



The role of innovation in achieving SDGs

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Kenya National Innovation Agency (KeNIA)

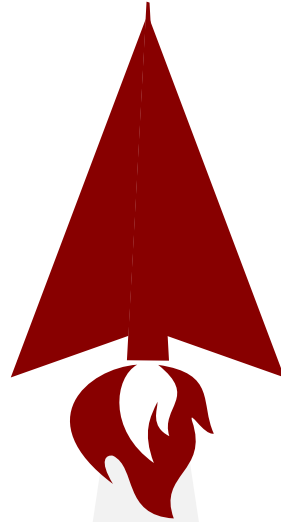


Established under ST&I Act
No 28. of 2013.



Operationalization began 2016

Substantive CEO: Sept 2020



MANDATE

To Develop and Manage
the National Innovation
System



KEY ROLE



**Knowledge
Translation**

Innovation
& Entrepreneurship

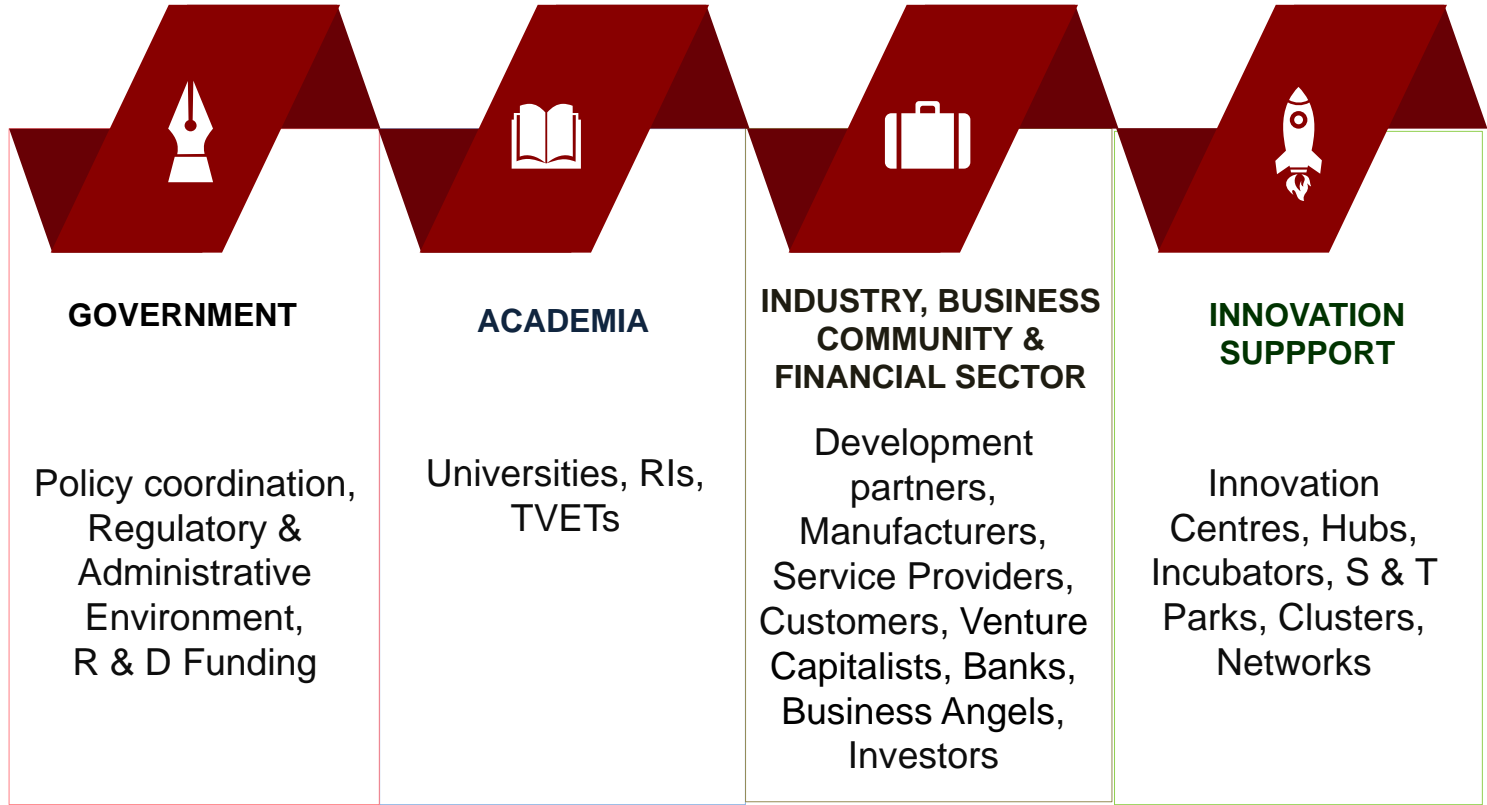
KeNIA

Enabling Innovation for Socio-economic Development

[Learn More](#)



DYNAMIC INTERACTION AMONG ACTORS





KeNIA

Joint Ventures...

Policy

Partnerships

IP Valuation...

Standards...

Technology Transfer Office ...

Commercialization

Agreements...

Spin-offs...

Start-ups

Licensing ...

Franchising ...

Dissemination

Funding





KeNIA Target (2020-2024)

Sustainably support commercialization of 1000+ innovations from individuals, TVETs, Universities, Research Centres by attracting and nurturing appropriate partnerships

