

# / Case studies of nurturing ecosystems for industry-academia collaboration and discussion

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Jara Pascual

CEO Collabwith

Author book: Innovation and Collaboration in the Digital Era

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## / SUMMARY

- Facilitate networking among hubs members and other international hubs and be able to outreach to reach out to others and discover other innovations and entrepreneurs.
- Use the digital tool to bring clarity to collaborations and connections as an overview.
- Use the digital tool to empower other hubs to access operations and performance data dashboards.
- Use one tool or minimize the use of tools per functionality to communicate, share information, collaborate and access to programs and funding opportunities (from your team members / hubs / ecosystem perspective).
- Connect innovations hub and digital ecosystem with other networks to increase collaboration opportunities, adoption of innovative solutions, access to funding programs, facilitating knowledge and technology transfer.
- Empower the creation of own resources, and trainings from each hubs, communities or to other stakeholders partners to share information, knowledge and expertise among the open innovation ecosystem.
- Kickoff open innovation communities as digital (not only in person - local) and hybrid communities or micro-ecosystems such digital innovation hubs and facilitating the coordination and governance as a hybrid mode coordinator.

Mindset = culture

**Jara Pascual**

Book: Innovation and Collaboration in the Digital Era

Mindset = culture

Culture of collaboration and  
innovation

Which activities are you most comfortable to collaborate with?

Knowledge transfer != go-to-market !=  
adoption of innovation

**Jara Pascual**

Autor del libro: Innovation and Collaboration in the Digital Era

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## / ACTIVITIES: WAYS TO COLLABORATE

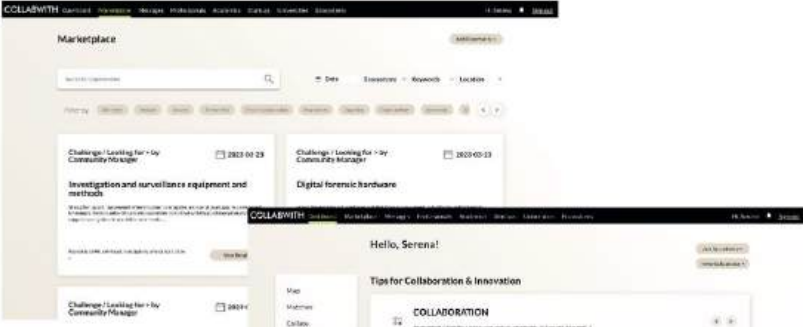
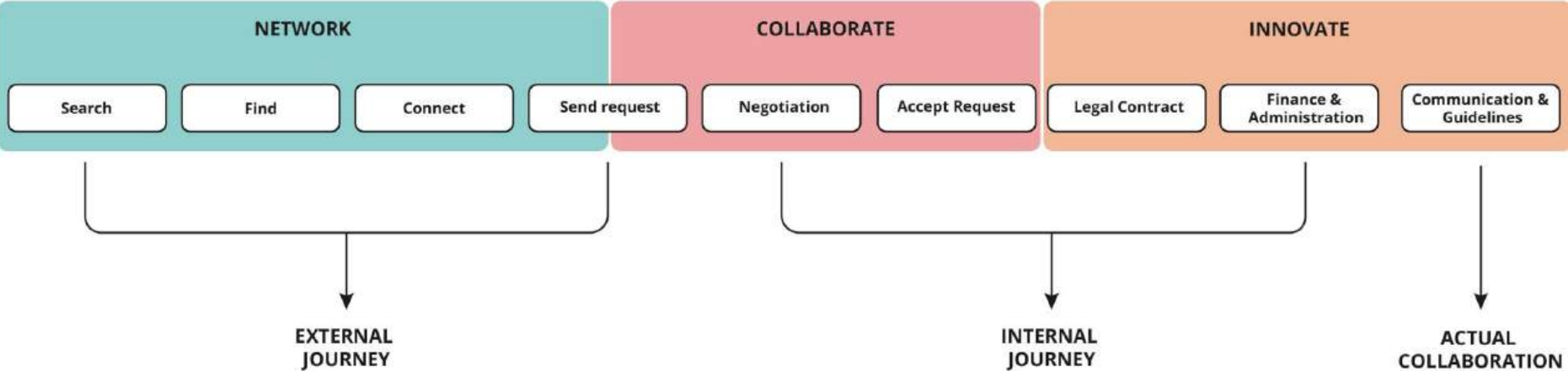
- ☐ Conference call
- ☐ Speaker
- ☐ Workshop
- ☐ Brainstorming
- ☐ Presentation
- ☐ Strategy check
- ☐ Technology transfer
- ☐ Whitepaper
- ☐ Feasibility study
- ☐ Testing products
- ☐ Innovation project
- ☐ Research project
- ☐ Internship
- ☐ Student thesis
- ☐ Board member
- ☐ Coaching
- ☐ Research consortium
- ☐ Case study
- ☐ Consulting
- ☐ Partnership

