ... Two **New Zealand inventors** have produced what they claim are the world's first robotic legs to **help** paraplegics walk again. ...

[www.independent.co.uk › Life & Style › Health & Families](http://www.independent.co.uk › Life & Style › Health & Families)



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• [New \*\*Inventors\*\*: Resources: Links](#)

A not for profit organisation that provides a range of practical services to **help inventors Australia**-wide including grant matching and other low cost ...

[www.abc.net.au/tv/newinventors/resources/links.htm](http://www.abc.net.au/tv/newinventors/resources/links.htm) - [Cached](#) - [Similar](#)

• [Inventors Assistance \*\*Australia\*\* - Introduction Page](#)

Welcome to **Inventors Assistance Australia**, an organization in Perth, Western **Australia** focused on helping **Inventors** – from original idea – right through to ...

[iaawa.com/](http://iaawa.com/) - [Cached](#)

• [Australian Inventors Society](#)

The **Inventors** Society does a wonderful job to **help** us **inventors** - greatly appreciated - thanks again." - Peter Hutchison ( Western **Australia**) Inventor of ...

[www.inventoz.com/](http://www.inventoz.com/) - [Cached](#) - [Similar](#)

• [Inventors HQ where \*\*inventors\*\* bring inventions and bright ideas ...](#)

**Inventors HQ Australia** Pty Ltd congratulates you for getting here! ... It is our objective to **help** you turn your bright idea into a new product and then ...

[www.inventorshq.com.au/](http://www.inventorshq.com.au/) - [Cached](#) - [Similar](#)

• [Welcome to the \*\*Inventors\*\* Association of \*\*Australia\*\*](#)

**Inventors** Association of **Australia** (FEDERAL) INC. | **Inventors helping inventors** for ... **Help inventors** to avoid some of the unnecessary costs and pitfalls ...

[www.australian-inventors.asn.au/](http://www.australian-inventors.asn.au/) - [Cached](#)

• [History of the \*\*Inventors\*\* Association of \*\*Australia\*\*](#)

**Inventors** Association of **Australia** (FEDERAL) INC. | **Inventors helping ...**

[www.australian-inventors.asn.au/.../history-of-the-inventors-association-of-australia.html](http://www.australian-inventors.asn.au/.../history-of-the-inventors-association-of-australia.html) - [Cached](#)

[Show more results from australian-inventors.asn.au](#)

• [Patents Online - \*\*Inventors\*\* Society Of \*\*Australia\*\* \(NSW\)](#)

12 Jan 2005 ... THE **INVENTORS** ASSOCIATION exists to **help** bring the benefits of ... THE **AUSTRALIAN INVENTORS** HALL OF HONOUR PROJECT is a vision of the ...

[www.patentsonline.com.au/patent/piaansw.html](http://www.patentsonline.com.au/patent/piaansw.html) - [Cached](#) - [Similar](#)

• [Australian inventors and innovators need government support ...](#)

12 Aug 2010 ... In 2009, inventor Don Morgan was a finalist in Anthill's Smart 100 competition. However, as he recounts in this passionate plea for change, ...

[anthillonline.com/the-treatment-of-innovation-is-a-national-disgrace-why-i-took-my-invention-overseas/](http://anthillonline.com/the-treatment-of-innovation-is-a-national-disgrace-why-i-took-my-invention-overseas/) - [Australia](#) - [Cached](#) - [Similar](#)

• [Australian Inventions](#)

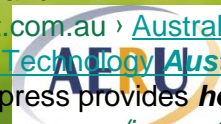
**Australian inventors** have come up with simple solutions which are often appropriate in ... Around **Australia** they **help** business, research organisations and ...

[www.whitehat.com.au](http://www.whitehat.com.au) › [Australia](#) - [Cached](#) - [Similar](#)

• [Innovation & Technology \*\*Australia\*\* - Innovation \*\*Help\*\* for \*\*Inventors\*\* ...](#)

Innovation Express provides **help** for **inventors** in Sydney, **Australia**.

[www.innovation.org.au/innovation-express](http://www.innovation.org.au/innovation-express)



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# Examples of Australian websites

1. AusInvent is the NSW Innovation Advisory Service, supported by the NSW Government. *Book a [free consultation](#) to discuss your invention or innovation with the NSW Innovation Advisor. We provide practical support and assistance to start-up companies, inventors, innovators and small to medium enterprises through all stages of commercialisation. Services are subsidised by the NSW government and include:*

- [Free initial consultation](#)
- [Technical](#) and [market](#) reports
- [Seminars](#)
- [Innovation resources](#)
- [Links and referrals to other service providers](#)



# New Inventors TV programme

- Task 1: Eureka!
- Task 2: Documenting your idea
- Task 3: Seek and Ye Just Might Find
- Task 4: To Patent, or not to Patent
- Task 5: Das Kapital
- Task 6: Prototype - once, twice, thrice
- Task 7: Got a business plan?
- Task 8: Getting your product on the shelves
- Task 9: Revise and renew
- Task 10: Keep inventing!



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- Successful NZ Inventors
- Layman's Guide
- Education Opportunities
- News
- Forum
- Academic Research
- NZ Inventors Goals
- Contact Us



- Start-Up Funding
- Intellectual Property

Upcoming Events

## Do you have a **BRILLANT IDEA** for a new gadget?

Learn what it takes to get your idea to the MARKET

[FIND OUT HERE](#)



### GETTING STARTED

Find out here how you can receive funding to help your idea get off the ground....

Find out about **funding**



### DISCUSSIONS

Share or discuss ideas with like minded people on our forum

Our **forum**



### Successful NZ Inventor Profiles

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[READ MORE](#)



### In The News

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[FIND OUT MORE](#)



### What is Acadmic Research saying about inventors

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[LEARN MORE](#)



### Intellectual Property - Protecting Your Invention

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[LEARN MORE](#)



### Educational Opportunities

- > Business
- > Entrepreneurship

[LEARN MORE](#)



### Upcoming Events

Integer in odio arcu, in pellentesque neque. Aliquam sit amet eros non sapien sodales tempor in eu augue. Fusce in diam quam, non aliquet nisi.

[LEARN MORE](#)



## SUCCESSFUL NZ INVENTORS

### **Grant Ryan - Inventor and creator of the Yikebike, Co-Founder Peter Higgins**

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YikeBike

### **Bill Hamilton - developed the modern jetboat**

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Modern Jetboat

### **David Akers and Andrew Akers - Inventors of Zorbing (globe-riding, sphereing, orbing)**

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Zorbing

### **Richard Pearse - inventor of the first powered flying machine.**

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First powered flying machine

## ALL YOU NEED TO KNOW ABOUT FUNDING YOUR INVENTION

Find out here how you can receive funding to help your idea get off the ground.

Find out about funding 

# Conclusion: where to next?

- My answer – it is time to support user invention and innovation
- Key priorities:
  - NZ inventors' website (needs continued funding)
  - Coordination, association
  - Provide better assistance
  - Promote invention and innovation; change cultural values
  - Establish a NZ Innovation Research (& Promotion?) Centre





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