Commercialization



KeNIA Target (2020-2024)

- **Funding**
- **Incubation hubs**
- **IP and Innov Policies and strategies**
- **Technology Transfer Offices**
- **Digital Market Place**
- **ETC...**

Commercialization

KeNIA (2020-2024)

Discover/identify and transform startups

10000 idea stage, 1000 growth stage, 100 high impact



**Institutions
Incubators
Research
Centers**



**Incubators
Accelerators
Private Sector**



**Accelerators
VC funds
Private Sector**

Startup Ecosystem



KeNIA Target (2020-2024)

- Investment Pipeline
- Funding
- Strengthening collaboration
- Connecting ecosystem players
- Supporting Hubs
- Data harvesting and dissemination
- Easing Legislation, Improving policy
- ETC...

Startup Ecosystem



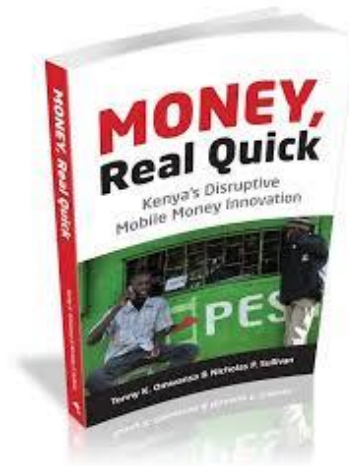
Tonny Omwansa - Innovation

BSC, MSC Computer Science

PhD Information Systems - 2012

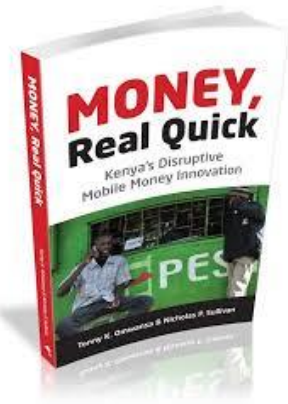
“Mobile Financial Services at Base of Economic Pyramid”

