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Irish Centre for Fetal and Neonatal Translational Research

LEANBH Project

Learning to Evaluate Blood Pressure at Home



Lessons from trying to innovate in the age of digital disruption

Tech Connect
31st May 2017
RDS, Dublin

SFI Science Foundation Ireland | Infant Irish Centre for Fetal and Neonatal Translational Research | BioScreen HEALTH | laya healthcare | IBM

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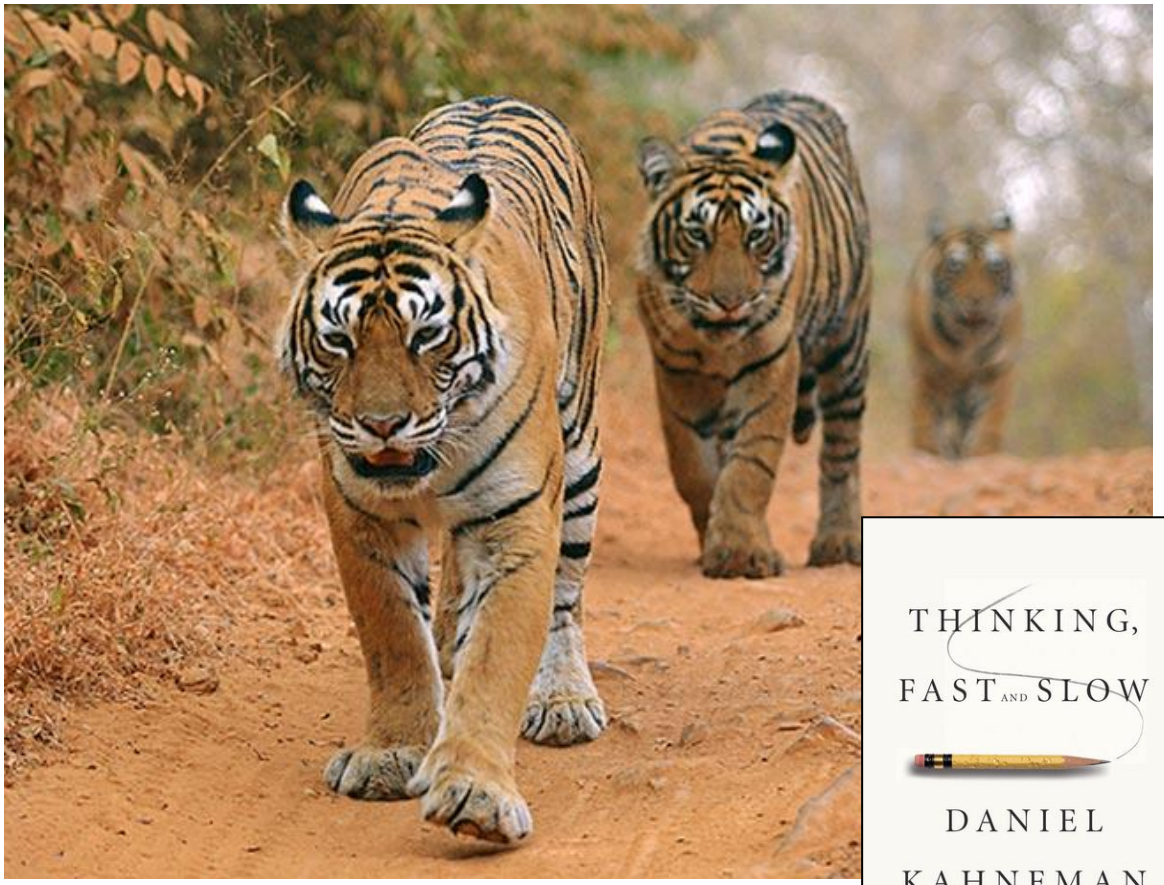
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Wired to survive but …

Human beings are illogical and irrational. For most of our existence, survival required that we think quickly, not methodically. Making a life-preserving decision was more important than making an accurate one. This has meant that the human brain has developed an array of mental shortcuts.



