

# Innovation, Entrepreneurship & NetworkThinking™ Growth Model

Dr. Daria Tataj

CEO Tataj Innovation

Chairwoman RISE Advisory Group to EU Commissioner  
for Research, Science & Innovation

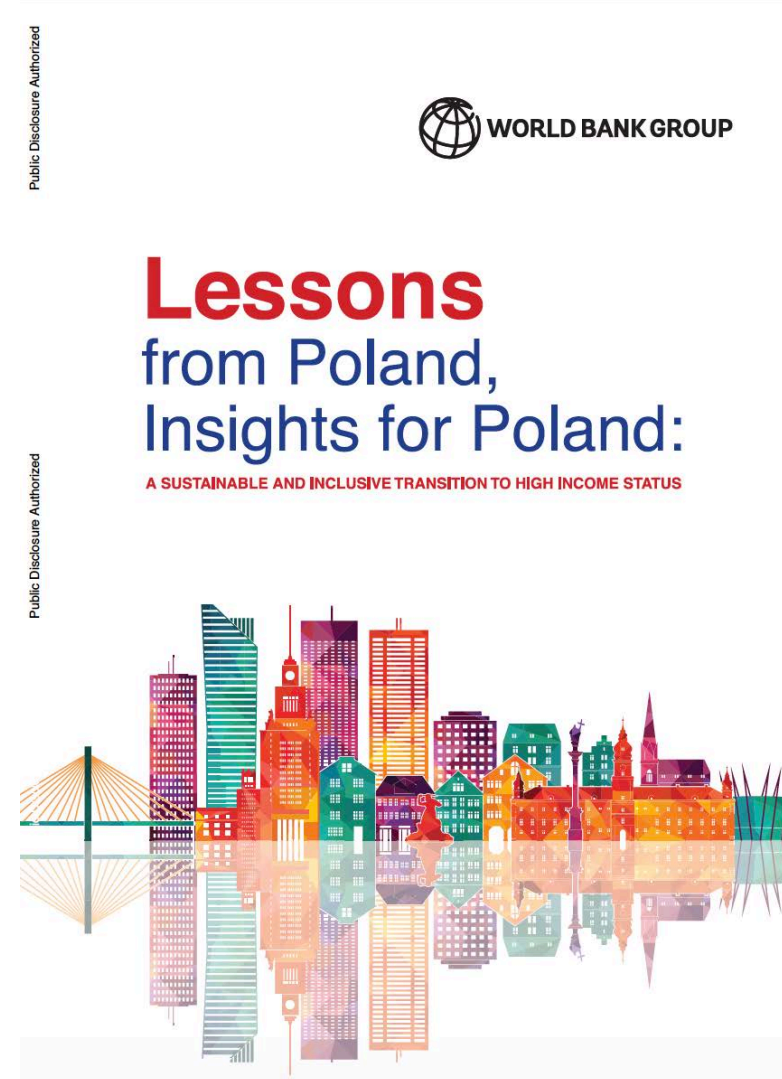
Week of Innovative Regions in Europe

#WIRE2018eu #AustrianPresidency

Innsbruck, July 6th, 2018



# A welcome story



**How** certain persons, firms, cities or regions become successful in the network economy?

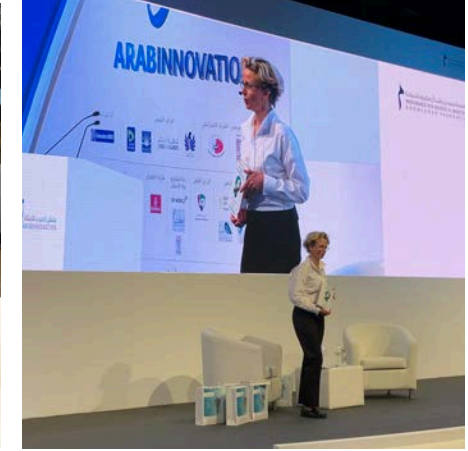


A Growth  
Model for  
Knowledge-Based  
Economies

## The book: **Innovation and Entrepreneurship. A Growth Model for Europe Beyond the Crisis**

From the Preface by Manuel Castells:

(...) This is a fundamental, innovative **book on innovation that will reshape the way we think** about innovation and may yield the most needed policy lessons for a growth model in the aftermath of the economic crisis. (...)