Let's simplify collaboration



# Collaboration Journey

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# COLLABORATION CANVAS

DATE

Think outside the box!

**PARTNERS:**

(who is involved in the collaboration and what are their roles)

**CONCEPT:**

(objective, what to do together, purpose, outline, needs, what kind of problems the collaboration is solving)

**TEAM:**

(who is involved in the collaboration, which kind of role will they have?, how to communicate, how to engage with the team, deal with conflict and celebrate milestones)

**RESOURCES:**

(budget and resources to make the collaboration happen)

**TIMELINES:**

(kick-off date, duration, milestones)

**LEGAL:**

(confidentiality, IP co-ownership, right of use, competition, patents, license)

**EXPECTATIONS:**

(define objectives per partner)

**IMPACT:**

(sustainable development goals, balanced economy actions, customer benefits and changed in the industry, number of businesses in the value chain impacted)

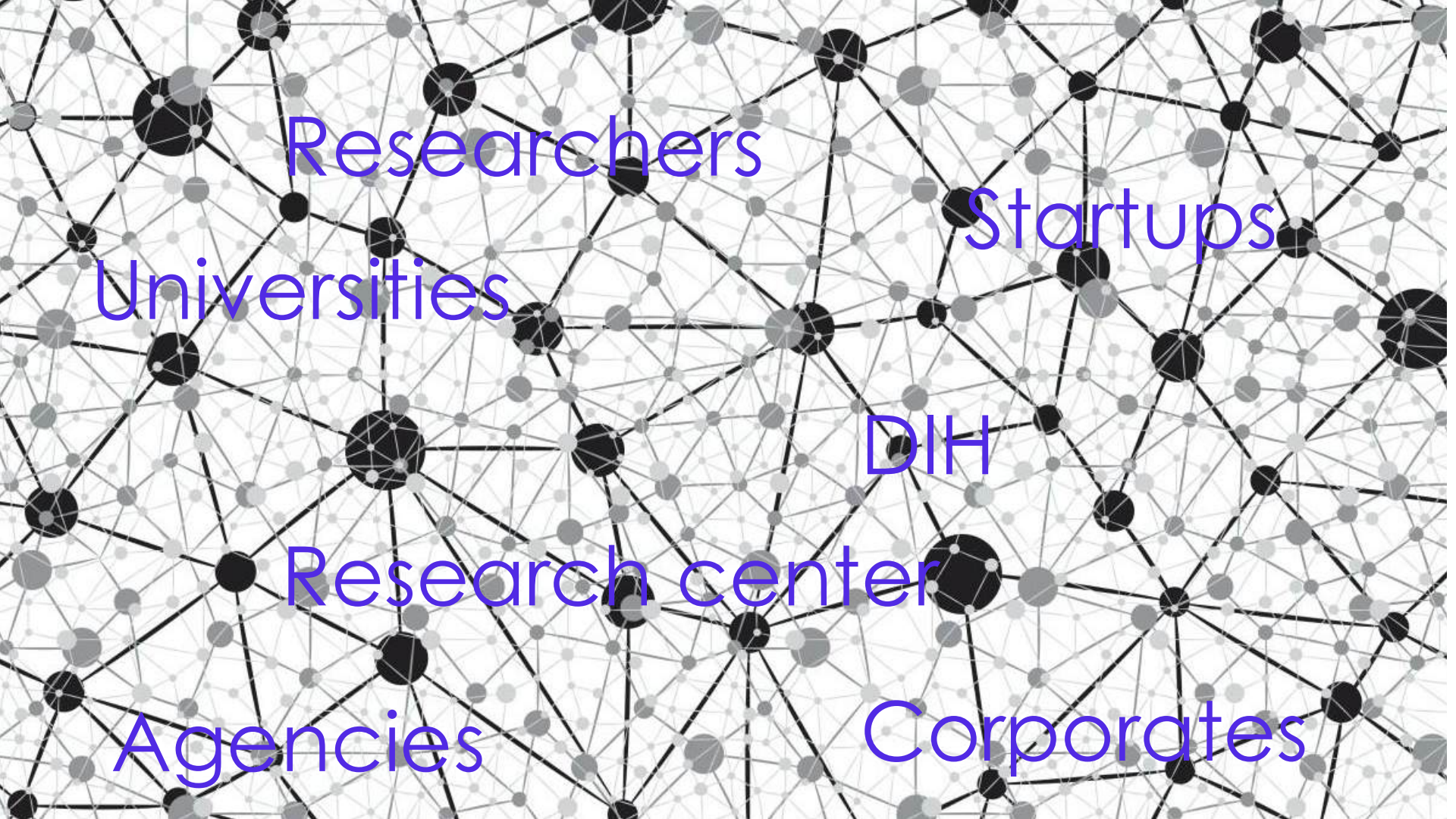
**TOOLS:**

(co-working app, messaging tool, video conference, software tools, social media)

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“We work together to  
make our product, service  
and business better.”

**Prof. Dr. Amy Edmondson**  
Books: Teaming, and Fearless Organizations



Researchers

Startups

Universities

DIH

Research center

Agencies

Corporates

What is an ecosystem?

**“The objective is to increase collaborations, valorization of tech transfer and leverage startup projects with access to networks.”**

eurospacehub

COLLABWITH

Innovation Ecosystems to leverage funding, opportunities, collaborate faster, leverage knowledge, support and networks.

**Jara Pascual**

Book: Innovation and Collaboration in the Digital Era

An innovation ecosystem connects the dots... from physical to digital.

**Jara Pascual**

Book: Innovation and Collaboration in the Digital Era



digital, hybrid, in person

..mmm....

again... digitalization is for  
efficiency... and for tracking  
KPIs automatically

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“Digital is for efficiency  
and easy to connect  
knowledge and visualize  
knowledge.”

**Jara Pascual**

Autor del libro: Innovation and Collaboration in the Digital Era

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“Think global from  
day one.”

**Jara Pascual**

Autor del libro: Innovation and Collaboration in the Digital Era

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“I share my knowledge  
and research results to  
help others and value my  
expertise.”

