



ÜNİVERSİTE SANAYİ İŞBİRLİĞİ MERKEZLERİ PLATFORMU - ÜSİMP

5. ULUSAL KONGRESİ

Sabancı Üniversitesi, İstanbul 21-22 Haziran 2012

Ata Selçuk

İnovasyon Koordinatörü

Eczacıbaşı Holding





- **Dünyanın ilk 10 büyük ekonomisi** arasına girmek.
- Yıllık GSYH'yı **2 trilyon dolara** çıkarmak.
- Kişi başına düşen milli geliri **20 bin doların üzerine** çıkarmak.





***Bir şirketin
temel amacı
müşteri
kazanmaktır***

Peter Drucker



Global Competitiveness Report

Country/Economy	GCI 2011–2012		GCI 2011–2012 rank among 2010 countries	GCI 2010–2011 rank
	Rank/142	Score		
Switzerland	1	5.74	1	1
Singapore	2	5.63	2	3
Sweden	3	5.61	3	2
Finland	4	5.47	4	7
United States	5	5.43	5	4
Germany	6	5.41	6	5
Netherlands	7	5.41	7	8
Denmark	8	5.40	8	9
Japan	9	5.40	9	6
United Kingdom	10	5.39	10	12
Hong Kong SAR	11	5.36	11	11
Canada	12	5.33	12	10
Taiwan, China	13	5.26	13	13
Qatar	14	5.24	14	17
Belgium	15	5.20	15	19
Norway	16	5.18	16	14
Saudi Arabia	17	5.17	17	21
France	18	5.14	18	15
Austria	19	5.14	19	18
Australia	20	5.11	20	16

Turkey

59

4.28

59

61



INOVASYON



Global Innovation Index (INSEAD)

Economy	Score (0-100)	Rank	Income	Rank	Region	Rank
1	63.82	1	HI	1	ECS	1
2	62.12	2	HI	2	ECS	2
3	59.64	3	HI	3	EAS	1
4	58.80	4	HI	4	EAS	2
5	57.50	5	HI	5	ECS	3
6	56.96	6	HI	6	HAC	1
7	56.57	7	HI	7	HAC	2
8	56.33	8	HI	8	ECS	4
9	56.31	9	HI	9	ECS	5
10	55.96	10	HI	10	EC	1
11	55.10	11	HI	11	ECS	6
12	54.89	12	HI	12	ECS	7
13	54.10	13	HI	13	ECS	8
14	54.03	14	HI	14	ECS	9
15	53.79	15	HI	15	ECS	10
16	53.68	16	HI	16	ECS	11
17	52.65	17	HI	17	ECS	12
18	52.60	18	HI	18	ECS	13
19	52.60	19	HI	19	ECS	14
20	52.60	20	HI	20	ECS	15

Countries' Rank Global Innovation Index (Boston Consulting Group)

Rank	Country	Overall	Innovation Inputs	Innovation Performance
1	Singapore	2.45	2.89	2.01
2	Switzerland	2.16	1.52	2.75
3	South Korea	2.15	1.75	2.55
4	Iceland	2.11	2.21	2.01
5	Finland	2.02	1.77	1.85
6	Hong Kong	1.82	1.78	1.84
7	Ireland	1.81	1.28	2.25
8	Japan	1.80	1.25	2.16
9	United States	1.66	1.40	1.88
10	Sweden	1.56	1.55	1.49
11	Netherlands	1.54	1.02	2.03
12	Denmark	1.52	1.34	1.43
13	Luxembourg	1.52	1.02	1.49
14	Israel	1.41	1.34	1.43
15	Turkey	-0.21	0.15	-0.55