# Is Knowledge Triangle enough to build a successful innovation ecosystem?

Case studies:

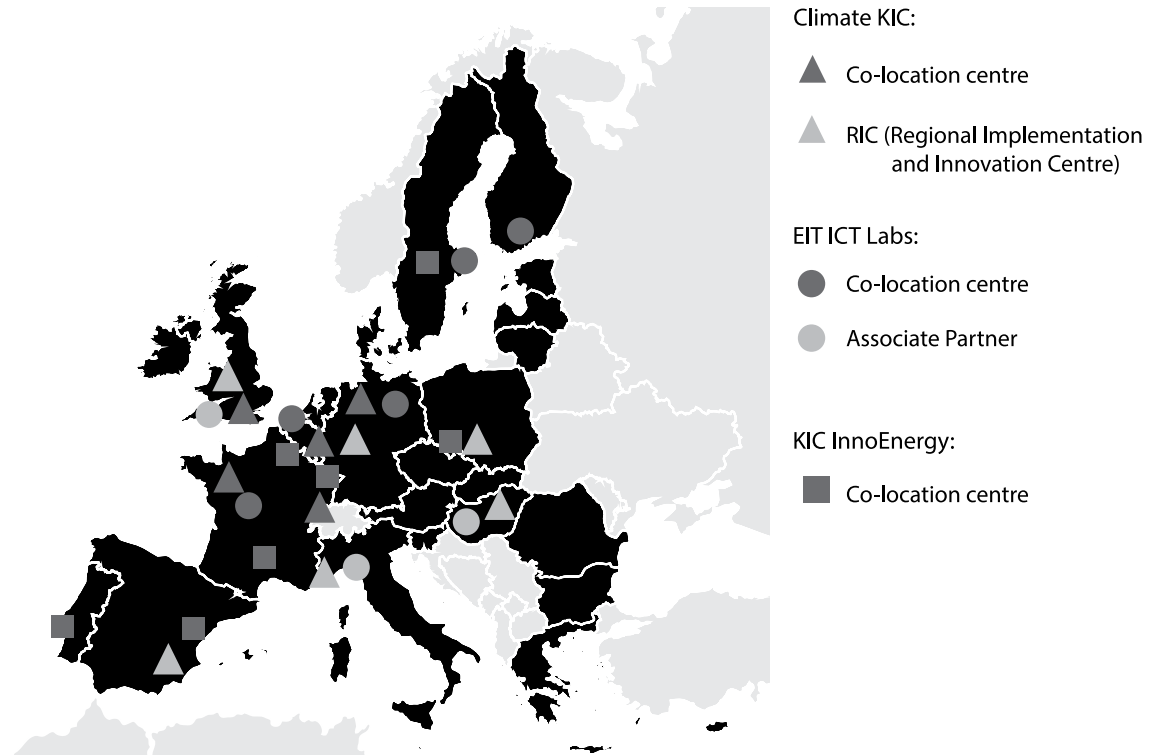
EIT ICT Labs (EIT Digital)

