



### This month's highlights...

- Silicon Valley comes to the UK
- Encouraging entrepreneurship in schools
- £1m up for grabs in our Big Green Challenge

### In this issue:

[News](#)

[Opinion](#)

[Spotlight on innovation](#)

[Book review](#)

[Events](#)

### News



#### [How innovation happens in Silicon Valley](#)

Silicon Valley representatives - Reid Hoffman, Megan Smith and James Slavet - consider why Silicon Valley has been so successful and what lessons can be learned for the UK, in this interactive panel discussion. George Osborne MP, also delivered a keynote speech. Watch a video of the event online.



#### [Making a Mint - 2008](#)

Now in its second year, *Making a Mint* is a fantastic opportunity for 7-14 year olds to learn valuable entrepreneurial skills as well as the science behind growing a plant from seed. Participants will also have the chance to win £1000 in vouchers for their school.



#### [Big Green Challenge](#)

NESTA has recently launched The Big Green Challenge – a £1 million prize fund to encourage and reward people working together to find new and better ways to tackle climate change. Sign up to a regional event near you.



#### [Video Diaries - Starting up a creative business](#)

Follow the experiences of 10 entrepreneurs from our Creative Economy Programmes in Scotland as they embark on the journey of starting up their own business. The series of short films is now available on our website.



#### [We ask entrepreneurs about what they wish they had known](#)

Together with BVCA, we asked 15 successful entrepreneurs to reveal 'what they wished they'd known' when starting up their business. Recently published: Adrian Critchlow, Sherry Coutu and Steve Purdham.



#### [Appointments to the NESTA Board of Trustees](#)

Ian Pearson, Minister for Science and Innovation, has reappointed two Trustees to the Board of NESTA. Chris Powell has been reappointed as Chair and Dr Tracy Long has been reappointed as a Trustee, both for two years.



#### [NESTA endorses Health & Social Care Awards 2008](#)

The Health and Social Care Awards (a Department of Health initiative) are aimed at rewarding innovation at the frontline of care. In partnership with the Mental Health Foundation, NESTA is endorsing two of the awards in 2008: Service Transformation

and Mental Health and Wellbeing.



#### [Research in progress - Social Innovation](#)

We're working with partners on two new research projects entitled 'The Identification and Measurement of Innovative Characteristics of Young People' (Kingston University) and 'Changing mass behaviour in relation to climate change' (British Market Research Bureau).



#### [Policy Briefing - Driving Innovation in Scotland](#)

Innovation is vital to Scotland's future economic prosperity and social well-being. As the nation becomes more reliant on services - and confronts national challenges such as an ageing population and environmental sustainability - it must develop its own distinctive innovation policies.

If you'd like to comment on any of our research please contact [research@nesta.org.uk](mailto:research@nesta.org.uk)



#### [Policy Briefing - Innovation policy in the modern world: Five big challenges](#)

Innovation has changed dramatically since the model of 'Big Science' in the mid-20th century. Globalisation, new technologies and growth in the service sectors are all combining to quicken the pace of change today.

If you'd like to comment on any of our research please contact [research@nesta.org.uk](mailto:research@nesta.org.uk)

[Back to top](#)

---

## Opinion



#### [When Sugar is not the sweetest thing - the fear that holds back creative would-be entrepreneurs](#)

"As creative people, I think we were both suspicious that we were going to be forced into some kind of Alan Sugar hell," admits Insight Out participant, Gaylie Runciman. "Of course, Insight Out absolutely wasn't about that."



#### [Making a Mint: Creating Young Entrepreneurs](#)

As groups of young people across Britain gear up to enter the second NESTA Making a Mint competition, last year's winner, Willows Primary School in Lichfield, explains what pupils gained from the experience - and the entrepreneurial spirit that has been the competition's legacy.

[Back to top](#)

---

## Spotlight on innovation



#### **NESTA blog featured post: Making Innovation Flourish** [Building effective university-industry links](#)

Richard Halkett, Executive Director of NESTA Policy and Research Unit, reflects on the series of events held jointly by NESTA and Silicon Valley Connect (see above) and considers some of the distinct themes that emerged on how to encourage university-industry collaboration.



#### **Blog post: Decentralised Information Group blog (MIT)** [Giant Global Graph](#)

'It is about getting excited about connections, rather than nervous.' Tim Berners-Lee, inventor of the World Wide Web and Millennium Technology Prize Laureate, posts on the 'Social Graph' - a new way of defining what the various social media networks and tools are encouraging us to do and where they should develop next. While the post is a bit technical in places, it is a thought-provoking piece on the nature of networks (of everything from friends to information) and how opening up

systems and allowing people into 'your' social graph can help us to form new networks. [Email us with your views.](#)

[Back to top](#)

---

## Book review



Each month, we're asking friends and colleagues to review a recently published book concerning innovation. [Email us your book reviews](#) for possible inclusion in a future issue of the NESTA Bulletin.

### **The myth of the mousetrap: how to get your ideas adopted and change the world, by Anne Miller**

*Reviewed by Ivan Salcedo, NESTA*

Anne Miller has a rare combination of skills and experience. As a female engineer, innovator and entrepreneur she has a distinctive take on the challenges that creative people face, indeed, that 'creativity' itself faces, and its role in changing products, companies and the world for the better.

This book is a well-written and well-argued take on what it takes to be successful at being creative - and why both are important (you can have all the ideas you like, but she cites research that shows only 0.03% of ideas become a commercial 'success'). So the main argument of the book, in a post-'Tipping Point', post 'marketing is dead' world, is how to get your ideas adopted and overcome barriers.

Using case studies, historical analogies and first-hand experience, which comes from filing 39 patents (and the far larger collection of prototype that 'only exist as souvenirs and photos'), she draws out various techniques and visualisation methods to understand and address these barriers to adoption.

It's an interesting read - and fittingly, a persuasive one. If you want to influence and change the world around you, whether it's your product, team, business or on a larger scale, there are ideas here that you'll find useful and can be applied widely. Recommended.

[You can find out more or order the book from Amazon](#), or read further reviews on the [Myth of the Mousetrap website](#).

Anne Miller also writes the [Cat Herder column](#) on the Cambridge Network website.

[Back to top](#)

---

## Events

To be included in this list of events for the forthcoming month, please email [bulletin@enews.nesta.org.uk](mailto:bulletin@enews.nesta.org.uk). Please note that we include non-NESTA events that we believe to be of interest to the wider innovation community and do not necessarily have any relationship with the organisers.



### [Demos Atlas of Ideas II, London, 3 December](#)

NESTA is pleased to host a debate to help launch the next phase of Demos' Atlas of Ideas, which considers where global innovation is coming from and where it might be heading next.



### [Making innovative places, London, 12 December](#)

AnnaLee Saxenian, Dean of the School of Information at UC Berkeley, leading thinker on innovation and author of 'Regional Competitive Advantage' and 'The New Argonauts', will make a keynote address at the launch of three new NESTA publications on Place and Innovation.



### [Big Green Challenge regional events, UK-wide, November-December](#)

NESTA is holding a number of regional events throughout November and December to meet with groups and representatives who want to learn more about the Big Green Challenge - and about how they can compete for a share of the £1m prize fund. Register for an event near you.

[Back to top](#)

---

© NESTA, the National Endowment for Science Technology and the Arts.  
Postal address: NESTA, 1 Plough Place, London, EC4A 1DE