Geo ICT technology incubation
Luxury or Essential?

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4CGRID

• **Our mission**
  • Geospatial incubation
  • Professionally tailored training and consultancy
    E-learning, ILT, on-site
  • For customers, users, employees

• **Current activities**
  • E-learning
  • Proof-of-Concept projects

• **Expertise**
  • Photogrammetry, RPAS, surveying, laser scanning, mapping, geodesy

**Geo ICT technology incubation - Luxury or Essentials?**
What is incubation?

- **Definition:**
  ‘The time between exposure to a pathogen and when symptoms become first apparent’

- **Pathogen = change**
  - Always comes at a price
  - Slow acceptance of innovation
  - Inevitable & unpredictable
  - Every answered question creates more questions
What is incubation?

• Definition:
  ‘Keeping something in favorable conditions for growth and development’

1. Confronted with change or innovation (internal or external)
2. Incubation
   • Separate entity inside or outside
   • Grow the activity: learning, business plan
   • Optimal circumstances for outside the box thinking
3. Implement in the organisation
   • Indicators: turnover, critical mass, FTE, unexpected synergy
Who is incubation for?

• Incubation can be applied to
  • SME
  • Government agencies
  • MNC

• Characteristics
  • Not necessarily limited to core Geo-aspects
  • Learning & Training
  • Scalable

Two requirements
• Be confronted with change
• Be prepared to deal with it
Incubation example 1

• **Company (± 20 FTE):**
  Hardware and software solution provider for surveyors

• **Innovation:**
  RPAS for aerial photography (‘drones’)

• **Risk**
  • New product – new customers
  • No RPAS legislation
  • No experience in aviation

• **Incubation**
  • Market analysis
  • Pre sales activities
    • Demo
    • Prospecting
  • Establishing and proving core competences on the market
    • Representation in the national RPAS association to support legal framework
  • Training
  • Customer support
Incubation example 2

• **Government agency**
  • Providing geo-related services to citizens, public servants and institutions

• **Change**
  • Temporarily available service for land preemption procedures

• **Key aspects**
  • Service available for only two months
  • High workload at the helpdesk
    => training is required
  • Traditional classroom training was not suitable
    • Remote employees and users
    • Short training

• **Incubation: interactive e-learning modules**
  • Developed on beta-versions of the service
  • The product managers keep focus on their product
  • 80% of target audience was reached (45% with CT)
Conclusion

• Incubation is a viable way to implement change in an organisation

• Willingness to deal with change is critical

• Learning aspect is a significant part of incubation

• Luxury or Essential?
  • Neither
  • Incubation is a way YOU CHOOSE to deal with a change ...
    ... you are confronted with (essential)
    ... or you want to implement (luxury)