ClimateKIC

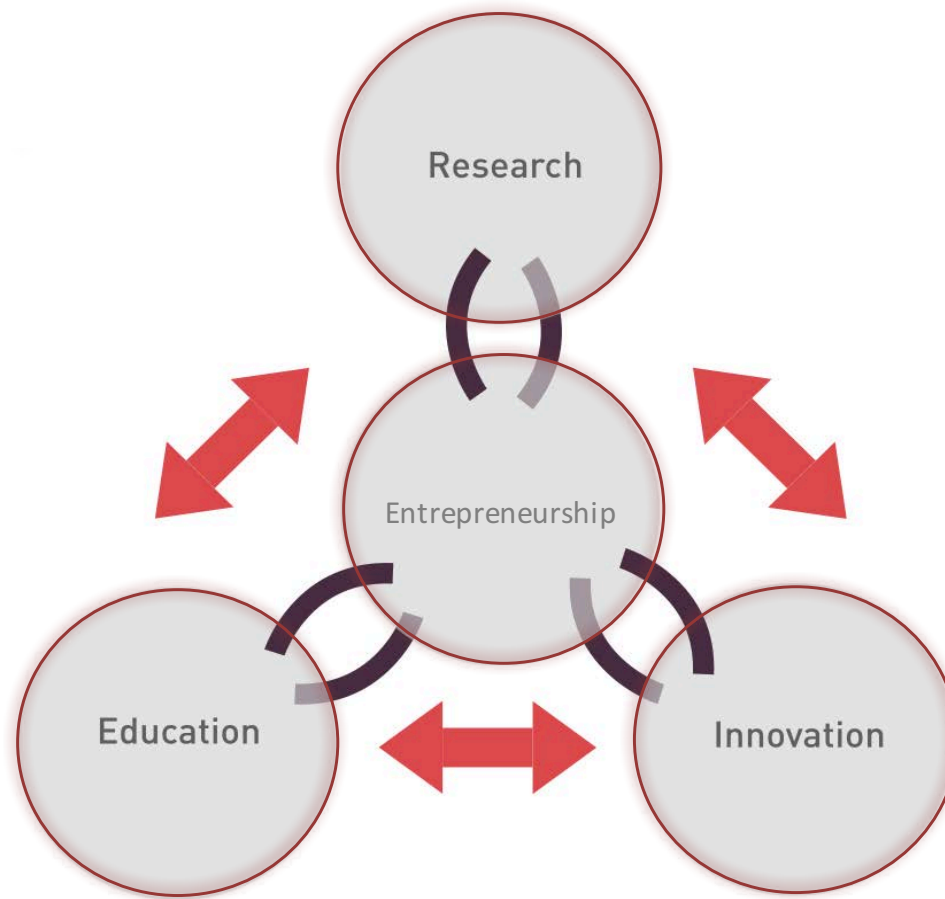
KIC Innoenergy

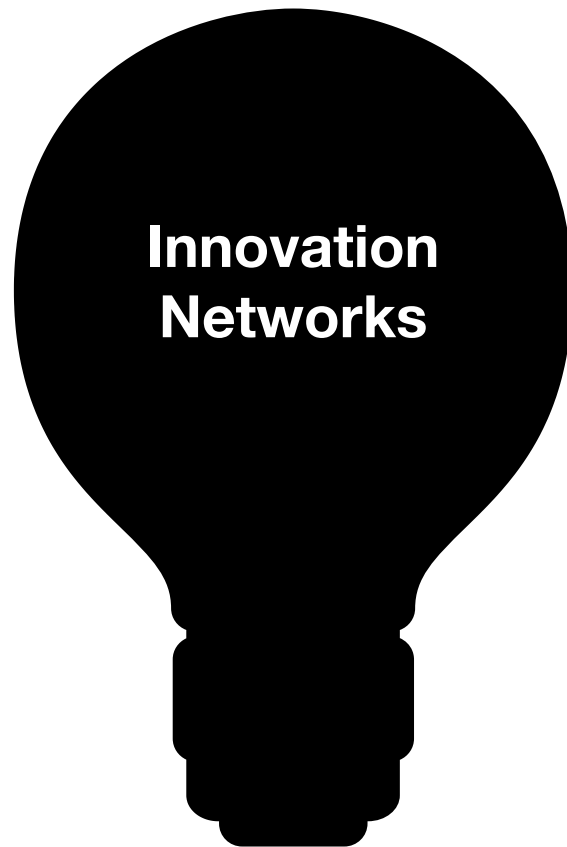
Reflection:

EIT European Institute of  
Innovation and Technology

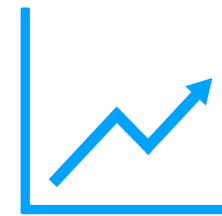
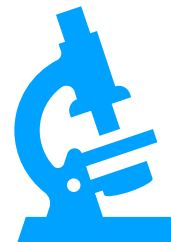