Tonny Omwansa - Innovation



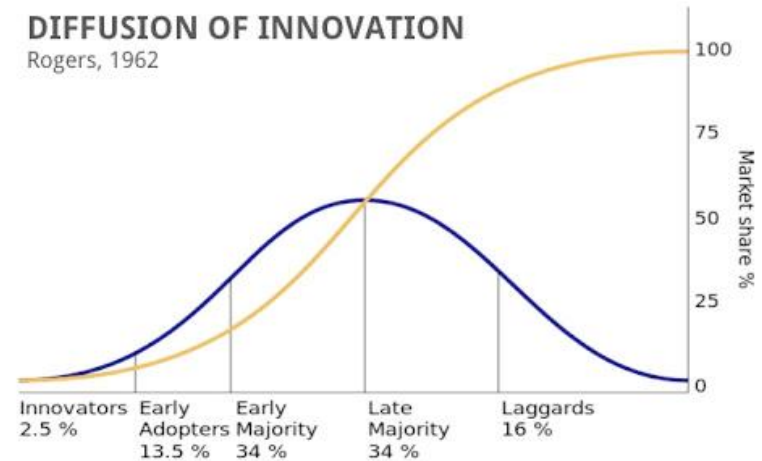
2006

Tonny Omwansa - Innovation

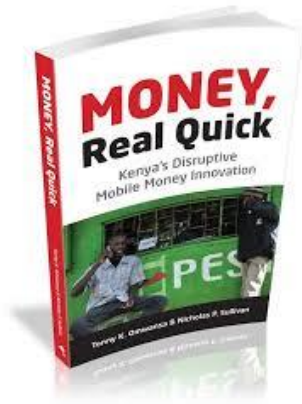


DIFFUSION OF INNOVATION

Rogers, 1962



Tonny Omwansa - Innovation



- User Centeredness
 - Value Proposition
-

Tonny Omwansa - Innovation

C4DLab – University of Nairobi Innovation Hub (learning)



VISION
TO BE THE DYNAMIC AFRICAN HUB OF INNOVATION TO SOLVE SOCIETAL CHALLENGES USING TECHNOLOGY



**MULTI-DISCIPLINARY
PROBLEM-BASED LEARNING**
STUDENT INNOVATION CHALLENGE



Call For Startups

TUMI Startup Accelerator is looking for startups that offer transformative, practical, well researched and possibly tested solutions to urban mobility challenges in African Cities.



**DESIGN THINKING
FOR
KIDS**

Tonny Omwansa - Innovation

C4D Lab (2013 ~) – University of Nairobi Innovation Hub (ecosystem)



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C4DLab – University of Nairobi Innovation Hub (partnerships)



Embassy of Finland
Nairobi

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Nairobi Innovation Week



Tonny Omwansa - Innovation

Nairobi Innovation Week



Tonny Omwansa - Innovation

Partners from Finland

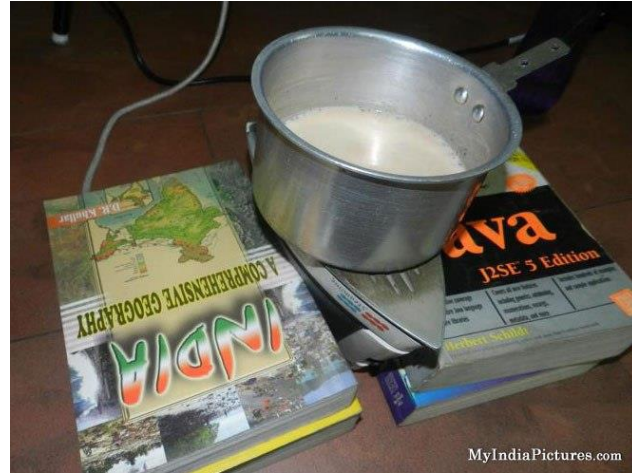




Why this talk?

SDGs are universal, interconnected and exponential in nature

‘Sustainable’ & Innovation



**If its going to be ‘Sustainable’
Development Goals, and its going
to be ‘innovative’, then it must be
VALUE based!**



Innovation

Do you think you are innovator?

Innovation Defined

“Change that adds value”

- ‘Change’ means movement
- ‘Adds’ means positive
- Product/Service/Process/Policy/Setup....



Innovation Defined

“Change that adds value”

- ‘Value’ is to the user/consumer
- Who determines what is ‘Valuable’?



Creator?



Supervisor?



User?

Innovation Defined

“Change that adds value”

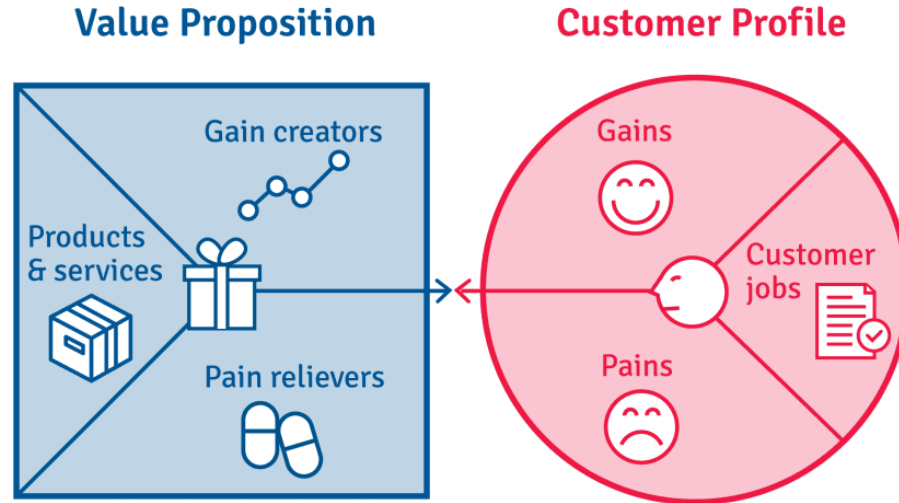
- How critical is the **size** of change?