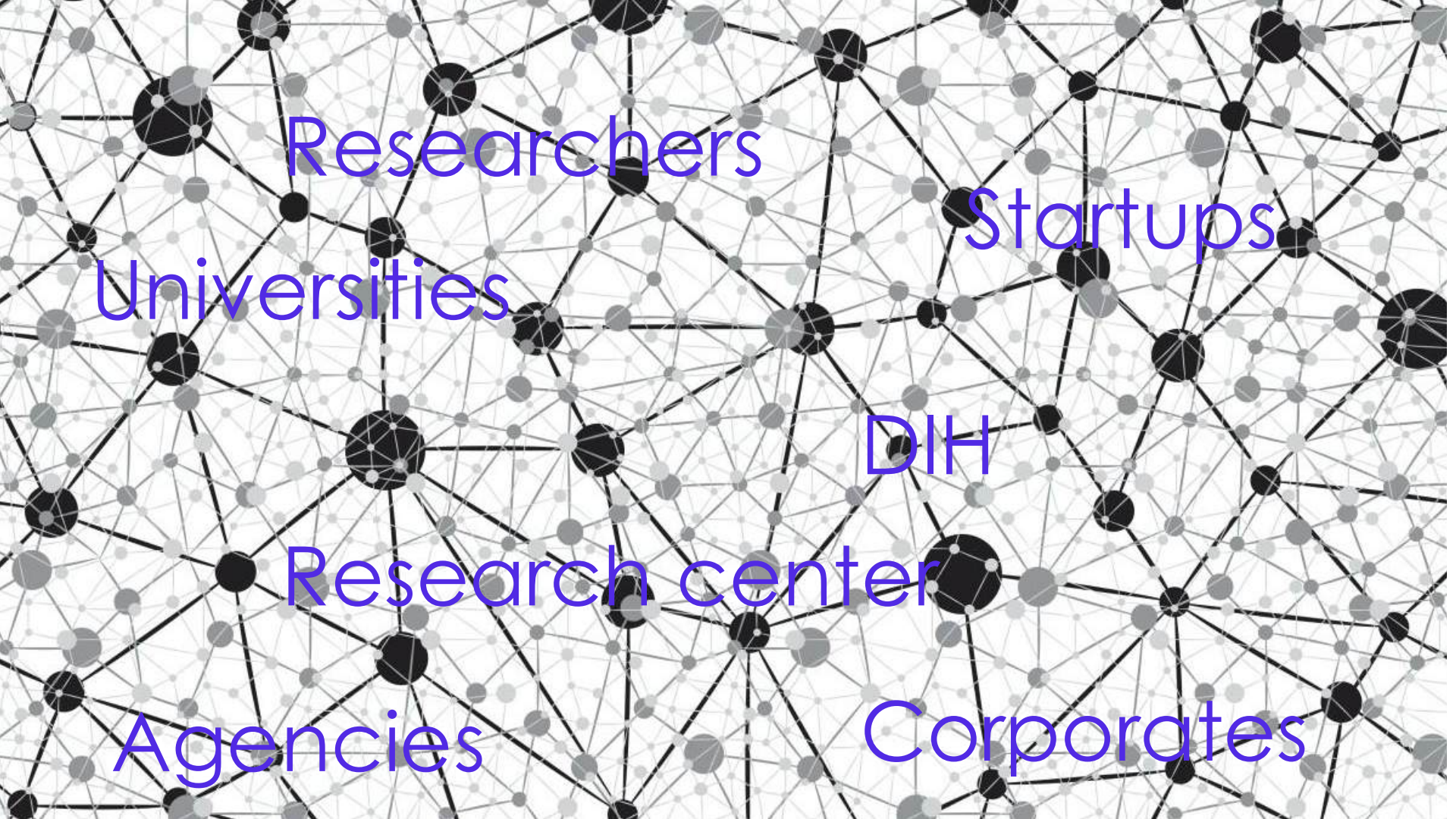
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Thank you to internet (chaos) and digitalization (a little bit more