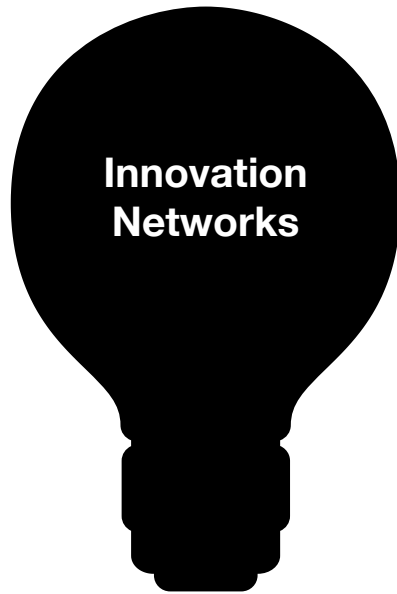
# Network Thinking™ Growth Model



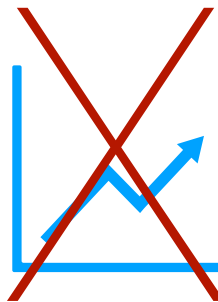
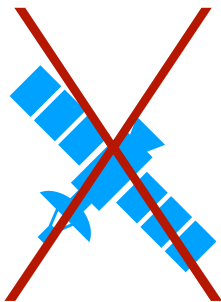
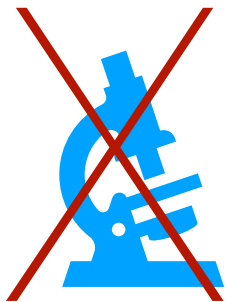


What should we  
know about  
innovation,  
entrepreneurship  
and creativity?

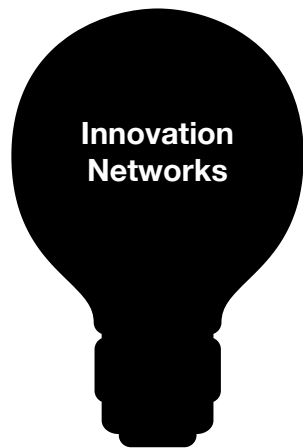
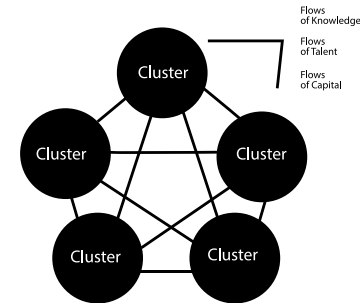
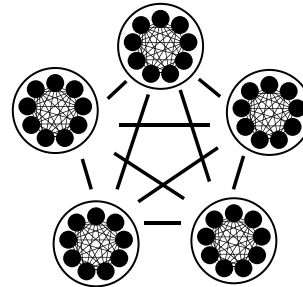
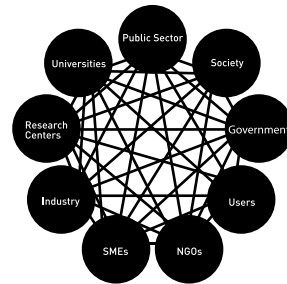




What we should know  
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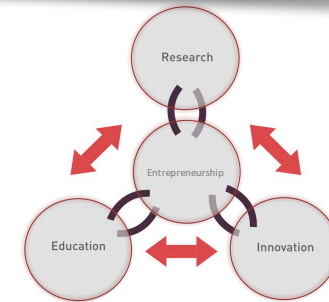
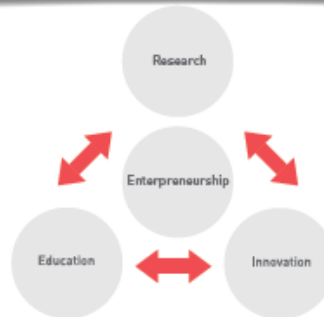
- ☼ SPACE OF PLACES & SPACE OF FLOWS
- ☼ NETWORK STRUCTURE, MODALITIES, DRIVERS
- ☼ LOCAL & GLOBAL NETWORK ARCHITECTURE
- ☼ FLOWS OF KNOWLEDGE, TALENT, CAPITAL

How certain persons, firms, cities or regions become successful in the network economy?

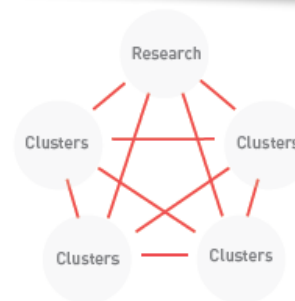
**Can the success be replicated in a fast changing world where old economies have broken down?**