58

65

Turkey

34.11

UN

15

ECS

35

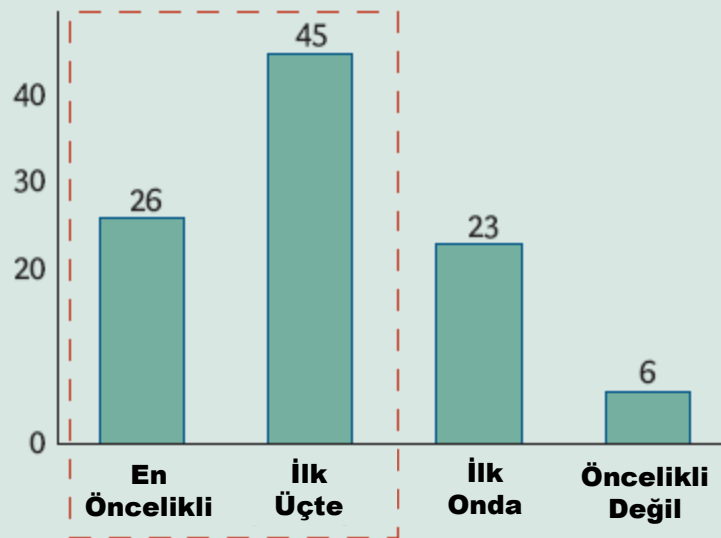
67

51

BCG – Innovation

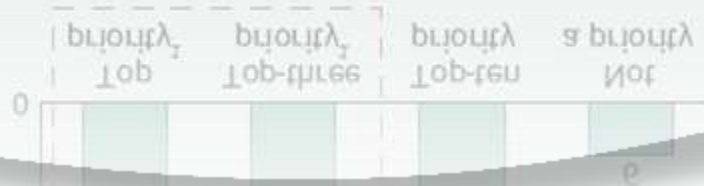
Kuruluşunuzun stratejik öncelikleri arasında inovasyonun yeri nedir?

Percentage of respondents



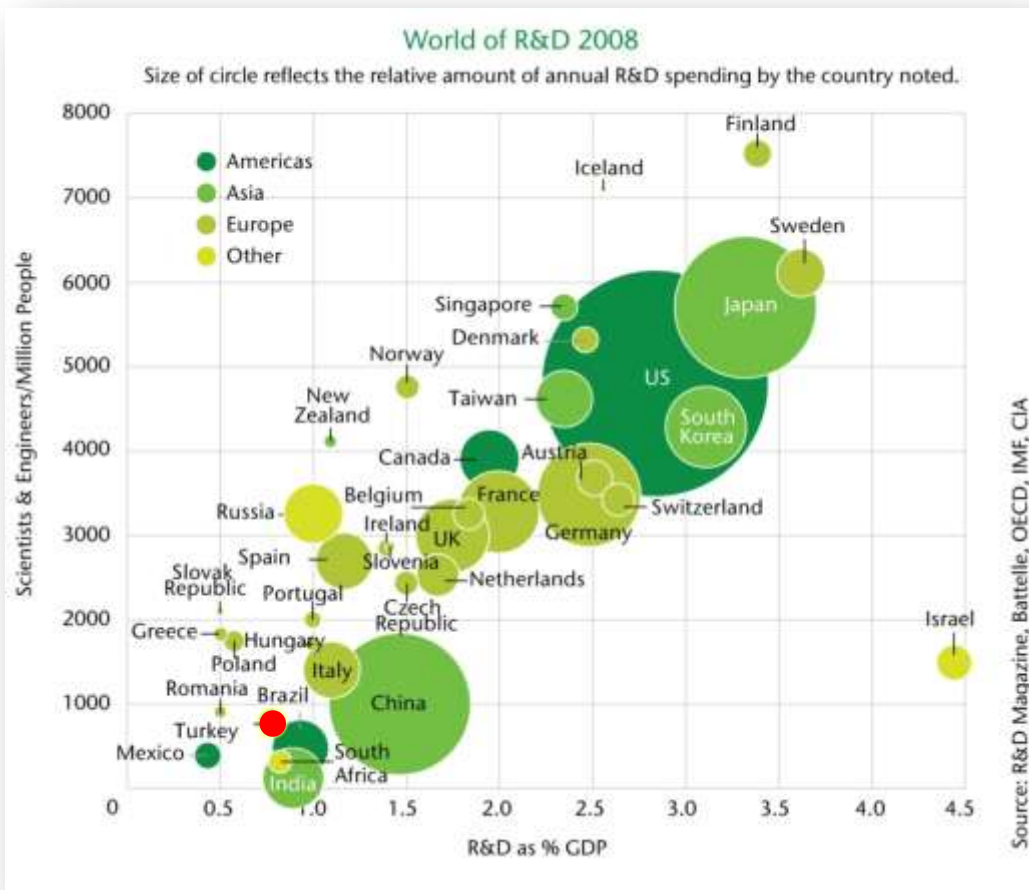
Sources: BCG Senior Executive Innovation Surveys, 2010, 2009, 2008, 2007, 2006.

