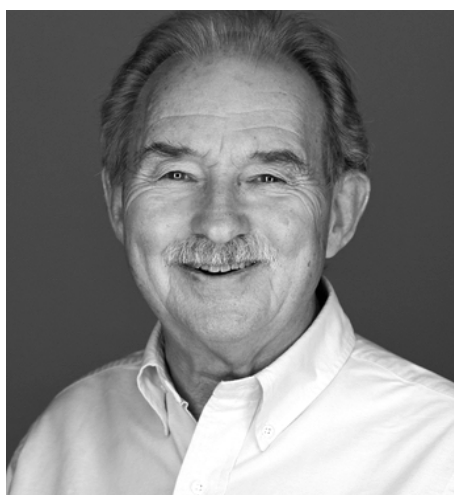


5 Questions

Bill Fischer

Professor of Innovation Management, IMD
Member of the Iprova Advisory Board

As Professor for Innovation Management, Bill Fischer is an industry luminary when it comes to the ideas business. Here's his view on data-driven invention and what it can do for R&D.



Bill Fischer
Professor of Innovation
Management, IMD

Where do you see today's key challenges for R&D departments?

I've been studying R&D for a long time and it's clear to me that right now we are at an inflection point. Things are changing very fast. These changes have to do with the speed with which any organisation needs to react to variations in the market environment around it and the breadth of knowledge that it needs to canvas in order to be able to meet not only customer expectations but to be able to build an ecosystem around new customer experiences in the future.

How does a data-driven invention approach change R&D and the way businesses evolve?

The problem with having to be faster in terms of doing R&D and broader in terms of the knowledge domains is that analog methods just don't cut it. There is no way you can build a team big enough and fast enough to be able to meet all of the demands of today's R&D challenges. What we need is something faster. We need to be able to adopt a digital approach to innovation. A digital approach not only in terms of mindset but also in terms of where the ideas come from and how we work with them. That's why data-driven invention is so important for the future.

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5 Questions about data-driven invention

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Where do you see Iprova adding value to its customers?

I think we're just beginning to recognize that there is a whole range of ways in which Iprova can add value to its customers. Iprova is replacing traditional, analog approaches to R&D, speeding them up and covering a broader range of knowledge domains than any organisation ever could. Iprova is able to look further faster and as a result they are able to begin to create opportunities for organisations that they haven't even begun to think about.

What fascinates you about Iprova?

I think that we are on the cusp of a new way of thinking, and doing, invention, and that Iprova is at the forefront of that change. By enabling a data-driven approach they are changing both the nature and cadence of the invention process, moving it from mysterious to reliable, and from episodic to continuous, maybe even to the point of achieving invention on demand.

Which three words would you use to describe Iprova's invention approach?

Faster. Wider. Reliable. Faster in terms of speeding up the process of looking at many different ideas in parallel and choosing the best ones. Wider because they use a broader range of knowledge domains than any team can ever hope to master. And, their approach is more reliable because they are taking the chance out of serendipity. Serendipity is too important to invention to be left to chance. Iprova is able to make those idea collisions more reliable.

"Iprova is replacing traditional, analog approaches to R&D, speeding them up and covering a broader range of knowledge domains than any organization ever could."

About Iprova

Iprova uses artificial intelligence technology to help make the connections which result in disruptive, commercially relevant inventions. This occurs in real-time, based on day-to-day social, market and technology advances around the world. As a result, the company is able to invent faster and more diversely than previously possible.

Iprova has created inventions that have been the subject of hundreds of patent filings by some of the world's best-known technology-based companies. Iprova's customers are active in many areas including autonomous vehicles, 5G, healthcare, energy and mobile devices.

Granted patents based on Iprova's inventions are cited by companies including Google, Microsoft and IBM.

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