**YES.**

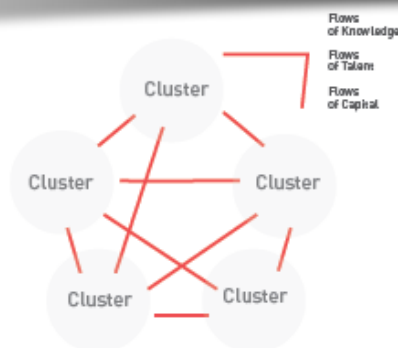
## Round I: You are a network



## Round II: A Closed system vs open architecture



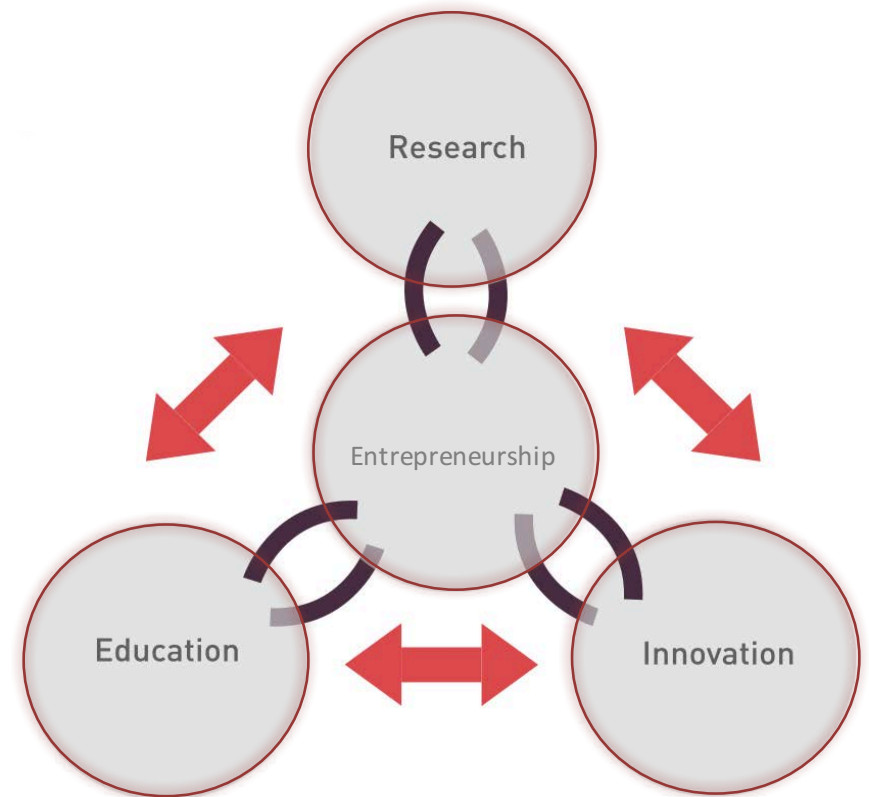
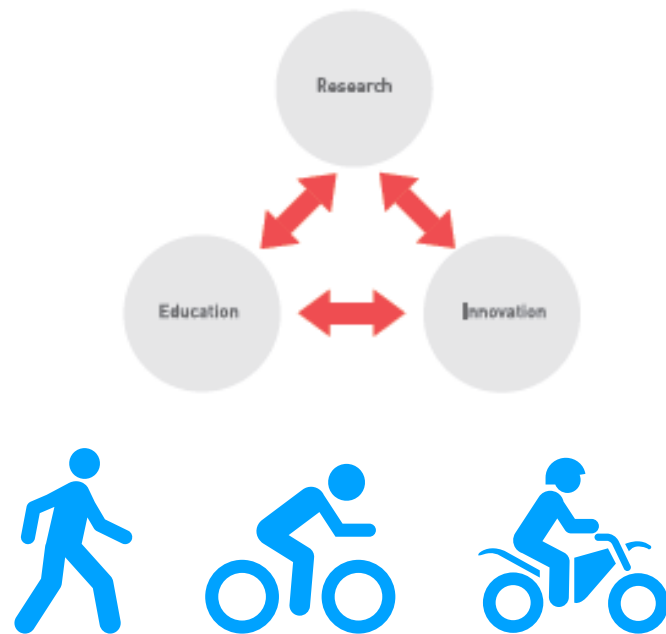
## Round III: Your growth model for the network economy



