



# MAPPING INNOVATION NEEDS AND DESIGNING ADVANCED INNOVATION POLICY

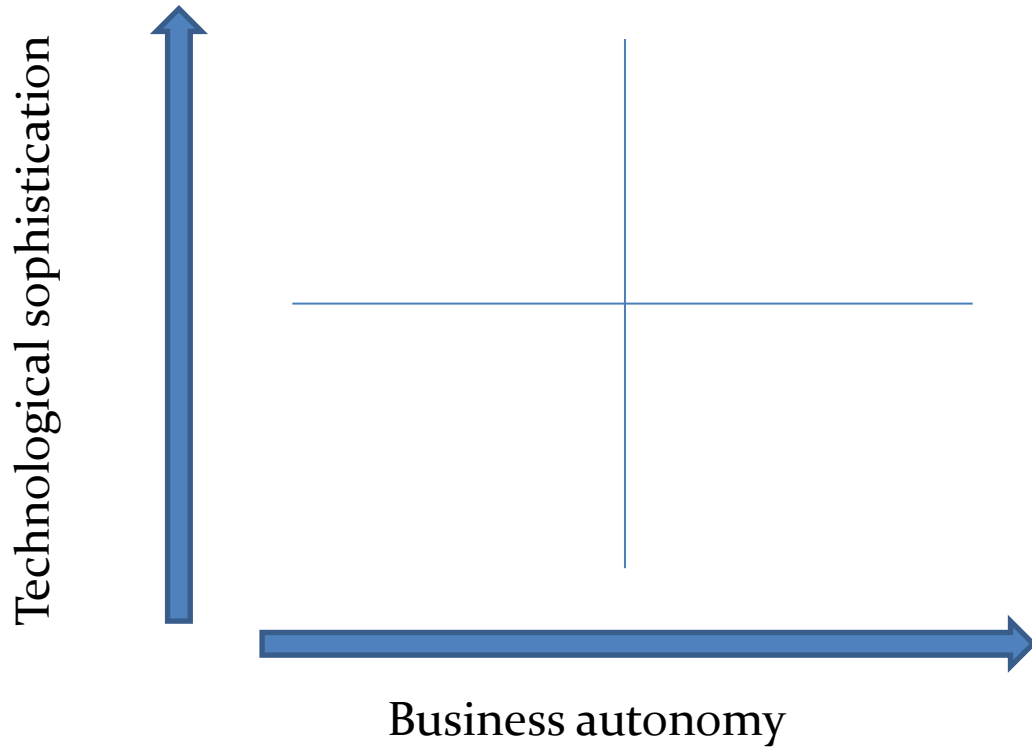


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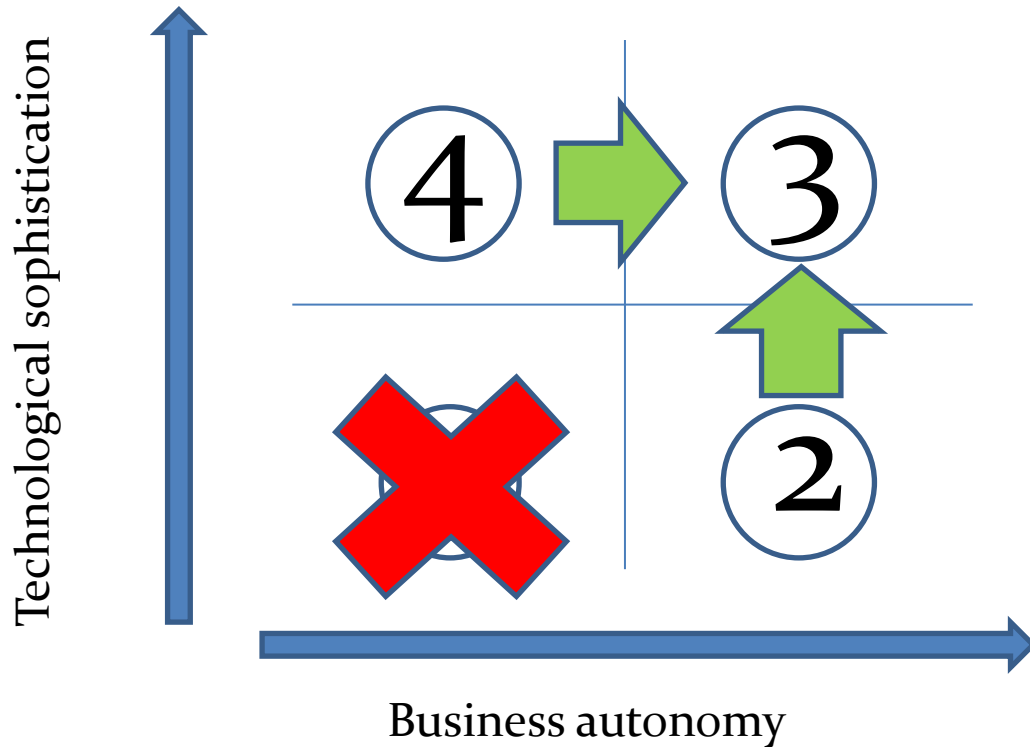
Empowering people to create and  
grow companies that change the  
world.

Nurture and grow the regional  
innovation ecosystem.

# WHAT CAN MAPPING TELL US?



# POLICY IMPLICATIONS OF THE TYPOLOGY



# PRE-REQUISITES FOR ADVANCED INNOVATION POLICY

- Being in the field, listening, talking → strategic intelligence + ,influencing by talking‘ effect
- Excellent CRM and work with sensitive information
- Highly skilled staff with great personal integrity in public innovation agencies – „*spiders in the net*“ and „*honest brokers*“

# THE DIFFICULTIES IT BRINGS...

- Need for a physical proximity and very personal approach (→ long training, hard to substitute staff)
- Elitist and laborious (→ not many can be served, many potential opponents)
- Need for risk taking with public money vs. ‚culture of financial control & audit‘
- A very long-term game... and hard to plan the results ex-ante

# THANK YOU

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