Source: http://www.jagdeeprajput.com/Latest%20Large/Approaching-R

Rolling with the punches …

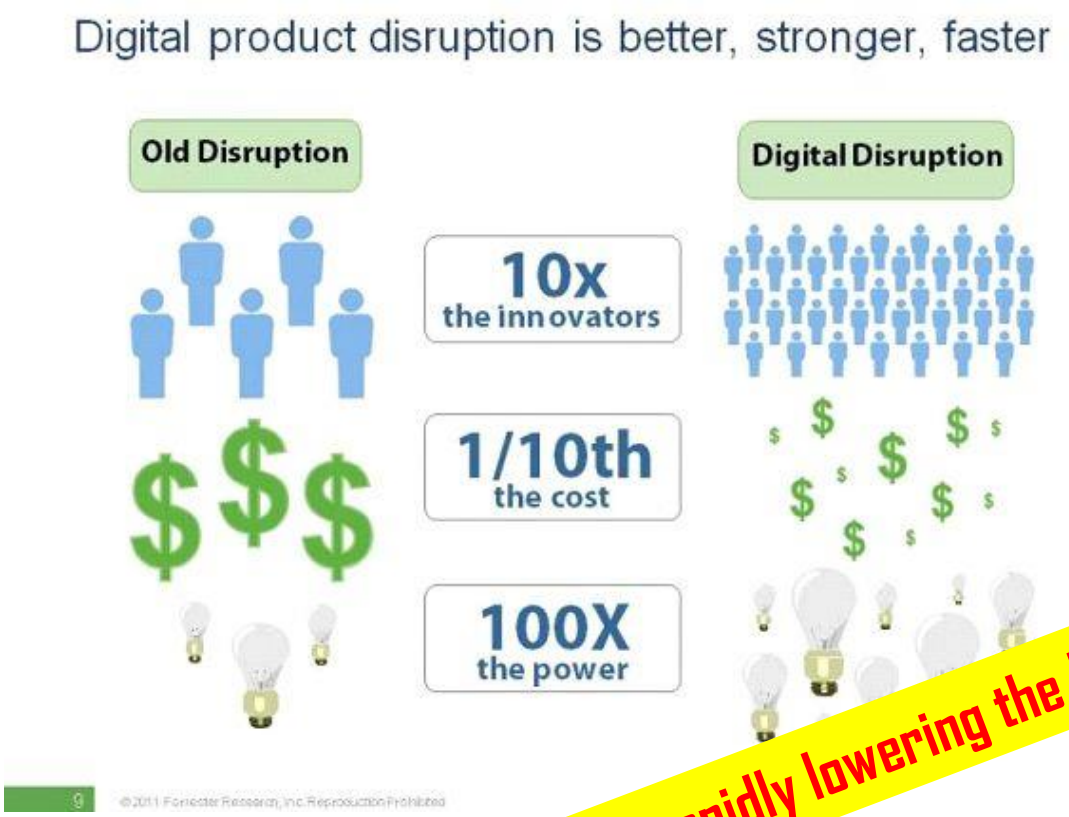
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Source: http://www.telegraph.co.uk/mma/2016/12/30/ufc-207-ronda-rousey-vs-amanda-nunes-fight-time-watch-live/

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Democratising of Disruption



Source: http://www.digitaltransformationbook.com/wp-content/uploads/2011/11/digital_product_disruption.png

"The distance between any idea and the digital realization of that idea is shrinking at an enormous rate - so cheap and so quick - that a bright 12-year-old can do it".

James McQuivey
VP, Forrester

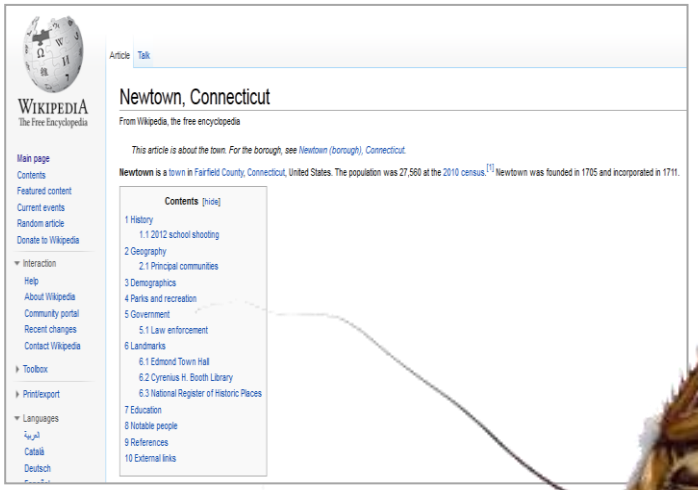
Digital disruption is rapidly lowering the bar …

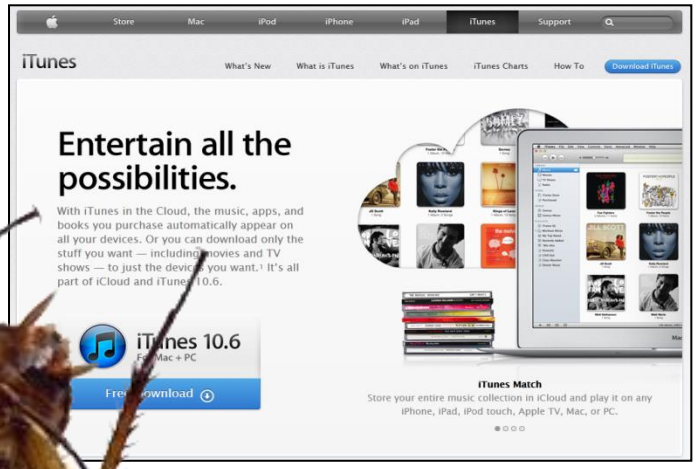
"The **distance between any idea and its digital realization is shrinking at an enormous rate** … We are evolving towards a digitally disruptive economy – a world in which **everyone has the tools they need to bring their ideas to the market, test them, refine [illegible] eventually adapt the status quo … and at almost zero cost**.



