

Patterns in the Public Square: Sharing Model Patterns to Optimize Innovation

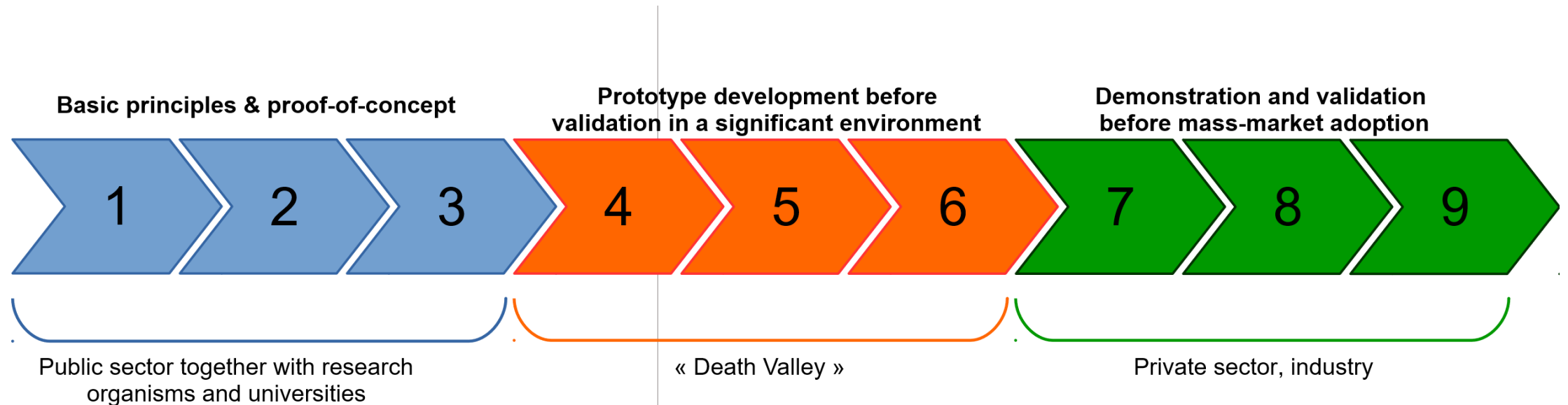
Position Statement

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What is the Valley of Death?



Where does innovation start?

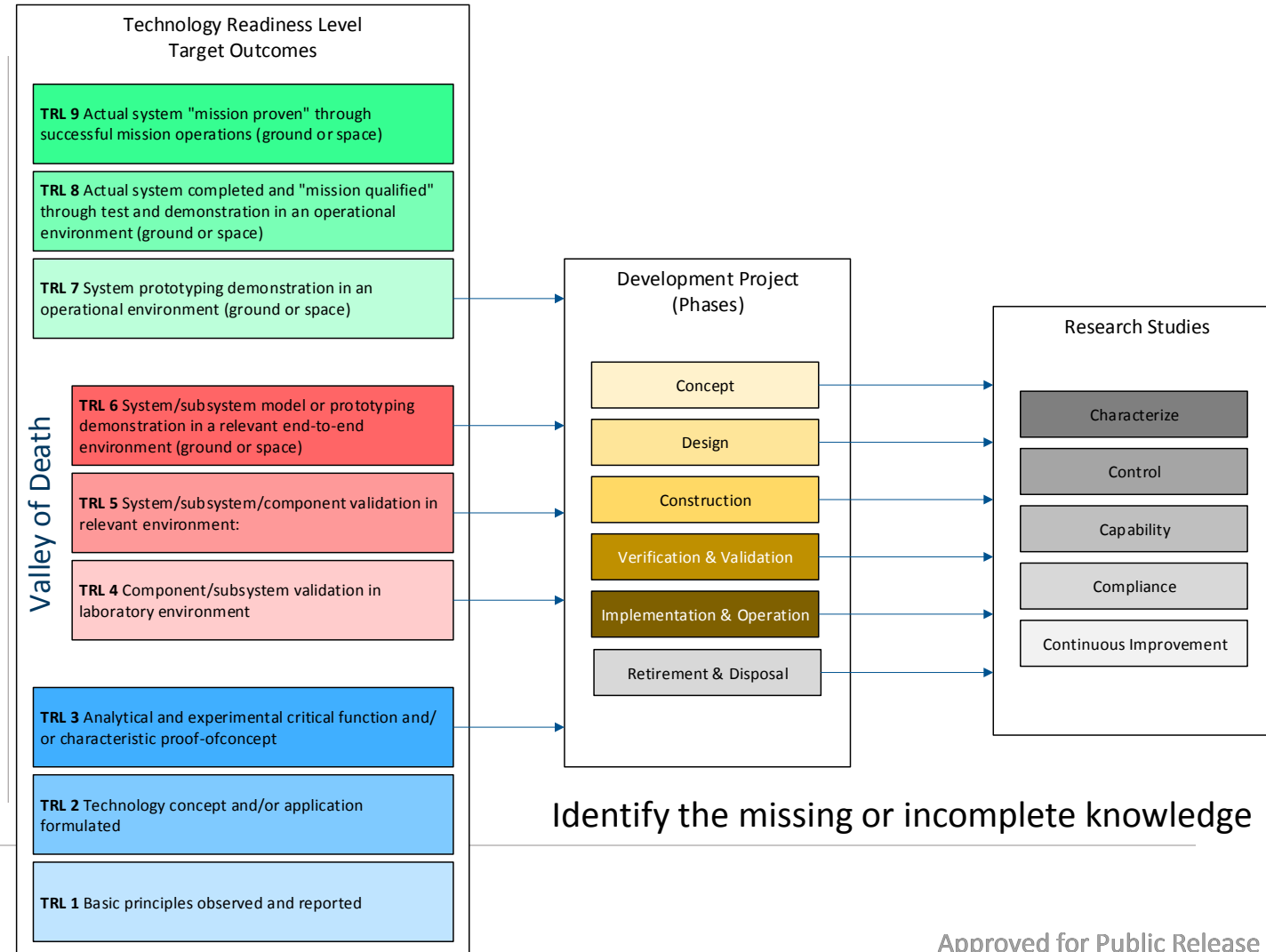
Does realizing innovation require us to operate across many phases simultaneously?

