



GLOSSARY OF TERMS

TRAINING MODULES

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MODULE 1

Innovation across the organisation

Paradigm – paradigm is a standard perspective or set of ideas. A set of basic assumptions commonly accepted by members of a community.

Front-end innovation – it is a starting point for any innovation covering initial stages of innovation process focusing on opportunities, ideas, design and ensuring feasibility of a solution before the formal development process. It is known also as discovery process.

Back-end exploitation – implementation phase of the innovation process covering solution development, commercialization, and further improvements.



MODULE 2

Where innovative ideas come from

Collaborative innovation- it is looking for new perspectives through collaboration with other individuals to better understand a topic on a different level. In other words, participation is encouraged to develop innovative ideas.

Analogical reasoning – an approach that introduces the comparison of two objects for the projection of features from one object to another so certain features can be applied in a new context.

Geographic arbitrage – an approach that introduces the comparison of an idea from different geographical perspectives so to conclude which elements or solutions can be shared across cultures and not only in local context.

Agile methodology – it means moving away from rigid divisions in work organization and introducing greater freedom and flexibility in setting priorities, shorter time-to-market, as well as faster response to changing customer and market needs.



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MODULE 3

Innovation mindset and what is in it for me

Mindset – It is defined as “mental attitude or inclination” or “a fixed state of mind”

Kübler-Ross Model – It is also known as the five stages of grief model postulates that those experiencing grief go through a series of five emotions: denial, anger, bargaining, depression, and acceptance.

Innovation-as-art - The concept stresses that the starting point for innovation is creativity, rather than implementation of management processes and organizational structures for innovation, which requires organizations to create innovation enabling creativity.

Analytical skills - Analytical skill is the ability to deconstruct information into smaller categories to draw conclusions. Analytical skill consists of categories that include logical reasoning, critical thinking, communication, research, data analysis and creativity.

Associative thinking - fast, subconscious thinking that associates one concept with another. The ideas can involve memories, emotions, and physical sensations.

Go-to-market roadmap - Go-to-market is the plan of an organization, using their outside resources to deliver their unique value proposition to customers and achieve competitive advantage. A go-to-market roadmap captures the details of the work and defines deadlines to drive the delivery of your strategy.

Cross-functional team - a group of people with different functional expertise working toward a common goal. It may include people from finance, marketing, operations, and human resources departments.



MODULE 4

How to communicate and lobby for Ideas

Empathy – it is the ability to share someone else's feelings or experiences by imagining what it would be like to be in that person's situation

Feedback – It is a term related to the Communication process and it is the response or reaction of the person who receives the message (receiver), after perceiving or understanding the message; it helps the person who sends the message (sender) to know how well his/ her message is understood and how it will be used by the receiver.

Lobby – it means to attempt to influence (public) officials or decision makers towards a desired action regarding a legislative bill or a proposed project.

Persuade - to make someone do or believe something by explaining them why they should do or believe that.

Stereotype - it means to group races or individuals together and make a judgment about them without knowing them; it is a fixed, over generalized belief about a particular group or class of people (e.g., race/ethnicity, sex, age, socioeconomic status, sexual orientation); they generally serve as an underlying justification for prejudice, which is the accompanying feeling (typically negative) toward individuals from a certain social group.



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MODULE 5

Innovation in business models

Business Model Canvas - A diagrammatic representation of all activities in a business that must be considered during the planning phase.

Value Proposition - It is the USP (unique selling point) of a product or service for which a customer is willing to pay for. It explains what value you provide to your customers.

Transformative business Model - A business model that is completely different from what other companies are using. But it must be feasible and financially profitable, while providing a unique benefit to you and your customer

Value chain - The process or activities by which a company adds value to an article, including production, marketing, and the provision of after-sales service.



MODULE 6

Digital transformation

Data Ubiquity – The concept refers to the omnipresence of data, the property of data which is present everywhere.

Internet of Things (IoT) - The Internet of Things (IoT) describes physical objects (or groups of such objects), that are embedded with sensors, processing ability, software, and other technologies, and that connect and exchange data with other devices and systems over the Internet or other communications networks.

GDPR - The General Data Protection Regulation (EU) 2016/679 (GDPR) is a regulation in EU law on data protection and privacy in the European Union (EU) and the European Economic Area (EEA). The GDPR's primary aim is to enhance individuals' control and rights over their personal data and to simplify the regulatory environment for international business.

Beacons - It is an intentionally conspicuous device designed to attract attention to a specific location.

RFID - Radio-frequency identification (RFID) uses electromagnetic fields to automatically identify and track tags attached to objects. An RFID system consists of a tiny radio transponder, a radio receiver and transmitter. When triggered by an electromagnetic interrogation pulse from a nearby RFID reader device, the tag transmits digital data, usually an identifying inventory number, back to the reader.

Augmented Reality (AR) – It is an interactive experience of a real-world environment where the objects that reside in the real world are enhanced by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory, and olfactory.

Precision Agriculture - Precision agriculture (PA), satellite farming or site-specific crop management (SSCM) is a farming management concept based on observing, measuring, and responding to inter and intra-field variability in crops.



MODULE 7

Co-innovation

Co-Innovation - It is a collaborative innovative process through which the innovation arises from different **sources**, as in the process are included different partners as suppliers, employees, customers, universities, or other companies”.

Joint Venture - The joint venture is a temporary association of different companies to fulfil a common project. During the collaboration, the tasks are divided within the partners until the end of the common project.

Crowdsourcing - It mainly basically the practice of getting information for a specific a project by enlisting the services of many people, either paid or unpaid, usually via the internet.