Looking around corners …

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PEST trends are both our biggest friend and our foe …

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Getting going …



Source: Neal Stephenson at … http://www.worldpolicy.org/journal/fall2011/innovation-starvation

Identifying opportunities …



There are countless gaps in peoples lives that demand compensatory behaviours …

Source: http://www.eatlivegrowpa…/2012/12/gelatine-update-if-you-have-arthritis.html

Building empathy …

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Source: http://3pregnantda

People address problems that are not part of their lives …

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Creating a bias for doing …

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'Do' not in order to get something done but in order to learn and learn early …

Source: http://www.scientificameric[illegible]/article/stone-age-the-art-and-craft-of-paleo-toolmaking-slide-show1/

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Failing in order to Succeed …

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"Position yourself to fail small in order to Succeed Big rather than Fail Big"

Aim to fail rather than Fail.

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Focusing on points of failure



The jet black swan has arrived at Abb… …y in Dorset and set up home with the resident 600 r… …ich are all white

Zero in on the most likely points of failure …

Source: http://www.dailymail.co.uk/news/article-2154839/Black-swan-stands-gatecrashing-group-600-white-ones-ancient-swannery.html

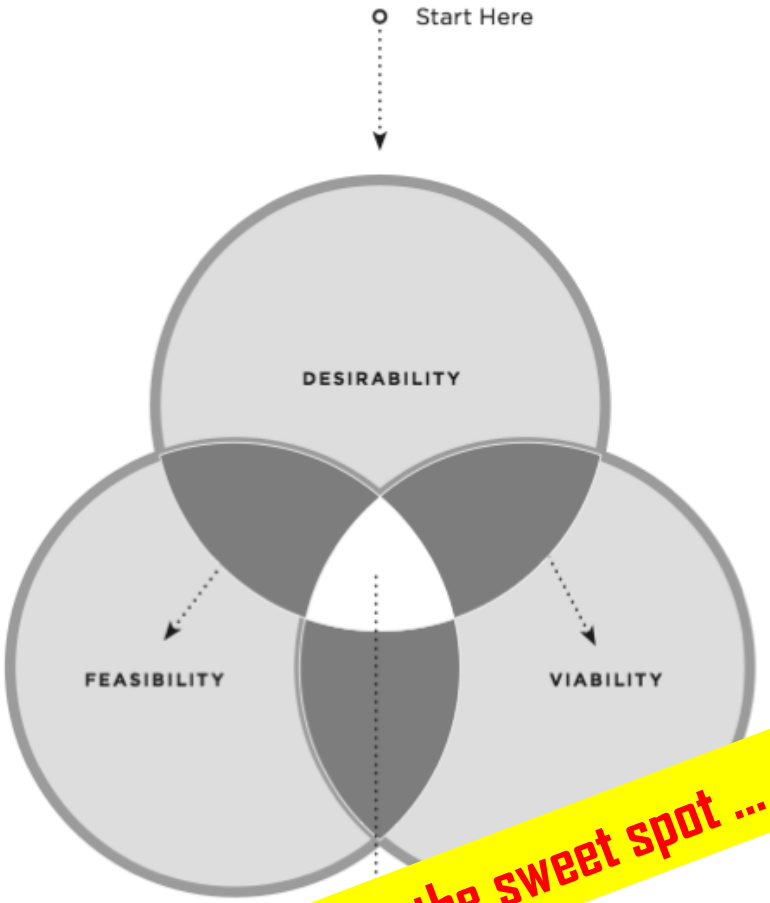
Poking the points of failure …



Test the Riskiest Assumption (RAT) first …

Source: https://www.techinasia.com/talk/mvp-dead-rat-instead

Probing the sweet spot



Seek out the sweet spot ...

that emerge at the
the Human-Centered Design
should hit the overlap of these
three lenses; they need to be
Desirable, Feasible, and Viable.

