

INNOVATION ECOSYSTEMS



Workshops 2025: June 5, 9:00-12:00

October 9, 9:00-12:00

SUCCESSFUL INNOVATION ECOSYSTEMS

Every innovation ecosystem reflects the culture, attitudes and social characteristics of its region. Knowledge is defenselessly dependent on its cultural superstructure. The examples chosen for this workshop are a colorful compilation of innovation ecosystems across the globe. Some regions seem similar until one digs a little deeper, then the differences become obvious.

The inputs and discussion will comprise insight and perspectives that allow participants to learn about the underlying foundations of each ecosystem and the hidden connections within and across ecosystems. The different angles of observation view will trigger participants' motivation to learn more about historical successes and failures in ecosystem evolution and about the possibilities for the future. The workshop contents will invite participants to let this mosaic of global innovation colors inspire individual choices in creating an open-minded painting that will allow leaders to understand each other better in the future.

MANAGEMENT OF RESOURCES

The management of resources considers all ingredients from an ecosystem perspective. Ecosystems try to promote their development as innovation leader in three key ways that is first analyzing the status quo, second deciding on a strategy and third implementing the chosen strategy. Most of the time, regions bite off more strategic objectives than they can chew, and implementation suffers. Many resource control knobs need to be turned simultaneously to be successful, so leaders have to set priorities and invest political energy in often unpopular areas.

The most important task is finding the balance between important ingredients like human capital, financial capital and infrastructure investments. To make the discussion independent from individual and institutional interests, the workshop focuses on two key dimensions of variation across resources: flexibility and importance. The energy to change the system or its dynamics is limited. Leaders can decide where to start and how much energy to invest in which resources based on the ecosystems' resource flexibility and importance.

YOUR LECTURER IN THE WORKSHOP

LUDOVIT GARZIK

Managing Director of Innovationorbit providing executive education programs for innovation culture in Africa, Asia, Europe and the USA. Ludovit worked in Space Business, Research Promotion and from 2005 to 2024 he acted as Managing Director of the Austrian Council for Research and Technology Development.



**Deep Dive into
Innovation Ecosystems:**





DISCUSSION AND LEARNINGS USING EXECUTIVE CITATIONS

- >> A KEY INDICATOR THAT AN INNOVATION ECOSYSTEM IS ON ITS WAY TO BECOMING SUCCESSFUL IS THE EXPANSION AND ACCEPTANCE OF FAILURE.
- >> INVEST MOST WHERE THINGS GROW BEST, WHICH APPLIES TO BOTH FERTILIZERS AND ECOSYSTEM RESOURCES.
- >> THERE IS NO SHORTCUT TO DEVELOPING AN INNOVATION ECOSYSTEM, JUST AS THERE WAS NOT IN THE EVOLUTION OF INTELLIGENT LIFE.

EXECUTIVE CITATIONS 'ECOSYSTEM'

- >> THE SEED OF AN IDEA IS IDEALLY BORN IN THE BRAIN OF A REBELLING INTELLECTUAL.
- >> TOLERANCE IS AN IMPORTANT—IF NOT THE MOST IMPORTANT—REQUIREMENT FOR THE SUCCESS OF AN INNOVATION ECOSYSTEM.
- >> IN THE SLIPSTREAM OF PROSPERITY LURKS THE DANGER OF COMPLACENCY.

EXECUTIVE CITATIONS 'HUMAN CAPITAL'

- >> IF YOU ARE NOT EMBARRASSED BY THE FIRST VERSION OF YOUR PRODUCT, YOU ARE TOO LATE TO MARKET.
- >> IF YOU ARE NOT PAYING FOR A SERVICE, YOU ARE NOT THE CUSTOMER BUT THE PRODUCT.
- >> DEMAND IS ONE OF THE MOST UNDERESTIMATED DRIVERS FOR SUCCESS IN MANY INNOVATION ECOSYSTEMS.
- >> RISK CAPITAL IS THE FIRE ACCELERANT OF ENTREPRENEURIAL ACTIVITY.
- >> HOW CAN I PREVENT THE ACCOUNTANTS OR AUDITING BODIES FROM KILLING THE IDEA BABIES BEFORE THEY SEE THE LIGHT OF DAY?

EXECUTIVE CITATIONS 'MARKET AND POLICY'

INVESTMENT FOR THE WORKSHOP	€ 450,- (excl. VAT) incl. all materials
LOCATION AND LANGUAGE	Vienna/German
NEXT DATES	June 5, 2025 + October 9, 2025
MORE INFORMATION AND CONTACT	team@innovationorbit.com