- Co- location centre
- Regional innovation and implementation community

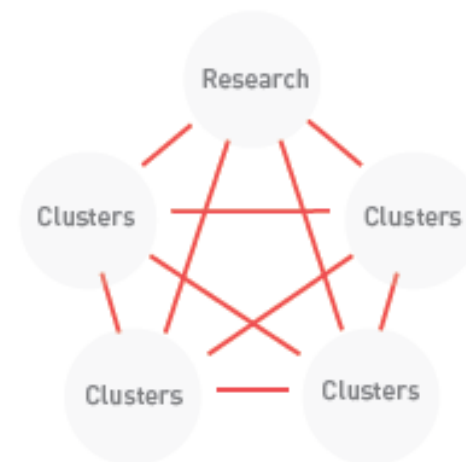


## Round I: You are a network\*



\*Hint: In the digital age, humans function via a number of blended identities distributed simultaneously in real and digital worlds. Win teams with persons who can “learn how to become” entrepreneurs and create shared value.

## Round II: A closed network system vs open network system architecture\*

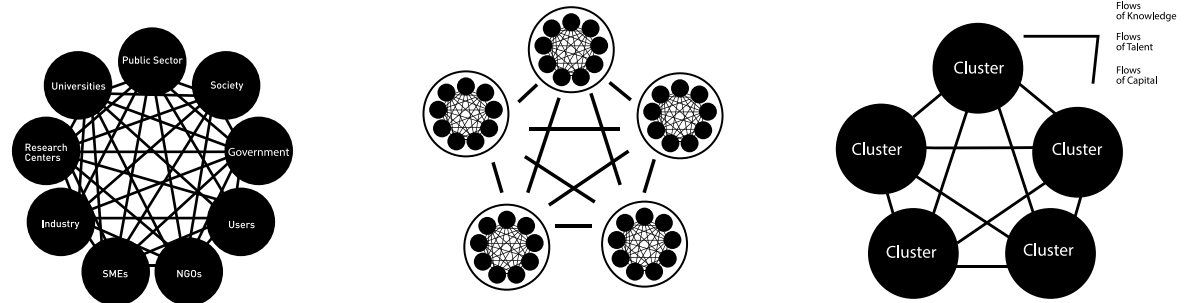
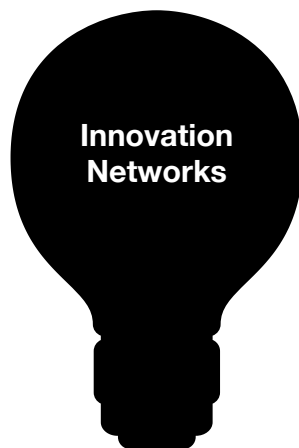


\*Hint: In network society the power game is based on mass-self communication, hyperconnectivity, multilayering of networks and switching capacity. Win teams with open network architectures.

## Round III: Your growth model for the network economy



\*Hint: Trust across cultures, generations and communities is the currency of the network economy. Grow your growth model by becoming tightly-knit locally and loosely-coupled globally. 



-  NETWORK BUSINESS MODELS
-  PROCESS NETWORKS
-  OPEN INNOVATION NETWORKS
-  CREATION NETWORKS

# TALENT: Europe-in-the-making

## work



# EIT Alumni StartupDays Barcelona2018

## Mission Re-invent Badalona!

**Badalona:** a mid-size, post-industrial city in the metropolitan Barcelona; need for urban development plan for 100 hectares 'poligonos'; cluster of 600 Chinese firms; long seashore and urban beaches; yacht port, great sport traditions,

just 10 minutes away from

**Barcelona:** Innovation Capital of Europe 2014; 4th city for start-ups in Europe; famous urban transformation **22@Barcelona Innovation District**



## STARTUPDAYS

EIT ALUMNI WITH DARIA TATAJ

About StartUpDays  
Challenge. The mission  
Retreat Award  
Projects  
Agenda and Experts

# EIT Alumni Startup Days Barcelona 2018

## Mission Re-invent Badalona!



The EIT Alumni is supported by the EIT a body of the European Union

### PARTICIPANTS

#### Opened Social Lab



**Eduardo Guerrero Aiguabella**

I am a 25 year old pharmacist with an education in healthcare innovation. I am an alumni of the postgraduate program d-HEALTH Barcelona, labelled as an EIT Health innovation fellowship. I have worked as a quality control technician, relief pharmacist and am currently the cofounder/ CPO of the start-up Happy Injections. Prizes and recognitions: Runner-up prize in the EIT Start Up Days of Barcelona Hackathon presenting a new 3D food printing business model, 4th place of the Innovation Fellowships Showcase Junior EIT with the project HappyInjections, and member of the accelerator programme "ACCELERA" with the start-up HappyInjections.