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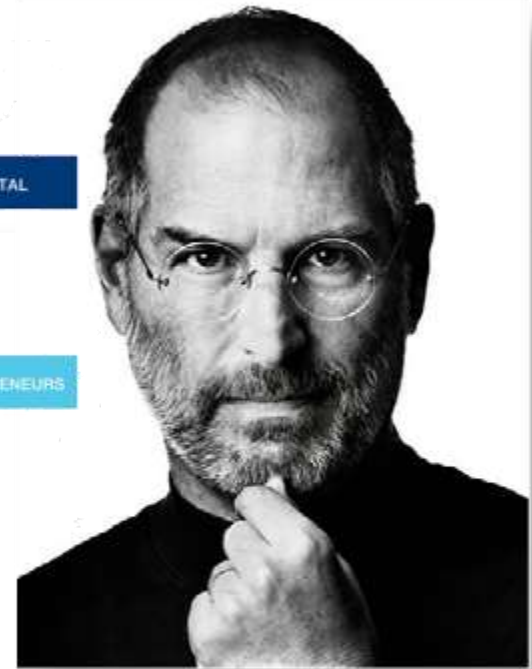
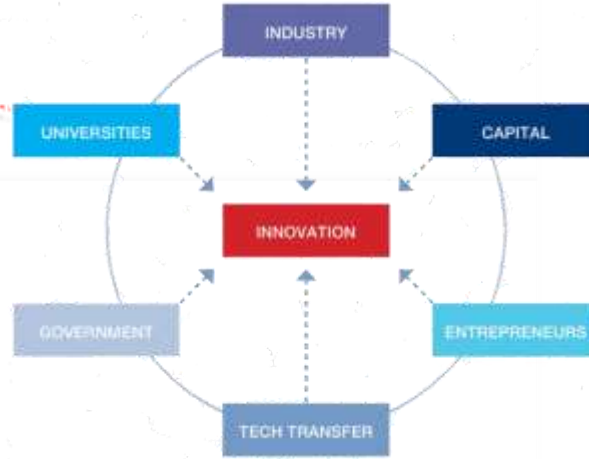
inovasyon
büyümenin
itici
gücüdür



Ar-Ge
harcamaları ve
bilim insanı
sayıları

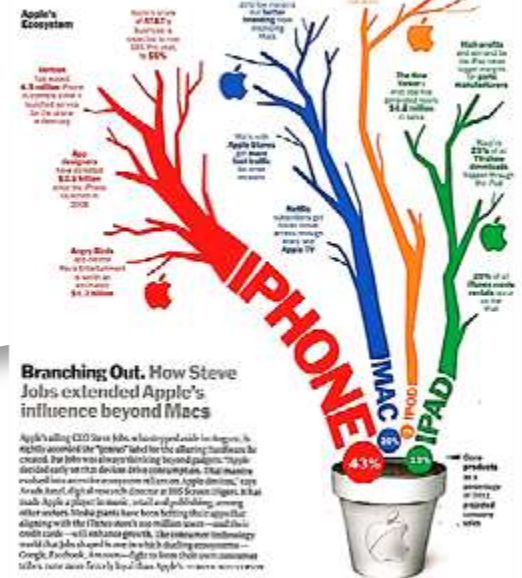
Önemli yanılığ

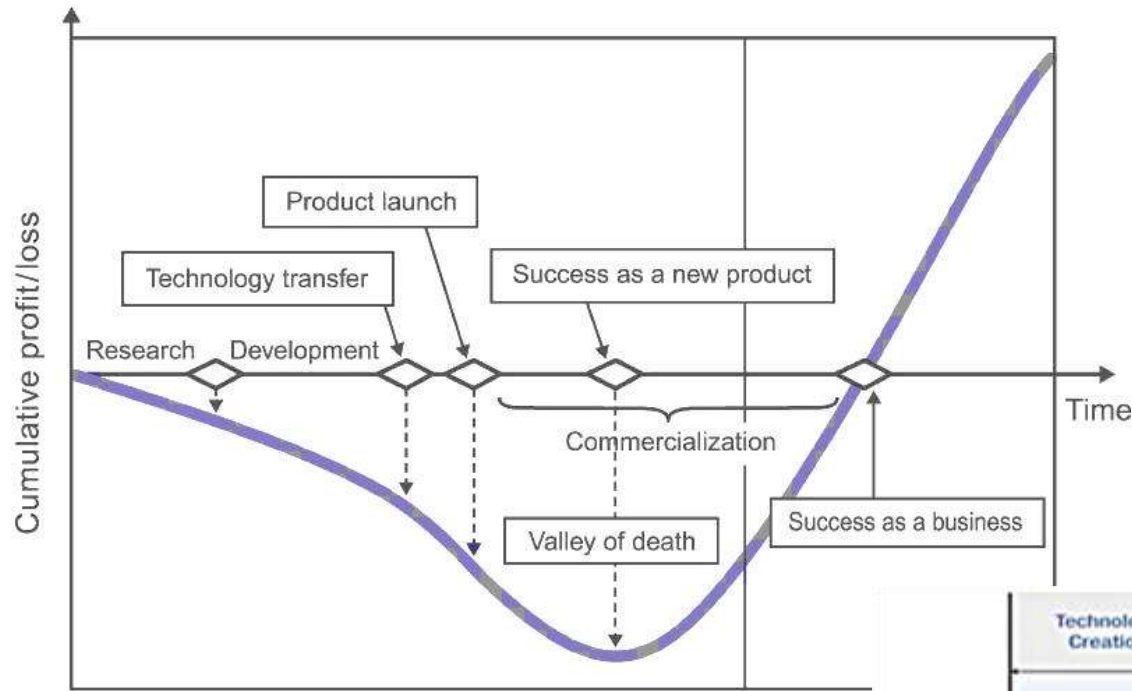
**Yeniliklerin
bir çoğu
yerleşik uygulamalara
karşı çıkan, geleneksele
kendi başına
savaş açmış
bireylerin eseridir.**



