

Innovation Development

“InnovationRCA is an inspirational organisation delivering impressive results across a range of functions”

McKinsey & Co.,
Review of InnovationRCA, 2017



Royal College of Art

INNOVATIONRCA

INNOVATION DEVELOPMENT FOR BUSINESS

The Innovation Development Programme helps organisations create and sustain an internal culture of innovation, overcoming the cultural and operational constraints that often inhibit their approach to intrapreneurship. The programme not only liberates great projects within companies but also teaches them how to foster an enduring internal culture of innovation, and to manage innovation for the most valuable outcomes.

InnovationRCA has an enviable track record of turning Royal College of Art innovations into a portfolio of successful spin-outs, from high-tech and patent-based businesses to creative brands. Its start-up five-year survival rate is well above average, and it was assessed by McKinsey & Co. (2017) as 'world class' when benchmarked against other incubators internationally. It has won numerous awards and is consistently ranked among the very top university incubators in the UK.



InnovationRCA Incubatee Duncan Fitzsimmons invented Morph Wheels™; folding wheelchair wheels

APPROACH

The Royal College of Art (RCA) operates as an ideas factory that uses unconstrained thinking to give full vent to creative ideas. This approach is at the heart of design-led innovation which is widely recognised as a valuable British export and facet of cultural life. InnovationRCA's Innovation Development Programme uses design-led innovation and its own user-centred methodologies to cast a unique perspective on opportunities by blending business with technology and creativity.

The programme consists of three separate modules of varying duration. The modules are highly interactive, making extensive use of hands-on workshops to convey and illustrate practical, immediately applicable concepts. The modules are designed to be adapted to the specific requirements of each client, and can be taken separately or combined together.

MODULE 1: USER-CENTRED DESIGN SPRINT

An intensive three-day workshop focusing on creating new ideas for processes, products or services in response to market drivers. Participants work in teams to identify the business or market challenges to be addressed, and their corresponding end customer or user, who may be internal or external to their organisation. They are introduced to user-centred methodologies to allow them to define new products or services, and they use their knowledge of the markets to develop their solutions.



MODULE 2: DESIGN JAM

This intensive three-day module explores market fit and the potential for successful implementation. Multi-functional client teams take product or service propositions - for example as developed through a User-centred Design Sprint module - and work through the process of defining the competitive positioning, the channels to market(s), revenue stream opportunities, costs and key metrics for success. This allows them to build and refine business propositions.

MODULE 3: DESIGN-LED ACCELERATION

Our applied three-month module is designed to help companies' multifunctional teams road test and advance new ideas, and then develop them into successful processes, services or products that can launch faster or be spun-out.

The module uses InnovationRCA's tried and tested design-led business mentoring and coaching, and includes pre-acceleration training, masterclasses, regular team coaching, and visits to gain insights from other corporate and start-up businesses. It concludes with training to develop compelling business cases and to pitch these to investors.

WHO IS THE PROGRAMME FOR?

The programme is designed for organisations that are looking to develop internal expertise in fostering and exploiting innovation, wherever it emerges.

Participants are grouped into small, multi-disciplinary teams of cross-functional employees across the organisation. InnovationRCA trains these teams to achieve holistic, lasting innovation. The programme works best when attendees represent as many functional groups as possible from within the organisation, so that everyone is exposed to the innovation process and discovers the art of the possible across all areas.



OUTCOMES

Organisations become able to innovate faster in a climate of confident corporate venturing that encourages entrepreneurial opportunity. The programme leads to the development of new corporate projects for innovative processes, products or services, and potentially to spinouts.

At the individual level, the programme develops effective innovators who are confident and able to look across their enterprise to innovate. Through the designed and user-centred methodologies they pick-up, they are able to innovate more quickly in response to market or business challenges. They gain the ability and confidence to evaluate market fit and develop business models, as well as enhancing their entrepreneurial potential, and their leadership and multi-disciplinary team-working skills.

ADDITIONAL INFORMATION

The format and content of the programme are designed to be adapted to the needs of the client. They can be delivered as a combination of distance learning (online) and face-to-face training. The acceleration module can include in situ pre-acceleration training at client locations, followed by residential acceleration at InnovationRCA's start-up hub in London, or at other appropriate external venues. The programme can accommodate 20 to 45 delegates, grouped typically into teams of three or four.

INNOVATIONRCA IN NUMBERS

InnovationRCA developed and validated its programmes working with its own start-ups and spinouts.

InnovationRCA is the Royal College of Art's centre for entrepreneurship and IP commercialisation

 **112 GRADUATES
LAUNCH 78 START-UPS**

 **OVER £184 MILLION
TURNOVER GENERATED**
by our start-ups and spin-outs
in the last 10 years

 **£124 MILLION RAISED IN
INVESTOR FUNDS**
by our start-ups at valuations
of £450,000 to £130 million

 **OVER £20 MILLION
OVERSEAS SALES**
value of exports in the
previous 12 months

 **OVER 800 UK JOBS
CREATED**

 **OVER £34 MILLION
TURNOVER LAST YEAR**
by our start-ups which are
trading

 **67% START-UP SURVIVAL
RATE**
of 5 years or more

 **36% FEMALE FOUNDERS**

February 2022

“A central resource for commercial acumen”

McKinsey & Co. Review of InnovationRCA, 2017

For further information contact: InnovationRCA

Email: innovation@rca.ac.uk

Telephone: +44 (0)20 7590 4174

Address:

InnovationRCA
Rausing Research & Innovation Building
Royal College of Art
15 Parkgate Road
London SW11 4NL

www.rca.ac.uk/innovation

 twitter.com/innovationrca

 linkedin.com/company/innovationrca

