

INNOVATION MOOTS¹

An innovative approach to disseminating innovation.

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Concept developed by:

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¹A **moot hall** is meeting or assembly building, traditionally to decide local issues.

In [Anglo-Saxon England](#), a low ring-shaped [earthwork](#) served as a [Moot hill](#) or moot mound, where the elders of the [hundred](#) would meet to decide on issues. Some of these acquired permanent buildings, known as moot halls. However, most moot halls are on (relatively) new sites within later settlements.

Source: http://en.wikipedia.org/wiki/Moot_hall

1) OVERVIEW

The concept is to utilize modern communications technology via the web to allow product design needs to be mutually communicated directly between overseas based innovating client companies and UK-based innovating producers, via the “Innovation Moots”. The basic premise is that emerging markets can benefit from first hand generational experience of the growth experienced since the 1980's in Western economies while they themselves grow. Thus the emerging markets gain synergy from buying products and services at appropriate prices to facilitate there controlled growth, while UK businesses gain new access to growing markets. Office productivity software tools and packages are an example. The leitmotiv is:

“Meet the need, not just the buyer”

2) FIRST PHASE – CREATE YOUR “MOOT”

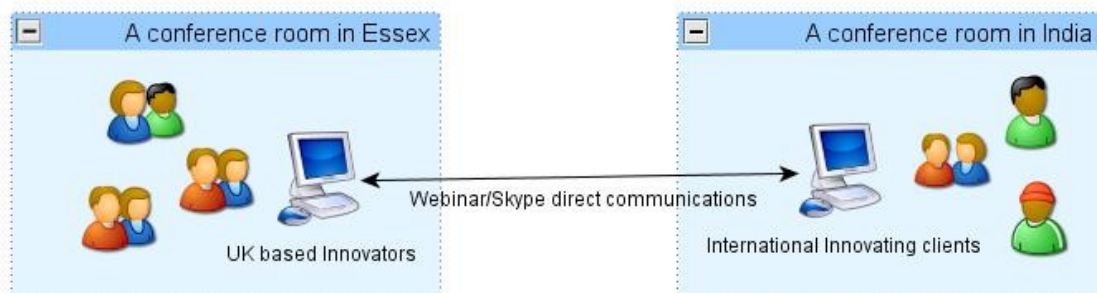
The first phase is to make contact with senior representatives in both ends of the communications web, who have the mutual interest based on a detailed analysis of synergic regions and taking Government advice and wherewithal to maintain links with representative governments and local businesses. Once these “Hubs” are established then a meeting or meetings should be arranged using web-based technology to communicate what is wanted, needed and practical. These will probably be of the form of mutual Powerpoint presentations using webinar technology introducing the players and their respective business domains.

The key agenda items to discuss are:

Business process needs in the near term 3-9 months hence or 12 to 18 months hence.

Decide who needs to speak to whom

Arrange direct communications



3) SECOND PHASE – DEVELOP YOUR RELATIONSHIPS

Once the “Innovation Moot” has established contact and exchanged visions of the future, the second phase is to have more contact with the group using webinar technology to share progress to date online to individual players on their own PC's and laptops, if they have the appropriate specifications.

4) THIRD PHASE – MATURE BUSINESS RELATIONS

Once the initial discussions have started and the understandable ice has been broken, then more discussions can be held from users own desks using the webinar technology, and no rooms would be necessary technologically, although they may be required for human

relations purposes. Thus the “Innovation Moot” will mature into full blown business relationships between interested parties.

Once the business is completed and the need for each others services reaches a fallow, gap point, then both parties can loop back to 2) above and start the “Innovation Moot” again in new geographical locations.

5) NOTES ON FEASIBILITY

5.1) One of the major things to note is that the “Innovation Moot” is designed to synergize the local and regional coalescing of business people and the ubiquity of webinar technology. Webinars can be received and hosted virtually anywhere on the web, but “Innovation Moots” recognizes that business people do not as yet work that way in the SME² domain.

5.2) The use of Skype can be somewhat dependent upon line quality.

5.3) Costs. The costs of a conference room in Chelmsford, Essex, England for up to 7 people currently starts at £7 per head per hour. Communications costs vary between free (Skype or Mikogo webinar) to \$20/ month for webinar access.

2 SME – Small & Medium sized Enterprise