structured) is easier to connect ecosystems.

**Jara Pascual**

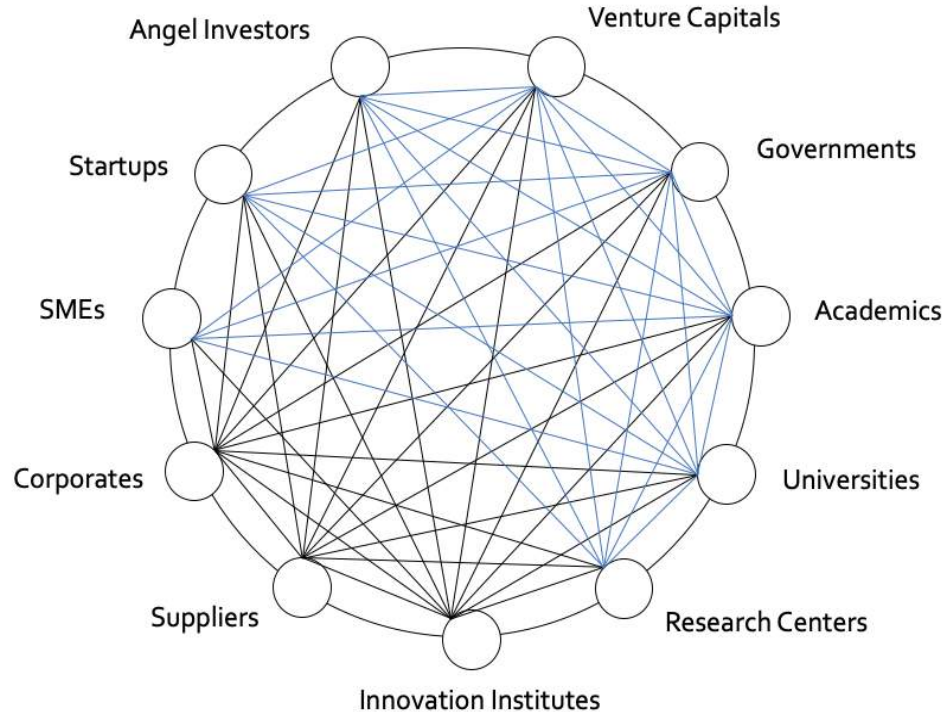
Autor del libro: Innovation and Collaboration in the Digital Era