SDGs + Change that adds value

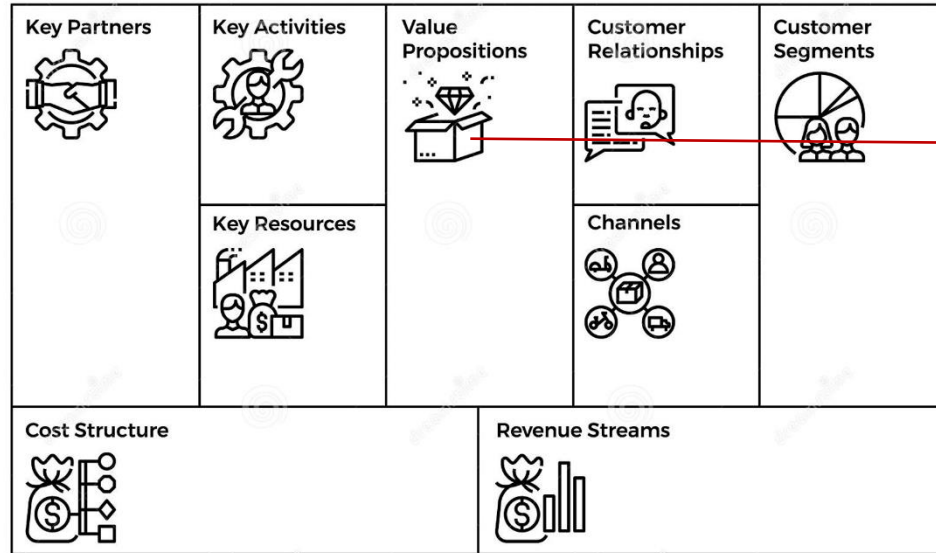


Value Proposition

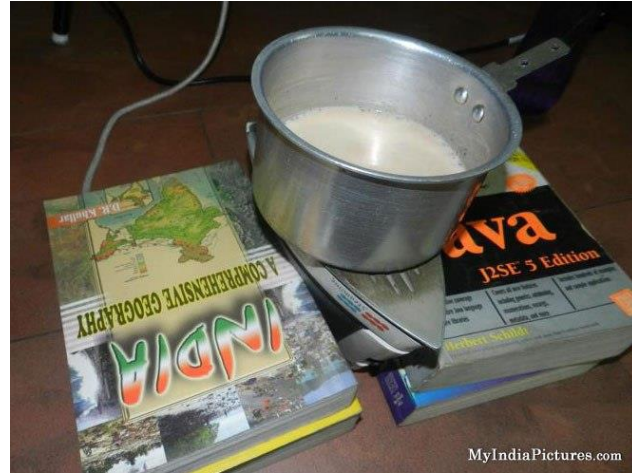


Business Model “for NGO”

BUSINESS MODEL CANVAS



Value Proposition Design



**If its going to be ‘Sustainable’
Development Goals, and its going
to be ‘innovative’, then it must be
VALUE based!**

Human Centered Design (HCD)

A way of thinking that places the **people/users/customers/employees/children** that you are trying to serve at center of the design, innovation & implementation process



Human Centered Design (HCD)



Usability goals, user characteristics, environment, tasks and workflow of a product, service or process are given **extensive attention** at each stage of the solution creation



Human Centered Design (HCD)

Quiz

You are a medical doctor, and a patient comes and says he has a back pain. You need to figure out what caused the pain so that you can recommend a solution.

What questions would you ask?



Human Centered Design (HCD)

Designing with the user,
not just for the user!!