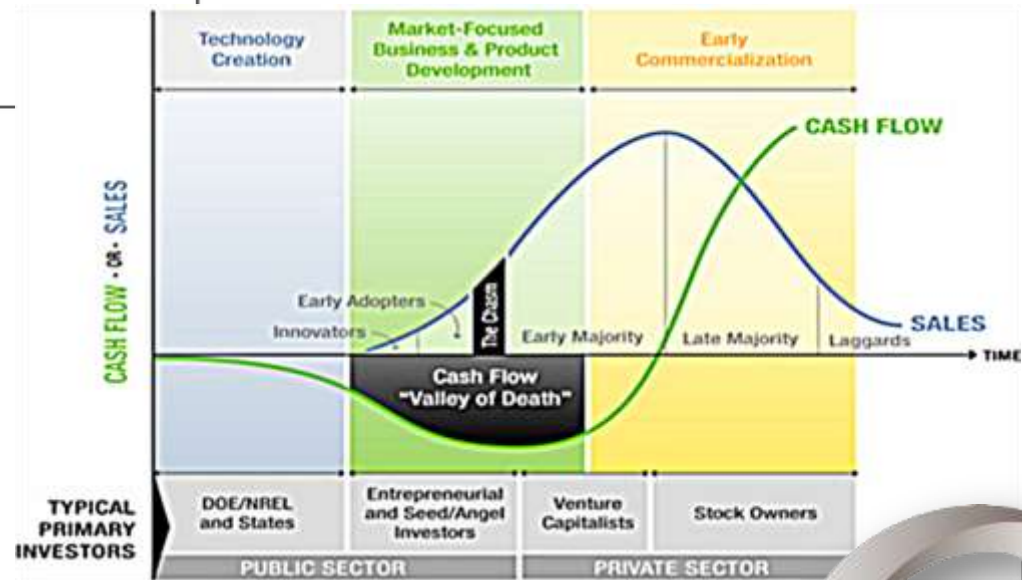
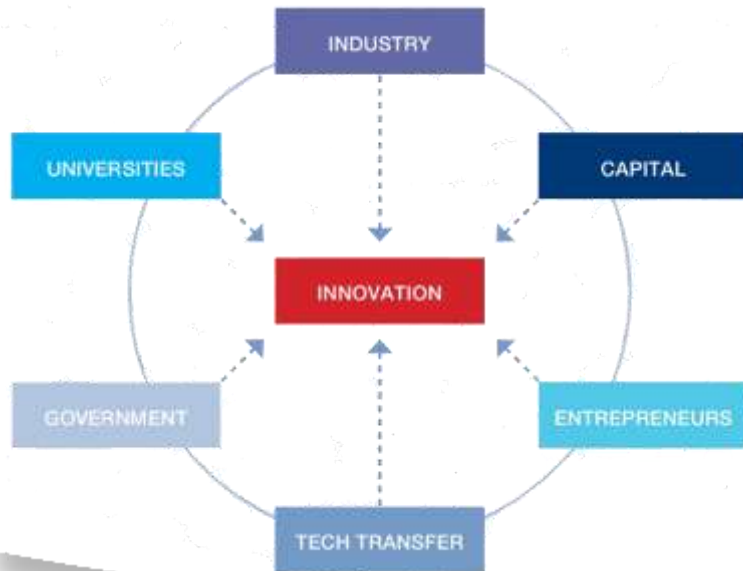
Economy

Apple's Ecosystem





ölüm vadisi...



engin bilginin sektörel uygulamaları...



farklı lehçeler...



How the customer explained it



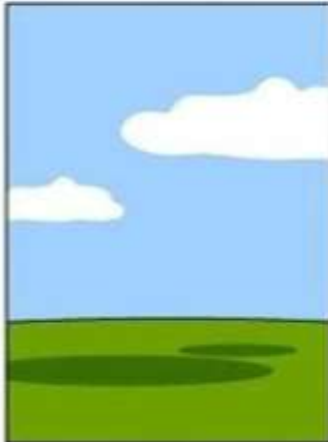
How the manager understood it



How the engineer designed it



How the marketing group described it



How the project was documented



What operations installed



How the customer was billed



What the customer really wanted





Farklı bakış açıları...



arayüzler...

üniversite...



sanayi...



Gerçek keşif,
yeni diyarlar bulmak değil,
yeni gözle bakmaktır.

Marcel Proust

Teşekkürler...

