

EMODnet

OPEN SEA LAB

CO-CREATION

INNOVATION

IDEATION

OPEN DATA

HACKATHON

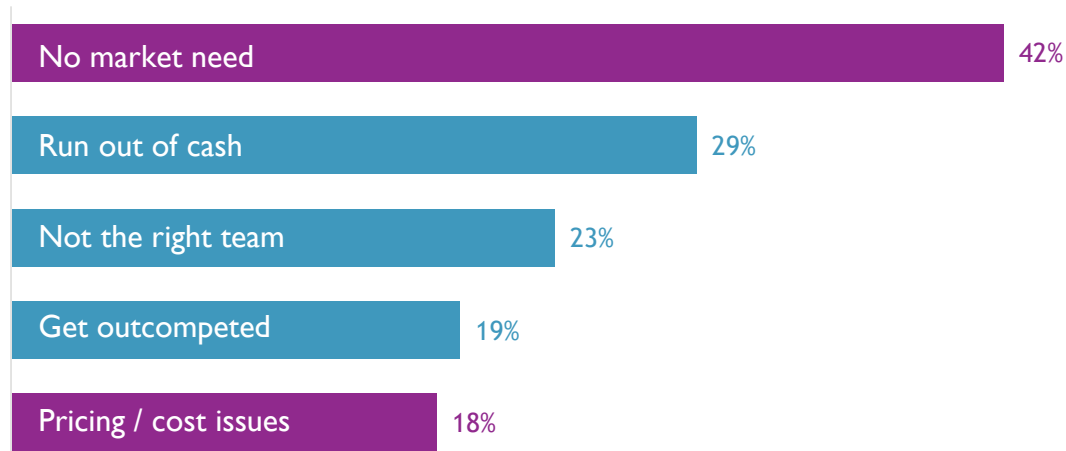
4-6 September 2019, Zebrastraat, Ghent, Belgium

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90% OF DIGITAL INNOVATION PROJECTS FAIL



CBS INSIGHTS POST-MORTEM FAILURE ANALYSIS, 2015

No Problem-Solution Fit

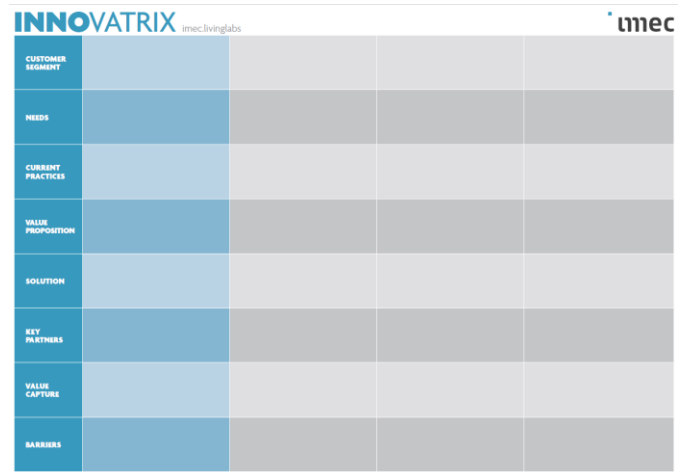
*What is your why?
Do you have a problem worth solving?*

