

# INNOVATION CAPACITY A RESEARCH INITIATIVE

How do we increase the innovation capacity of  
women-owned, privately held firms to strengthen  
U.S. competitiveness in a global marketplace?



# WELCOME TO THE PREVIEW: THE FIRST ANNUAL MYUTIQ INNOVATION CAPACITY STUDY

We are looking for a few great charter members. Is that you?

## Benefit Highlights:

- Charter Membership on Innovation Capacity Advisory Board
- Invitation to Results Preview Event and Webinar
- Complementary copy of White Paper:  
Innovation Capacity Benchmark – A First Look
- Recognition in the Innovation Capacity Research Report

SOMETIMES LOOKING STRAIGHT AHEAD –  
EVEN WITH THE MOST DEDICATED ATTENTION  
AND SEASONED EXPERIENCE – JUST MISSES  
BOTH THE BIG PICTURE AND THE NEW IDEAS,  
BECAUSE THEY OFTEN COME AT YOU  
FROM LEFT FIELD.

Nicholas Negroponte  
Founding Director of MIT Media Lab

# GLOBAL PERSPECTIVE

In an increasingly global economy, many countries understand that innovation is fundamental to their economic well-being and are making significant investments in innovation-centric infrastructure. Countries as diverse as Singapore, Finland, Brazil, India and China are frequently cited for their focus on fueling innovation. While the United States has a history of preeminence in global competitiveness, several recent studies indicate that the United States is losing its edge. A February 2009 study on Global Innovation and Competitiveness by the Information Technology and Innovation Foundation (ITIF) found that all 39 countries and regions studied are making faster progress in developing innovation-based economies when compared with the United States.

# RESEARCH BACKGROUND

**Innovation Capacity: A Research Initiative** is based on the premise that the traditional business that has been in operation for 5+ years does not typically have a repeatable process for innovation to sustain their growth and contribution to the economy and job creation. These firms are frequently privately held and growing organically, rather than through venture capital funding. This initiative will examine the characteristics of women-owned firms in leveraging innovation for growth.

# STUDY OBJECTIVES

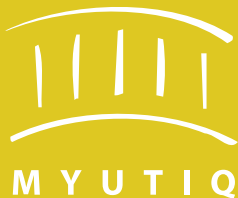
- Establish a benchmark measure of innovation capacity for women-owned firms.
- Identify the barriers to integration of innovation practices within a firm's operational model
- Identify the practices that enable firms to sustain a repeatable process of innovation
- Determine the correlation between a company's Innovation Quotient<sup>SM</sup> and its propensity for growth
- Identify the tools and resources needed to increase innovation capacity



# INNOVATION CAPACITY... IT'S ABOUT WAY MORE THAN THE LIGHTBULB.

The operational model required for innovation is different from the typical management system found in privately held firms. How firms respond to unexpected shifts in the marketplace, rapid revenue decline, increased competition, commodity pricing, or investor demands for performance can either make or break their future success.

...IT'S ABOUT MASTERING  
THE FIVE KEY INNOVATION  
COMPETENCIES TO DELIVER  
A REPEATABLE PROCESS  
FOR INNOVATION.



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