ASPIRATION TO REALITY
PRECINCTS FOR THE INNOVATION ECONOMY

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WE DO WORKLIFE
People | Place | Purpose
HOW CAN WE FLOURISH IN THE FOURTH INDUSTRIAL REVOLUTION?
3 PROPOSITIONS | ASPIRATION TO REALITY

1. "SMALL" MOVES

2. MVP's

3. "BIG" MOVES

AN INNOVATION EXPERIENCE

AN INNOVATION CULTURE

AN INNOVATION ECOSYSTEM
BUSINESS EVOLUTION

1st IR
- cottage industry

2nd IR
- factory industry

3rd IR
- Corporate

4th IR
- Disaggregation

Innovation economy
Fourth wave of founders
Neo-cottages + niches
Lifestyle communities
CUSTOMER EXPERIENCE
(It’s an obsession
...now at scale)

OBSERVE
Over 3 million obs

LISTEN
100’s of business leaders

ENGAGE
1000’s of users

CREATE
Places with purpose
WELCOME
WELLNESS

CONNECTION

PURPOSE

HUMANITY

+ SHARED CONSCIENCE

+ CURATED LIFESTYLE

+ VALUES SHIFT

[ the secret sauce]
Creating the right places is critical to success.

- Keeps people coming back
- Infrastructure for deep innovation
- Layered with curated experiences and connections, they can’t be left to chance
Does Australia have **high** E-Cap, **low** I-Cap?

Do we lack linkages between I-Cap and E-Cap?

Are we specific enough about our comparative advantage and social impact?
Innovation = invention * commercialisation

Innovation = I-Cap * E-Cap
STAKEHOLDER MODEL

Who is missing, absent, disengaged?

Do we have catalysing figures?

Don’t forget the Foundational Human Factors

Benefits of the Diaspora
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SMALL MOVES
AN INNOVATION EXPERIENCE

• Inject curated experiences into existing places
• Re-purpose buildings, urban areas, business/science parks.
• Create places and programs that attract people and keep them coming back
• Starts with people and what drives them
MVP
A BEACON OF PURPOSE

• Physical + Curated experience tests the unique flavor of innovation
• A tipping point of small moves
• Catalyses the Innovation Economy
• Where heroes are born
“Why can’t the box do the thinking?”

Process | Product | Program
An ecosystem in a box
BIG MOVES
AN INNOVATION ECOSYSTEM

- Pervading culture of open innovation + curated experience in a globally connected precinct.
- Audacious aspiration, specificity of Purpose
- 5 stakeholders working symbiotically
WE BELIEVE IN THE FOURTH
HOW WILL YOU PLAY?

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