



Alan Whitman
<awutvois@yahoo.com>
04/23/2007 08:51 AM

To innovationmetrics@doc.gov
cc
bcc
Subject Some Comments on "How To Measure the Impact of Innovation...."

E.R. Anderson

RE: Some Comments on "How To Measure the Impact of Innovation on the Economy"

The Pittsburgh Business times indicated y'all were looking for some ideas from the public - here goes:

+ The first thing that must be done is to get a "generally accepted" definition of what innovation is! I believe that if one does research, one would find as many different definitions as there are books. I suggest that a group be formed of academicians, industry folks, entrepreneurs, etc. comprising of all sectors - including profit and not for profit. Then the Delphi method be used which can eliminate the disadvantages of a committee and maximize the advantages of a committee and would not have to have 100's of meetings.

+ A group of people (possibly sub-sets of the above or a funded interdisciplinary study) of companies that there is a consensus that they have exhibited "innovation." Findings would be documented.

+ From this and research - a model of innovation would be built. i.e. a draft model that will be refined.)

+ From the model, one would start to identify metrics that "could" be used. Some articles delineate "Revenue Growth from new products, patent submission, time to market, return on investment and the like...." a complete list would be identified. The Delphi Method could again be used reducing the time people would have to be in meetings. Some meetings would need to take place, but this method could enable ideas to be obtained and reviewed by all before any meeting happens.

+ Then comes "II". This would be an index. Much like the producer price and other statistics are modeled. All sectors could be used - weighted averages could be used. The nice thing about this is that, once "modeled" one could have an over-all innovation index and a compo net index. Info. on this on an incremental basis would be in a Federal Register like periodical and all people could comment by such and such a date...

The above is the macro delineation - there would be many micro steps.

A cautionary note - N.B. When defining innovation - there are three or more types of innovation (even after a consensus definition is obtained.) (i.e. small logical improvements, those that are wanted to increase the market share and new business formulation innovations). Actually there

could be many more. depending on the final definition of what innovation is. My suggestion would be to start with what innovation is not and go from there.

Regards,

Alan

Ahhh...imagining that irresistible "new car" smell?
Check out [new cars at Yahoo! Autos.](#)