But... How?

# Create your own Innovation Ecosystem

**Connect people who  
are not connected or  
working in silos**



# INNOVATION ECOSYSTEM CANVAS

Energy flows where your attention goes.

DATE

## STARTING

### KNOWLEDGE:

(which kind of knowledge do you bring to the community and ecosystem?)

## PREPARATION

### ACTIVITIES:

(you need to schedule activities to bring people together. The objective is to share information and knowledge and bring value to them)

## DEFINITION

### NEEDS:

(define needs and issues your ecosystem and community are facing)

## BONDING

### VALUES:

(identify and define values for your ecosystem and community, such as transparency, innovation, collaboration, respect, diversity, etc)

### SUPPORT:

(how can you help your community and ecosystem?)

### PURPOSE:

(what is your ecosystem and community theme and purpose? What is the value creation you are creating with your ecosystem and community? Which problems are you solving?)

### SOLUTIONS:

(what kind of solutions do you need to bring to the ecosystem and community?)

### MANIFESTO:

(create your own manifesto for the ecosystem and community. Including mission and vision. Choose your SDG (sustainable development goals) and communicate it!)

### ACTORS:

(make a list of actors you want to add into your community and ecosystem: corporates, academics, investors, consultants, startups, universities, policy makers, customers, etc.)

### INFORMATION FLOW:

(list the information and the format you want to share: news, events, showcase expertise, curated collaborations, etc)

### TOOLS:

(create groups in social media channels or collabwith channels. aka. Where does your ecosystem and community meet and connect?)

### EDUCATION:

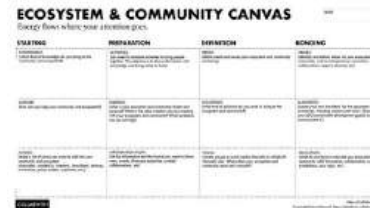
(what do you have to educate your ecosystem and community with? Innovation, collaboration, open mindedness, your topic, etc.)

# How to start?

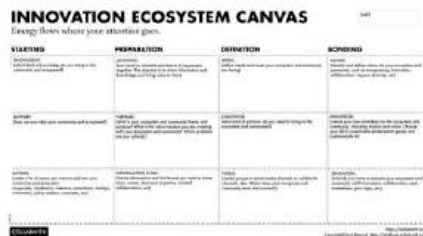


ONE PERSON  
FROM EVERY  
STAKEHOLDER  
FROM THE  
ECOSYSTEM

ANALYSE THE  
RESULTS AND  
CREATE A  
COMMON  
CANVAS



This is your map to orchestrate and facilitate your innovation ecosystem.



This is a way to discover hidden needs, stakeholders and knowledge. What do you need? How can you help?

SUPPORT THE  
ECOSYSTEM  
STAKEHOLDERS  
TO  
COLLABORATE



This is the guide to support your ecosystem to collaborate faster.