How do we systematically advance while reducing risk and accelerating access to value?

What does it take to reduce complexity to concurrency (survival) and concurrency to a strength (to win)?

Traversing the Valley of Death

- Pattern based models organize & accumulate knowledge across the life cycle and promote reuse.
- Modeling & Simulation moves research & verification out of the physical into the virtual world...increasing speed & agility.
- Using patterns based models with M&S standardizes the language & unlocks collaboration at a new level.



What exactly is the End in Mind?

Moving from a traditional waterfall development to a Lean Innovation process with MVP

...it's a different world.

Most effort (and time) is in aligning risk and risk attitudes to understand what decision is actually being made to advance innovation

... not in the decision itself.

- **Common language** to enable collaboration
- **Aligned process** to set context and expectations for understanding and assessing risk
- Tools for **open sharing of ideas and solutions** while protecting background intellectual property.
- An **accepted measurement** for certainty that both enough is known and the level of confidence what is known is reproducible ...as innovation traverses the valley of death.

The Future ... Collaborative Ecosystems



Ecosystems are about about PEOPLE internally and externally who ...

- Are focused on a common mission -- value innovation – and common priorities
- Possess a shared understanding and speak a common language
- Fill critical gaps in capability and capacities
- Play well with others
- Embrace change and the spirit of constant innovation

Small, Entrepreneurial Enterprises

A known, accepted process combined with common knowledge captured in patterns enables the small, entrepreneurial business to focus critical resource on the highest priorities.

- Are typically more agile in response because they are less constrained by precedence and structure
- Can be key sources of innovation and ideas... but often lack critical resources, capacities and know-how to realize.
- Are ready to step-up and contribute, but need an accepted process and right opportunity to engage
- Provide alternative perspectives that help in understanding the limits to balance with risk acceptance



Don't let the partners in your ecosystem accept risk outside the current boundaries of their understanding.

Calling out the Business Challenges

Old axiom...
fail early & often

New axiom...
learn early & share openly

- Transforming the people and organizations to create understanding & trust across the ecosystem
- Establishing the Risk- Benefit relationship
- Developing Common Language
- Ability to share openly without compromising the prize (Intellectual Property)
- Building or Accessing ...the resources needed to complete the mosaic
- Acceptable Process & Measurement (expectations)
- Finding an agent to integration the ecosystem

Sharing Model Patterns to Optimize Innovation

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Business Opportunity

- Lowering risk for small business
- Shorter time to market
- New sources of competitive advantage

Business Challenges

- Building trust internally (with own staff) and externally (with regulators and customers)
- Developing/acquiring and validating the needed capabilities and capacities
- Systematizing the limits of pattern-based modeling