



## from BRAIN to BUSINESS

DANUBIUS ACADEMIC CONSORTIUM for INTEGRAL INNOVATION

### 1. SUBSTANTIATION

The history of humanity is a history of innovation. The humanoid overcame his frail condition by discovering the artifex as extension of his constitution and hence the way of adapting by instrumental development: inventing tools and learning skills of using them correspondingly to his goals. He started a race between imagination and challenges, setting the base for cultures and civilizations.

Our actual civilization was ignited by a wave of game changing inventions, rooted in the positivist-rationalism of XVIII-XIX century. Their results shifted the focus of humanity from agriculture to manufacturing and outlined a horizon of comfort based on pieces of equipment, endorsing every segment of human life.

Innovation, the driving force of our actual civilization model, has three components:

- the ingenuity, the mental aptitude of inventing,
- the knowledge for transforming the ideas in useful solutions and items,
- the skills for getting rewarded, by commercializing the creative output.

These three components are critical and mandatory for sustainable success:

- **Ingenuity talent, Invention**      igniting the mental process of inventing
- **Innovation knowledge**      for controlling the process of conversing accurately ideas into useful output
- **Entrepreneurship**      for converging the means and forces, producing and introducing to the market successfully the resulted product

The Ingenuity, as invention, alone is a splendid mind game, exciting curiosity and inspiration, but an abstraction.

The innovation process without invention is an excellent, but hollow package of knowledge with redundant outcome, ending up in cloning and market saturation, if it is used for upgrading already existing concepts. Entrepreneurship without innovation input is just a waste of energy and impetus, often a broken hope.

These three components belong organically together as a harmonic body: the INTEGRAL INNOVATION.

## 2.NEED

Schumpeter shows and the reality confirms it, that our model of economy needs a steady input of new, routine breaking concepts. Among them, the disruptive, *game changing approaches* generate leapfrog growth, inspiring subsequent concepts and new generations of solutions and as a consequence sustainable leadership and prosperity.

The opposite effect, the quiet routine and perfectionism, inspire epigonism, market saturation, economic marasmus and crisis.

There are many programs, educating Innovation Management, and even more for entrepreneurship, but no one educating inventors. Where are supposed to come the ideas from, which the Innovation managers are trained to converse in products and the entrepreneurs in business ?

There is an obvious and critical need for a steady source of creative outcome. Our economy model needs first of all Inventors with entrepreneurship skills and the education must deliver graduates with this profile of competence for a sustainable economic growth.

## 3. EDUCATING INTEGRAL INNOVATORS

Creativity is an inborn human talent, the distinguishing feature enabling him to adapt flexibly to differences in the environment and to the challenges of relentless change. However the restrictions along the childhood and adolescence aiming to integrating the young person in the society shrink the space for imagination and visionary speculations.

The school and the higher education are aimed toward developing the knowledge level of students and to specialize them in a specific domain, restraining even more the creative thinking. The creativity, the heuristics and the thinking out of box are rarely stimulated and promoted by the available curricular packages.

There is a need for a higher education program on Master level for opening up the creative talent and original problem solving, for encouraging and stimulating visionary thinking and training entrepreneurship skills for realizing the original outcome.

The ingenuity talent, innovation knowledge and entrepreneurship skills are indivisible, they require an integrative, comprehensive education, the Integral Innovation.

In this understanding, we have taken the challenge of Educating Integral Innovators in a Master Program for graduates in Engineering, Natural Sciences, Architecture and Design.

A successful, 25 years experience in Germany, educating more than 450 Integral Innovators and their thriving careers confirm this understanding and the consequent curriculum and methodology.

The actual model of economy and the maturity of the program invite to the dissemination of this education to a larger, Euro-regional scale, building a joint Master program by a group of Universities from the Danube Region, Danubius Academic Consortium, DAC.

#### 4. DAC

DAC is much more than just another Academic Association.

**DAC** – is an euro regional **ecosystem of Integral Innovation**, located in the Danube region, aligned with the goals of EU Strategy for Danube Area (EUSDR) aiming toward a Culture of Creativity and Diversity in this region.

*As an ecosystem DAC:*

1. **Educates** *Integral Innovators (inventors-entrepreneurs)* able to generate new game changing solutions = **EMJMD Integral Innovation**.
2. **Endorse** the graduates efforts for building up an enterprise on this original base = **original business**, developing the regional economy- **DECII**
3. **Enhance** the acceptance of newness in the society by involving different segments of society  
( children, vernacular craftsmen, public projects) in creative process = **creativity culture**, Programs **Innovation is Hope and Sky is the Limit**

*DAC synergy of ecosystem:*

The composition of DAC corresponds by convergent and complementary competences to this comprehensive approach:

**-Universities**

representing the Danube Countries

**-Industry Associations**

for ex. Landes Verband der Industrie, LVI BW),

**-Networking Institutions**

bridging the academic creativity and economic reality  
(for ex. BWCON),

**-NGOs**, representing Danube riverine communities

(for ex. CLDR),

**Craftsmenguilds** and craftsmen' communities

(for ex. BIDF)

**-International Institute for Integral Innovation 4xl** the expert in Integral Innovation

#### 5. DECII

The innovation chain is fragmented by many thresholds of different nature, which might induce drawbacks or even the failure of valuable ideas. There is a need to bridge the gaps along the conversion process of Innovation for supporting bright concepts growing into smart solutions and of solutions for shifting into accepted and hence successful products.

The Integral Innovation, which is the base of our project, addresses comprehensively the entire innovation chain, preventing the gaps in the process and facilitating the smooth progress toward the commercial success, from Brain to Business.

In a comprehensive, integrated approach and considering the EU Strategy for Danube Region, we have developed the DAC - Integral Innovation Strategy, which addresses both: the education of Integral Innovators by the *Danube Academic Confederation* (a Joint Master Education) and the concept of a *Danubius Excellence Center for Integral Innovation (DECII)*, as an integrated platform for identifying and supporting talents and original concepts to success.

DECII Objectives are:

- Endorsing the education of Integral Innovators
- Identifying creative talents and bright ideas with high potential
- Evaluating and protecting innovative outcome with profitable business potential
- Facilitating the exposure of bright ideas and talents to investors and risk capital sources
- Simplifying the access to financing and funding
- Extending a platform for experimenting, prototyping and testing new concepts
- Endorsing market introduction of innovative products
- Coaching start ups, based on original concepts

## 6. Synthesis

A Culture of Innovation and Diversity needs a coherent and comprehensive theory (Integral Innovation) an integrated strategy and an implementing body of this strategy, (DAC) built as an ecosystem, covering the entire road between Brain to Business.

DAC the ecosystem for Integral Innovation is a living example of such an ecosystem, located and focused on the Euro-region Danube Valley.

The Integral Innovation is the synergetic convergence of creativity and conversion skills as well as the integration of academic creativity with the empiric, vernacular one.

But first of all the Integral Innovation bridges the creative-visionary thinking with the logic-pragmatic one.

February 07. 2015

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