“People socialization is much more complex than personality, taking care of all senses of a relationship, how to manage the process and how to bring them together is very important”

Prof. Anton Kriz

Associate Professor at Australia National University

Director at inManagement Consulting

**Jara Pascual**

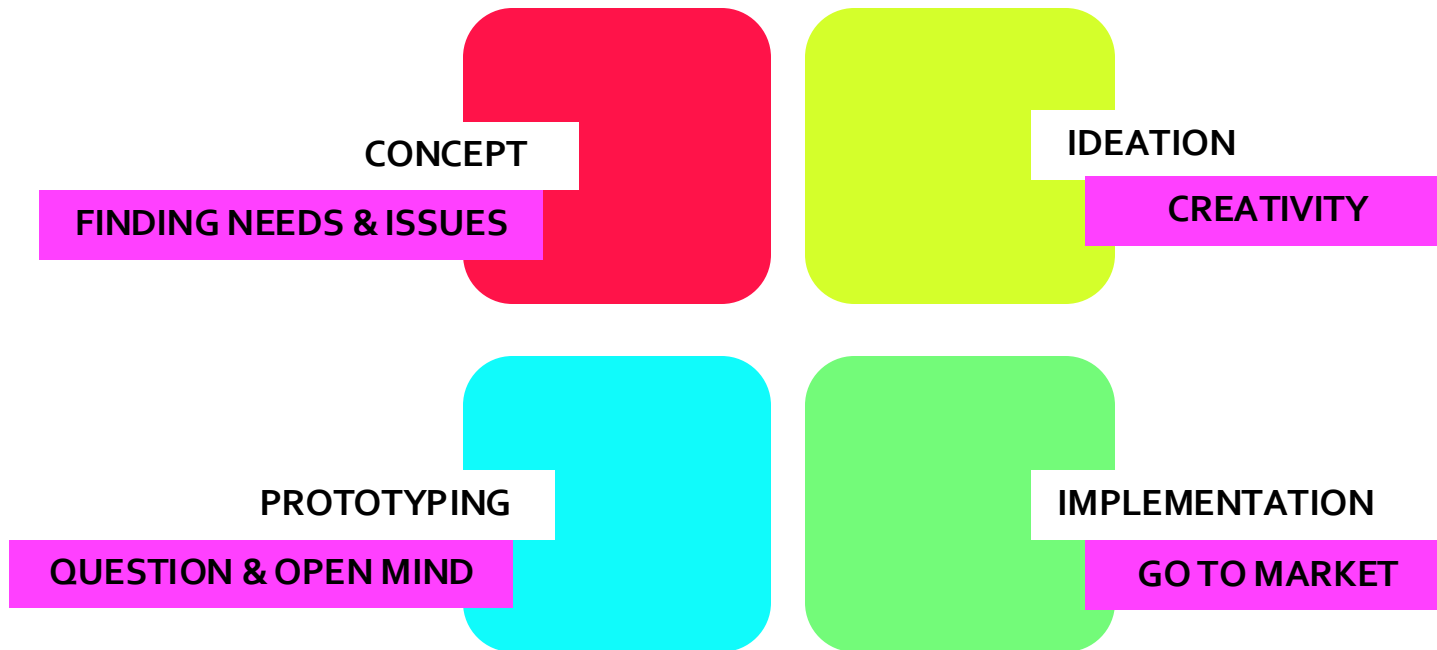
Book: Innovation and Collaboration in the Digital Era

Mindset = culture

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# / FRAMEWORK INNOVATION & EMOTIONAL INTELLIGENCE



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“The best emotions to manage error tolerance and frustration, are emotions of curiosity and analytics.”

**Jara Pascual**  
CEO Collabwith

Autora libro “Innovation and Collaboration in the Digital Era”



# EMOTIONAL INTELLIGENCE CANVAS

It works, if you work it

DATE

## ASSESSMENT

## EMOTIONS

## CONFLICT MANAGEMENT

## VALUES OF COLLABORATION

WHAT IS YOUR MOOD TODAY?

HAPPINESS  
ECSTASY  
JOY  
SERENITY  
OPTIMISM  
CALM

CONTENT  
ADORATION  
TRUST  
ACCEPTANCE  
LOVE  
INTEREST

IN CASE OF CONFLICT:  
How can you make physical and mental space?  
Are you prepared to communicate? Are the people involved prepared to communicate?

RESPECT  
ACTIVE LISTENING  
UNDERSTAND OTHER OPINIONS  
UNDERSTAND OTHER CULTURES  
LEARN FROM OTHERS AND FROM SITUATIONS  
APPRECIATE YOUR OWN CULTURE  
AVOID STEREOTYPING PEOPLE  
LISTEN TO WHAT OTHERS NEED

HOW DOES YOUR TEAM FEEL?