**Grzegorz Bytniewski**

Distributed systems and Blockchain technology enthusiast since 2013, with a strong background in Energy Engineering (EIT-InnoEnergy Master alumni @KU Leuven @UPC Barcelona). Currently focusing on unlocking residential demand side response potential. Co-founder&CTO@FlexiDAO, previously energy&DLT expert at everis.



**David Ziegler**

I am an engineer and entrepreneur in the field of Smart Grids. That means my partners and I support our clients in evolving their critical infrastructure towards sustainability. While embracing the opportunities brought by technological and regulative trends in our solutions, we imply continuous operation of the energy system and its interconnected systems. Innovation, securely and resilient, no compromise.

### PARTICIPANTS



**Jakob Karasinski**

I am Jakob Karasinski from Poland, currently I'm studying MSc SELECT (Environmental Pathways for Sustainable Energy Systems) programme organized by EIT InnoEnergy at Polytechnic University of Catalonia (UPC) in Spain.

MSc SELECT allowed me to broaden my knowledge in this field and work with an international group of motivated students. Furthermore, I received education in the fields of innovation and entrepreneurship. Skills that I've decided to test by participation in EIT Alumni Startup Days.



**Laurie Tan**

Laurie Tan is an energetic and passionate growth hacker who always looks to drive positive change through any project or organisation he is involved in. Laurie has driven impactful corporate and social campaigns in the political arena, managed digital transformation projects in FinTech and built collaborative communities in the food industry.

### eNeutral Badalona



**Stefano Rosso**

Stefano Rosso, 23 years old engineer from Italy. I come from a BSc programme strongly focused on the technical aspects of the energy industry, but what really interests me are the social components of energy production: politics, geography, even the very own way in which we behave as human beings cannot be left aside while thinking about energy problems. I believe in holistic approaches.

My main goals in the next years are to improve my analytical skills in order, one day, to be able to lead a team, to collect enough mistakes to really improve myself and to connect with people from all over the world.

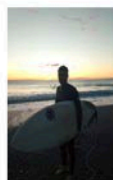


**Katarzyna Bedra**

Hello, I am Design Strategist who brings expertise in people-centred design thinking and passion for lean principles to help organisations build meaningful products and services.

My work is at the crossroads of Architecture, UX & Service Design. I worked with clients such as Google, Nike, Yahoo, Saatchi & Saatchi. Currently I am based in Barcelona where I collaborate with start-ups & companies as a Design Strategist.

### PARTICIPANTS



**Stefano**

A radical traveler with a passion for hitchhiking and wild camping. Stefano volunteered as a professor of mathematics in Guinea-Bissau and has been part of a startup team in Santiago, Chile. Stefano is currently working as Business Developer at Wave For Energy, spinoff of Politecnico di Torino providing a technology able to get renewable energy from sea waves.

Stefano graduated from a double-degree MSc in Energy Engineering and Management at KTH, Stockholm and IST, Lisbon. He also completed a complementary course in Entrepreneurship at ESADE Business School in Barcelona



Falko manages a Community of entrepreneurs and innovators in the energy field. He aligns the passion and energy of a bottom-up movement including more than 100 active representatives with the goals and objectives of InnoEnergy, a knowledge innovation community by the EIT.

He graduated from a double-master degree in energy engineering at IST, Lisbon, and INP En663, Grenoble. Complementary to his technical education he successfully absolved a course at Católica Lisbon School of Business and Economics and absolved a 5 month training on entrepreneurship with Santander bank.

### Pico Blau



**Francesco**

After graduating from a BSc in Energy Engineering at Politecnico di Milano, Francesco graduated from a double-master degree in Sustainable Energies at UPC, Barcelona and IST, Lisbon.

He has been working at Tesla since 2017, feeling comfortable and motivated to work in international environments. Passionate about the Renewable Energy Sector, he aims at playing an active role in accelerating the world's transition to sustainable energy.

### PARTICIPANTS

#### The Bridge to China



**Sara Torrecilla**

Graduated in Biomedicine and obtained a Master's degree in Translational Medicine from the University of Barcelona. She is currently enrolled in a PhD program in Cancer Translational Medicine and her main interest is the use of innovation and technology to bring the laboratory research into the healthcare system.