No Product-Market Fit

*What does my market look like?
How do I scale?*



THE INNOVATRIX IS A PROCESS-STRUCTURING INNOVATION FRAMEWORK



IMEC INNOVATRIX

Map user experience & business model status

Identify & prioritize (key) assumptions

Focused on iterative trial & learning



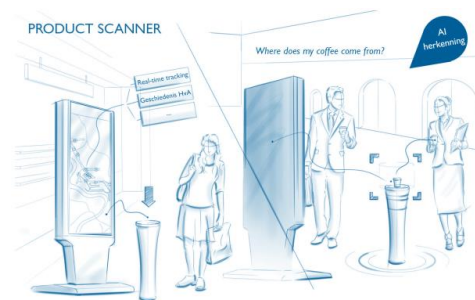
<https://timreview.ca/article/1225>



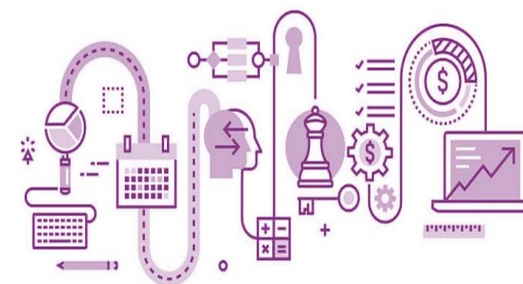
INNOVATION MANAGEMENT



**EXPLORE AND CO-CREATE
WITH USERS**



DESIGN & PROTOTYPING



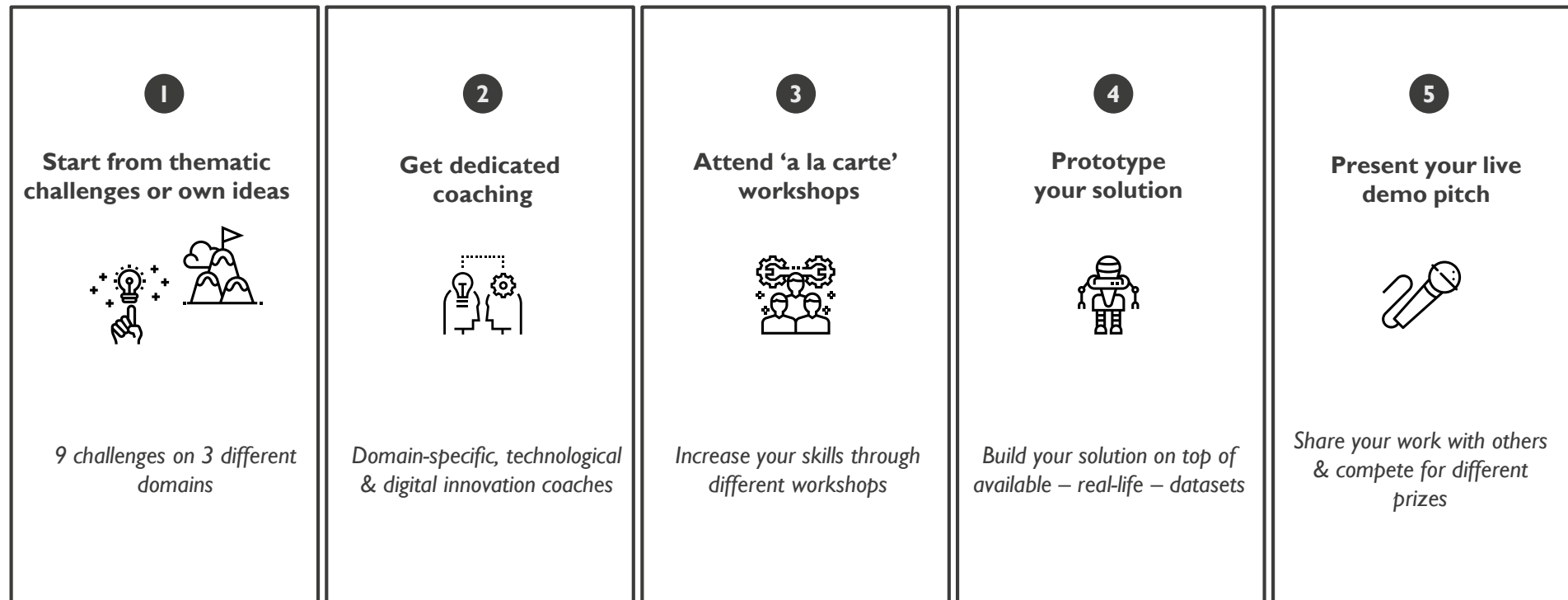
TEST & VALIDATION



**WE MAP, DESIGN & TEST
USER EXPERIENCES & BUSINESS MODELS**



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European Marine
Observation and
Data Network

OPEN SEA LAB



INCREASE YOUR SKILLS & IMPROVE YOUR SOLUTION BY ATTENDING DIFFERENT WORKSHOPS



Ideation



Technical workshops



Solution design



EMODnet data workshop



User testing



Data visualization



How to pitch



Machine learning

...