DISAPPROVAL  
GRIEF  
SADNESS  
PENSIVENESS  
REMORSE  
LOATHING

DISGUST  
BOREDOM  
CONTEMPT  
RAGE  
ANGER  
TERROR

WHAT IS THE CONFLICT ABOUT FOR YOU?  
Can you speak up in a calm way? What is the conflict about for you? How can you be calm before addressing the conflict with the other person?

DEAL WITH FRUSTRATION  
Breathe, focus on yourself, deal with fear, accept obstacles, have courage and resilience.

INCREASE MOTIVATION  
Listen and value working with /of others. Create transparency, clear objectives, be empathetic to other feelings and emotions.

BE RESILIENT  
Work on your own drive, believe, keep a positive attitude, understand your emotions to cope with difficult situations, feel before thinking, manage your emotions, focus on solutions.

HOW CAN YOU CHANGE YOUR MOOD? HOW CAN YOU CHANGE YOUR TEAM'S MOOD AND THOUGHTS?

FEAR  
APPREHENSION  
AWARE  
AMAZEMENT  
SURPRISE

ANNOYANCE  
AGGRESSIVENESS  
VIGILANCE  
ANTICIPATION  
DISTRACTION

RECOGNIZE THE CONTEXT THAT HAS CAUSED THE CONFLICT:  
How can you manage your frustration? How can you understand the other person's issue? How can the other person understand you? And make a plan to follow up!

IMPROVE FOCUS  
Differentiate urgent vs priorities, focus on yourself first, to the focus on the team, on your organization, industry and the world.

INCREASE CONFIDENCE  
Work on your self-esteem, help your customers and team to trust you, understand & remove fear from your customers and team, make your customer and content happy.

# / ECOSYSTEM, COLLABORATION, RESILIENCE

Bring  
people  
together

**COLLABORATION CANVAS** DATE: \_\_\_\_\_

Think outside the box!

<b>INITIATOR</b> Who is involved in the collaboration and what are their roles?	<b>CONCEPT</b> Collaboration, what is its purpose, goals, outcomes, what kind of problem the collaboration is solving?	<b>VALUE</b> Who is involved in the collaboration, what kind of value will this benefit? (time, convenience, how to engage with the team, deal with conflict and achieve consensus)
<b>RESOURCES</b> Budget and resources to make the collaborative happen?	<b>THREATS</b> List all risks, dangers, reflections?	<b>DEALS</b> Sustainability, IP ownership, right of use, competition, (partners, brands)
<b>EXPECTED</b> (define objectives per partner)	<b>IMPACT</b> Sustainability, development goals, technical capacity actions, customer benefits and changed in the culture, number of businesses in the value chain impacted?	<b>FOCUS</b> Core things you're managing well, online conferences, software tools, social media?

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Help  
others to  
help others

**INNOVATION ECOSYSTEM CANVAS** DATE: \_\_\_\_\_

Energy flows where your attention goes.