### Badalona 4.0



**Fernanda Werner**

Fernanda Werner is a Nuclear engineer from Rio de Janeiro, Brazil. Current, she is undertaking an InnoEnergy double master's degree in nuclear energy innovation at Barcelona, Spain. Her path has already included an exchange year abroad studying Mechanical Engineering in London, UK. Next, Paris, France, will be added to the list where she will specialize in power plants design. It is clear that Fernanda's major passion is travelling and knowing different cultures, so she considers herself a world citizen. Hence, she understands that the challenge of innovative sustainable energy generation is a worldwide demand that should unite global efforts.



**Edu Soler**

Observe, ask, question, prototype and finally make it!

My mission

Like the person who discover the North Pole, my mission is just to explore the unknown. I am committed to learn everyday and to continuously explore so that I sometimes do discover.

More info



# EIT Alumni Innovation Retreat

## Mission Re-invent Badalona!

Tataj Innovation Studio Badalona Beach Barcelona July 2018



### BRIDGE to CHINA

Re-imagine the Port of Badalona and transform the area into the bridge connecting Europe and China, **Boost the local economy and revitalize the land.** Merge Chinese and Catalan cultures connected by such values as the entrepreneurial spirit and respect for family and tradition.

### BADALONA 4.0.

Develop Moll Capitana in the Badalona Port as the **Artificial Intelligence Living Lab:** a centralized hub for experiencing AI technologies and a multifunctional space for training and networking. Use the renowned ENDESA power plant with its three chimneys as the global signature building for AI future.

### eNEUTRAL: an eco-friendly village in the heart of Catalonia

Build an entirely energy neutral district, which combines public, commercial and residential land use. Develop a **blueprint for new living schemes**, a zero carbon footprint housing, green houses and urban farms, all connected by sustainable mobility solutions.

### PICO BLAU: the Surfing Paradise

Deploy Italian technology to create an artificial reef for surfers at Badalona-the city with the longest coastline on the Mediterranean Sea. Build on Club Natacio Badalona renowned transitions to **develop new sport disciplines** and promote a healthy, balanced lifestyle.

### OPEN SOCIAL LAB

Turn the beloved power plant into a hotspot for social activity and innovation with a **3D Print Hub and a Makers' Space** for global entrepreneurs, innovators, artists, designers and visionaries.



## NetworkThinking™ Lab for mid-size cities

### Helping fast-prototype Innovation Districts

### Pilot Badalona/SPAIN & Lodz/POLAND

TATAJ INNOVATION STUDIO BADALONA BEACH

invites for

Network Thinking™ Innovation Masterclass

with

Dr. Daria Tataj & Prof. Manuel Castells

June 21st, 2018 4:00pm - 8:00pm CET

and

INAUGURATION PARTY at 8:00pm (dress code white)

Passeig Marítim 23, 08912 Badalona, Barcelona

[RSVP studio@tatajinnovation.com](mailto:RSVP_studio@tatajinnovation.com)

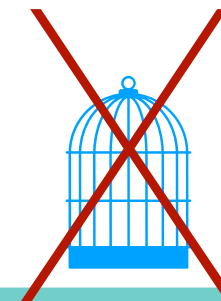


This Masterclass is a C-level executive fund raising event for the global

**CityKIC Partners**

More: [tatajinnovation.com](http://tatajinnovation.com)

tataj innovation



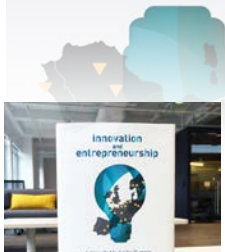
**Innovation  
Policies  
Beyond  
the Crisis**



THANK YOU



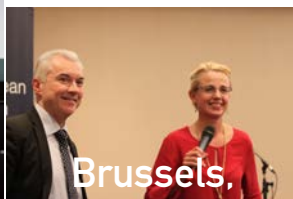
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#NetworkThinking  
#WIRE2018eu



New York, US



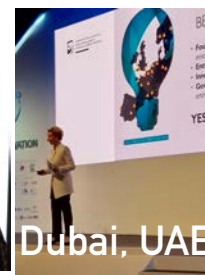
Trento,



Brussels,



Madrid, Spain



Dubai, UAE