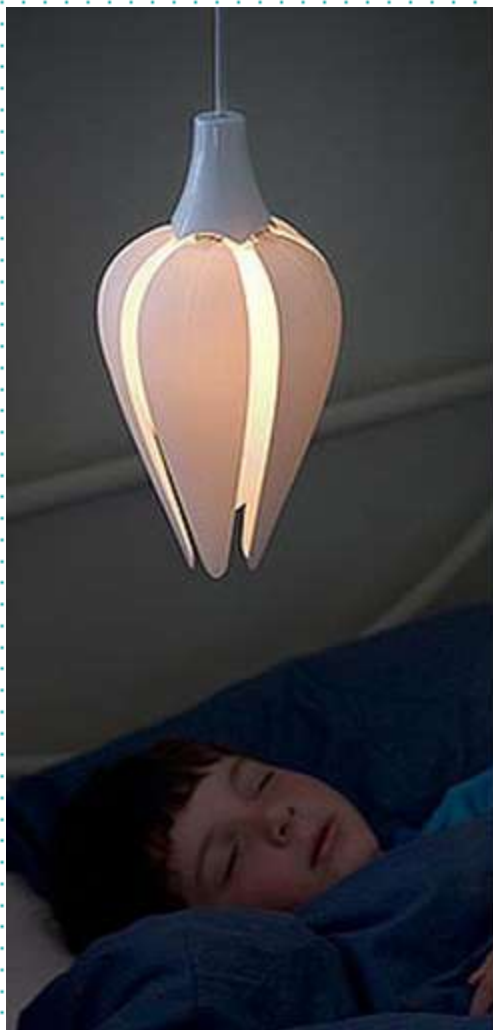


Entrepreneurial Innovations at Riga Technical University

Elina Gaile-Sarkane
Riga Technical University
Riga, October 4, 2017







Thomas Edison

“I have not failed, I’ve just found 10,000 ways that won’t work”.

Innovation as a lifestyle



Creativity

- Creativity is the ability to bring something new into being, something that did not exist before
- Creativity comprises the development of entirely new systems, the combination of already known information as well as the transfer of known relations to completely new situations
- A creative action has to be intentional and must have a purpose

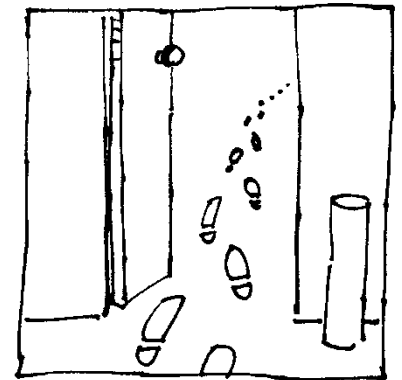
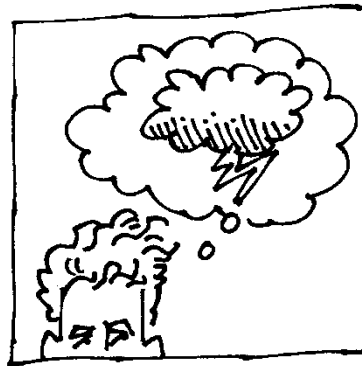
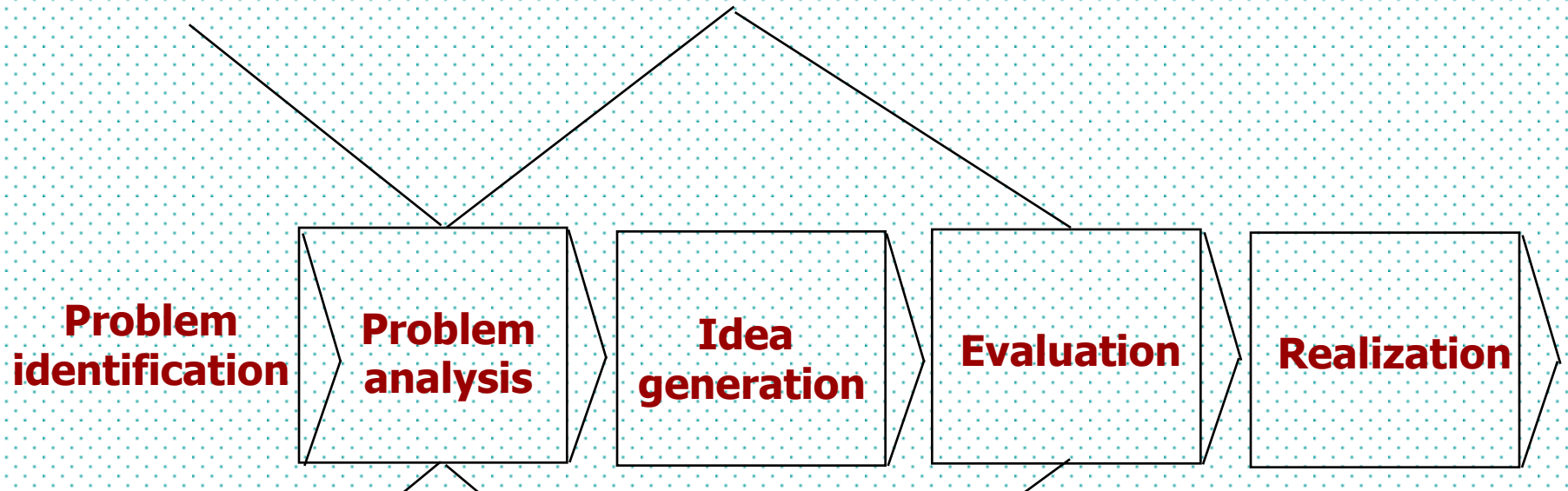
Portrait of a Creative Person

Creative people pay attention to their world, see things differently, challenge assumptions, take risks, are not afraid to fail, and strive to generate multiple solutions to problems. They are passionate about creativity and seek opportunities to innovate.

Everyday Creativity:
Principles for Innovative Design.
Dr. Larry G. Richards



Stages of creative problem solving/innovation



How it Becomes a Lifestyle?

New Product Design and
Development Education at RTU

Where it has started from?

- Kongsberg Gruppen and Buskerud Univeristy Collage (today: Buskerud and Vestfold University College, Norway)
- PDD within MBA program “Innovation and Entrepreneurship» launched at 2001
- Globbally recognized methodology addopted for Latvia and RTU
- Cooperation within univeristy and with industry

Step by step in new product development

- From idea to concept
- Development of concept
- Building of prototypes
- Calculating costs and forecasting sales
- Development of Marketing Plan
- Preparation of 'Contract Book'
- Idea (patent, prototype etc.) selling

What we have learned from it?

...once you have started, you will never stop...

... if we create creative people, we create innovation ...

... innovation is about passion....

Thank you for attention!

Questions/comments