Source : www.ideo.com

Meeting resistance …



Source: https://www.reference.com/food/glucose-syrup-same-corn-syrup-a3124846480780dc

Changing expectations …



"Problems are generally messy and have no ideal solutions"

Don't waste your time looking for ideal solutions…

Source: https://rumblytumbly.com/2013/02/04/caramel-pecan-sticky-buns/

Challenging the status quo



"Just because things are the way they are, doesn't mean that is the way they [illegible]

Learn to grab the banana …

Source: http://www.businessinsider.[illegible]top-feeding-your-monkeys-bananas-2014-1?IR=T

Innovation Management is …

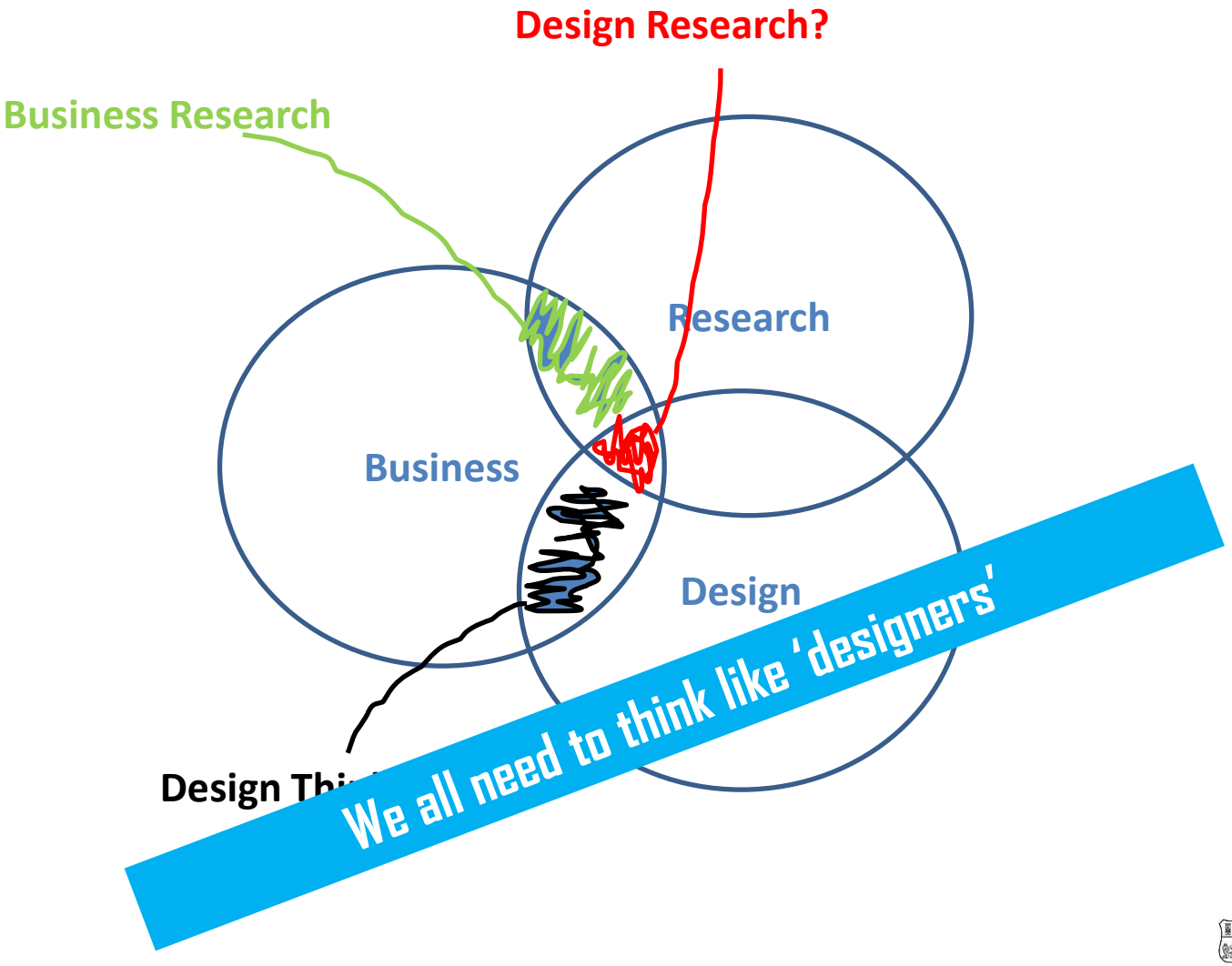
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Source: http://www.girlsaskguys.co…ial-relationships/a21794-being-different-is-good-but-it-can-also-be-lonely

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Where do these fit?





Source: http://funnyshit.com.au/img/not-my-job-redux.jpg

Moving from ‘playing not to lose’ to ‘playing to win’

Doing things right versus doing the right things.

Many Thanks

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