Problem Based Learning

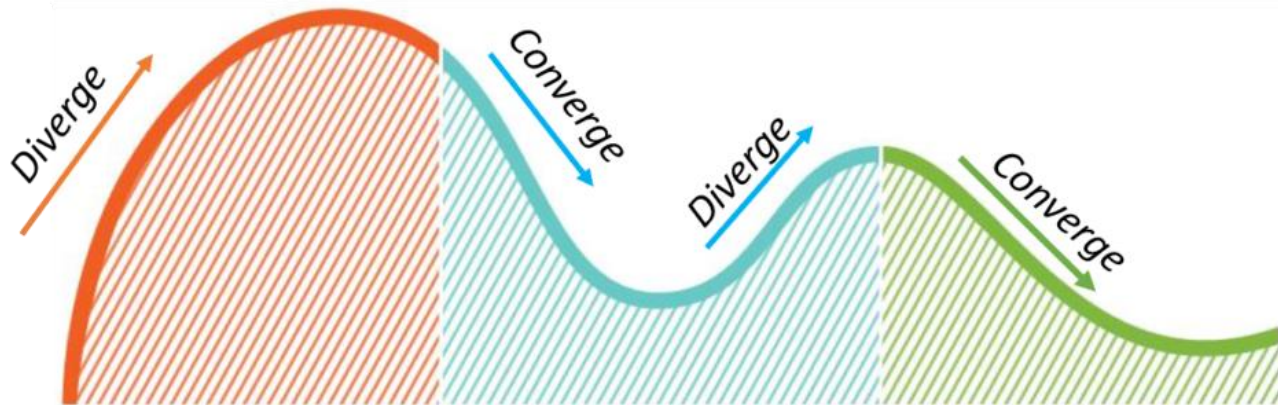


“moladi – One of the world’s most scalable, affordable and socially accepted housing systems”



Fall in love with problems,
not solutions

Human Centered Design



Inspiration

How are we Designing for?
What are their pain points?
Their Life and work?

ASK!
EMPATHIZE!
OBSERVE!
DISCOVER!

Ideation

Interpret what you have learnt.
Identify solutions.
Prototype potential solutions.
Test and Take Feedback.
Iterate.

ANALYSE!
REVIEW!
CRITIQUE!
VALIDATE!

Implementation

Create Action Plan.
Feedback and Iterate.
Launch in the market.

OPERATIONALIZE!
INTEROGATE!
CONFIRM!
VALIDATE!



HCD is not about following a process.

It's about being mindful of HCD key principles.



Human Centered Design (HCD)

Worth it?

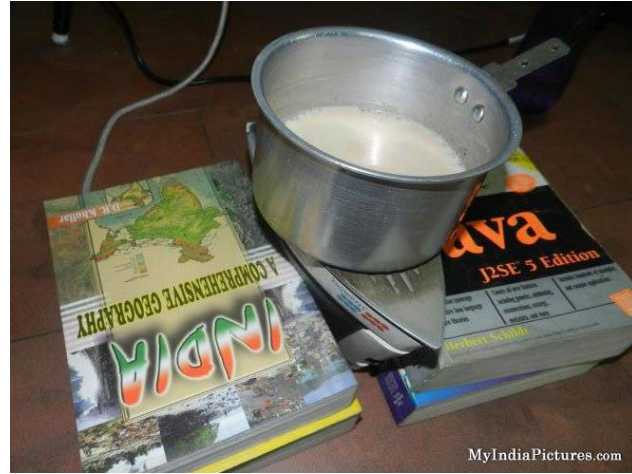
- Validate Assumptions
 - Reduce waste
 - Build loyalty with user
 - Build multi-disciplinarity
-

Human Centered Design (HCD)

If solution is not embraced
by the user/customer/
employee/child...



...it doesn't
really matter how hard we
worked on it



**If its going to be ‘Sustainable’
Development Goals, and its going
to be ‘innovative’, then it must be
VALUE based!**

Innovation Defined

“Change that adds value”

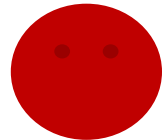
- Who determines what is ‘Valuable’?



Creator?



Supervisor?



User?



Human Centered Design (HCD)

If **you genuinely and empathically**
engage the user/employee/customer/child..
to create a
solution (product, process, policy, plan, service...)
that gets **sincerely embraced**

—

You are an innovator!

Innovation Defined

“Change that adds value”





THANK YOU

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<http://www.innovationagency.go.ke/>