...



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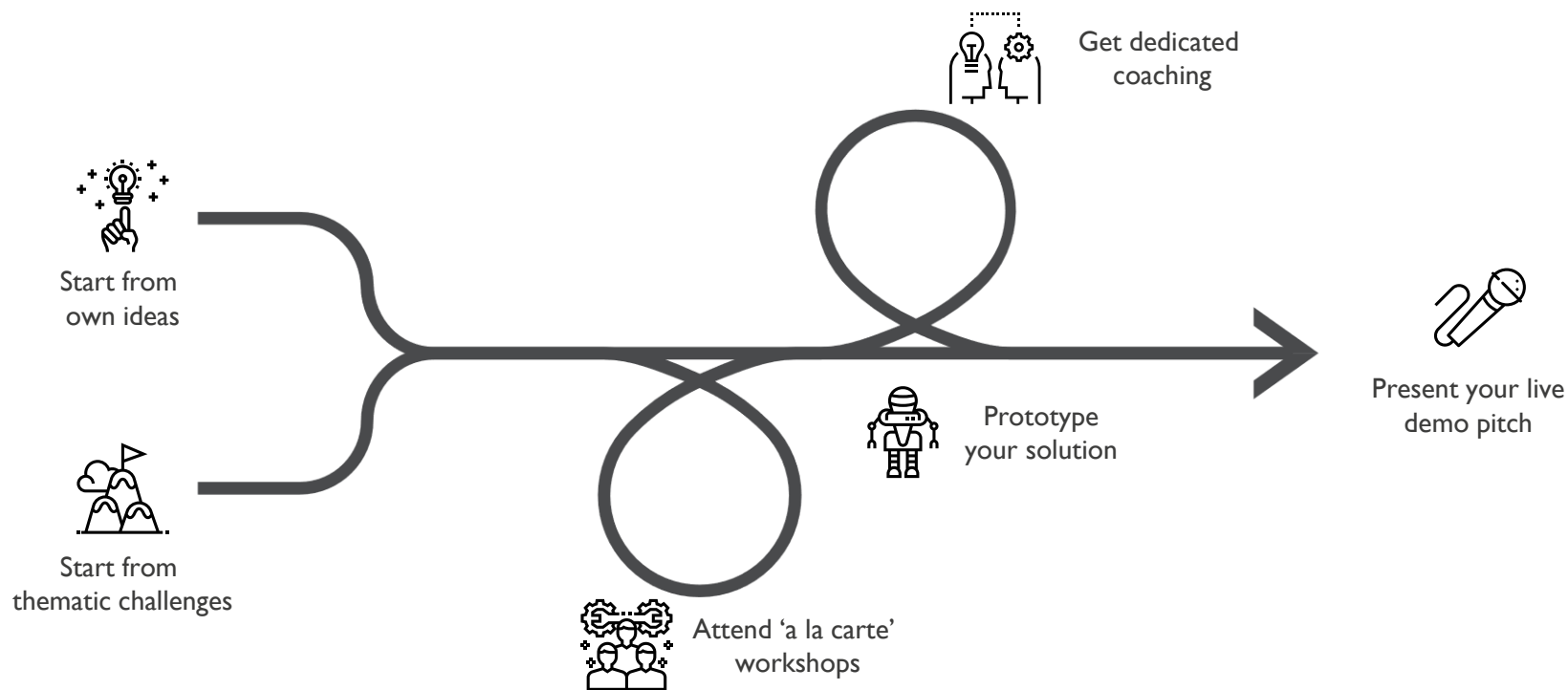


European Marine Observation and Data Network

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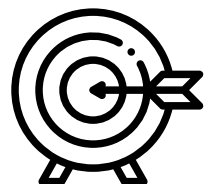


MULTIPLE ROUTES TO THE SAME GOAL





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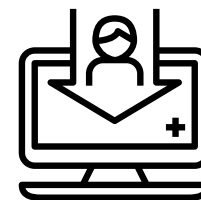
4-5-6th of September,
Ghent

Venue Zebrastraat



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