<b>STARTING</b> <b>CONCEPT</b> What is the concept? (define it, what is the problem it's solving, what is the value it's creating?)	<b>PREPARATION</b> <b>CONCEPT</b> What is the concept? (define it, what is the problem it's solving, what is the value it's creating?)	<b>DEFINITION</b> <b>CONCEPT</b> What is the concept? (define it, what is the problem it's solving, what is the value it's creating?)	<b>BONDING</b> <b>CONCEPT</b> What is the concept? (define it, what is the problem it's solving, what is the value it's creating?)
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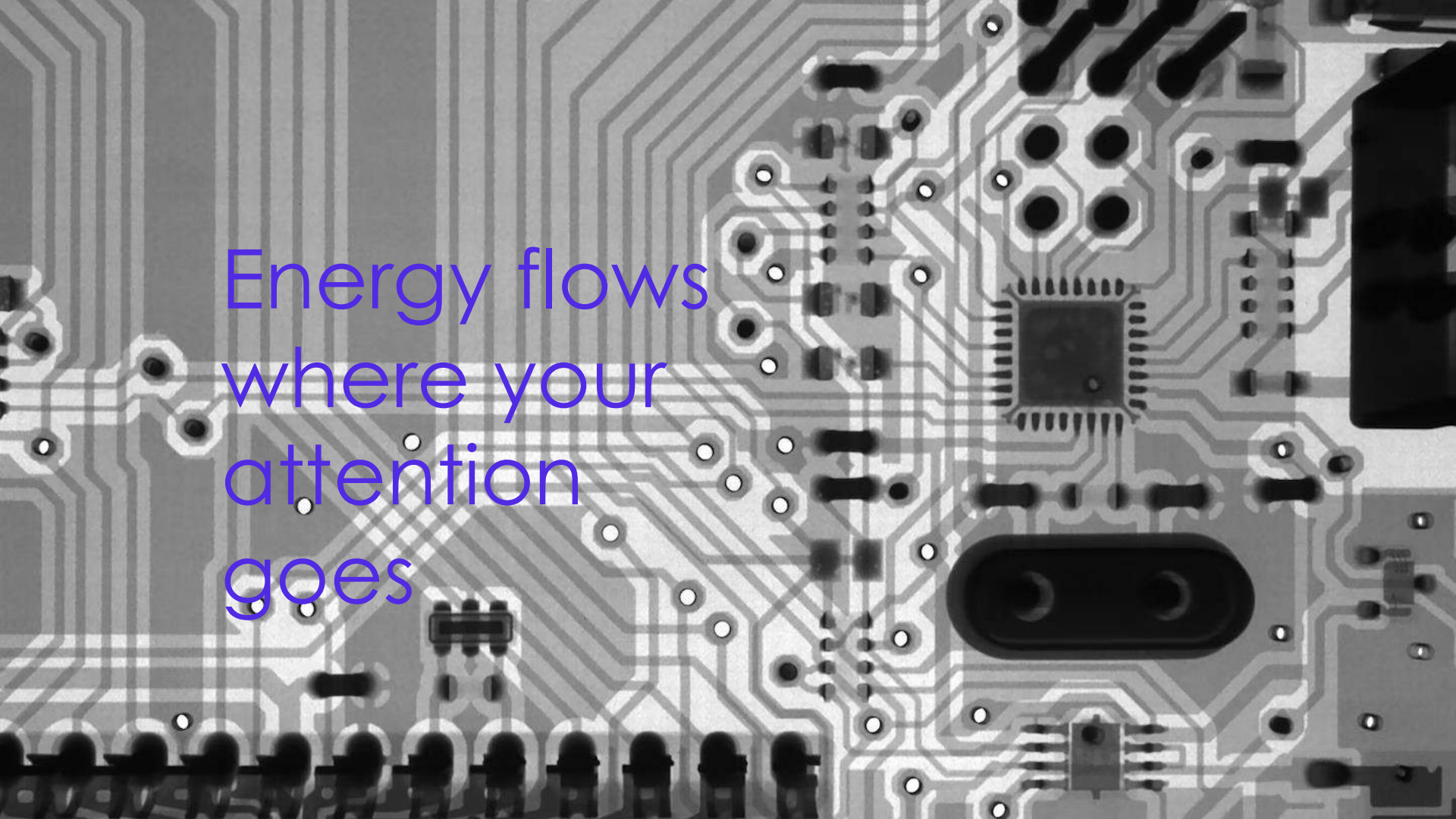
KPIs for a  
resilient  
ecosystem

**EMOTIONAL INTELLIGENCE CANVAS** DATE: \_\_\_\_\_

It works, if you work it

<b>ASSESSMENT</b> What is the concept? (define it, what is the problem it's solving, what is the value it's creating?)	<b>ENVIRONMENT</b> What is the concept? (define it, what is the problem it's solving, what is the value it's creating?)	<b>CONFLICT MANAGEMENT</b> What is the concept? (define it, what is the problem it's solving, what is the value it's creating?)	<b>VALUES OF COLLABORATION</b> What is the concept? (define it, what is the problem it's solving, what is the value it's creating?)
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Energy flows  
where your  
attention  
goes

What kind of future do you  
want to have?



# / PDF GUIDE INNOVATION ECOSYSTEMS FOR UNIVERSITIES



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