

SIG9

Innovation in the digital era

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- 1. Activity purpose**
- 2. Approach**
- 3. Imagination from use cases**
- 4. Innovation in the digital era**
- conclusion and future challenges -

1. Activity purpose

Hypothesis: Innovation changes in the digital era

**What is innovation in the digital era?
Is it different from before?**

**The central issue of
this presentation**

How can it happen / occur?

Immediate issues

**How can digitalization be used efficiently for
innovation?**

**What measures can be taken to accelerate
innovation in the digital era?**

2. Approach

- 1. Imagine a use case**
Evolve familiar innovation examples using digitalization technology such as industrial data exchange.
- 2. Based on what we learned from imagining use cases, consider...**
 - 1. what is innovation in the digital era?**
 - 2. is it different from the conventional one?**
 - 3. what kind of challenges might there be?**

3. Imagination from use cases

Uber Company Safety Help

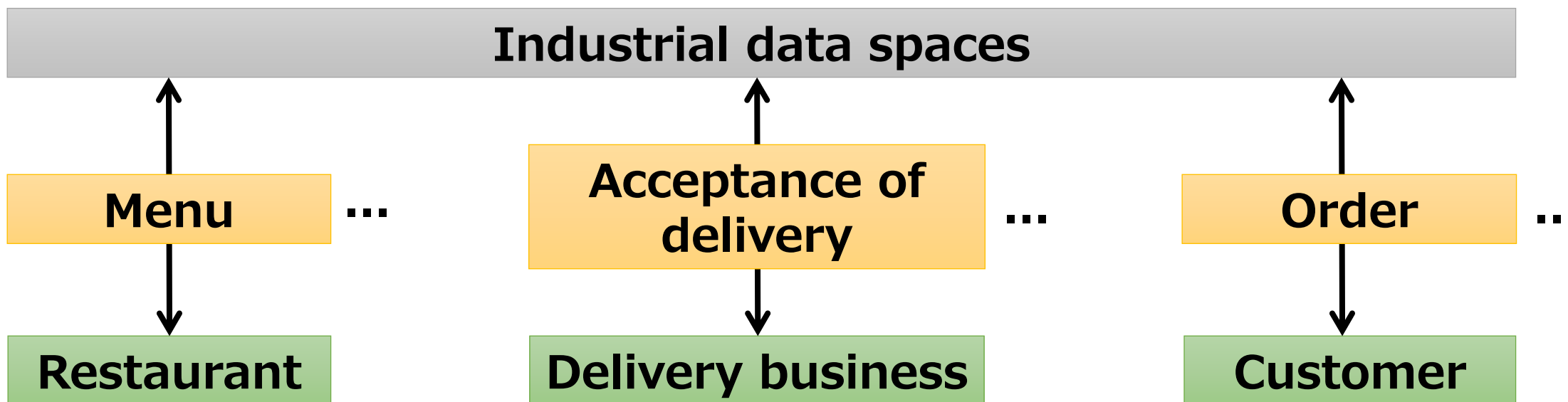
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Uber Eats focuses on delivery and forms a new relationship (new concept) between restaurants and users.

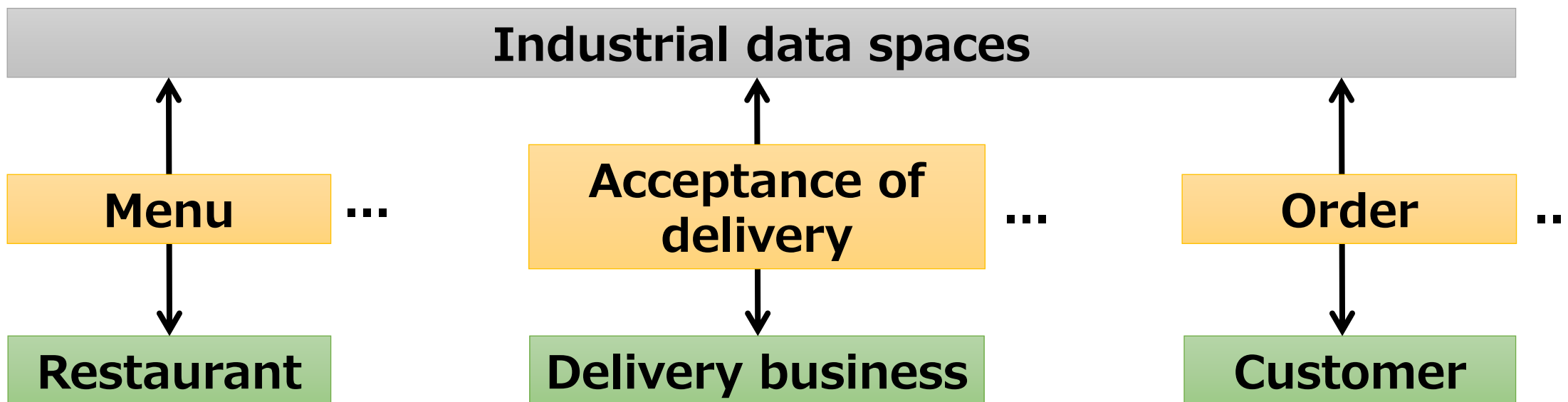


Preparing new interfaces and mechanisms

smart phone



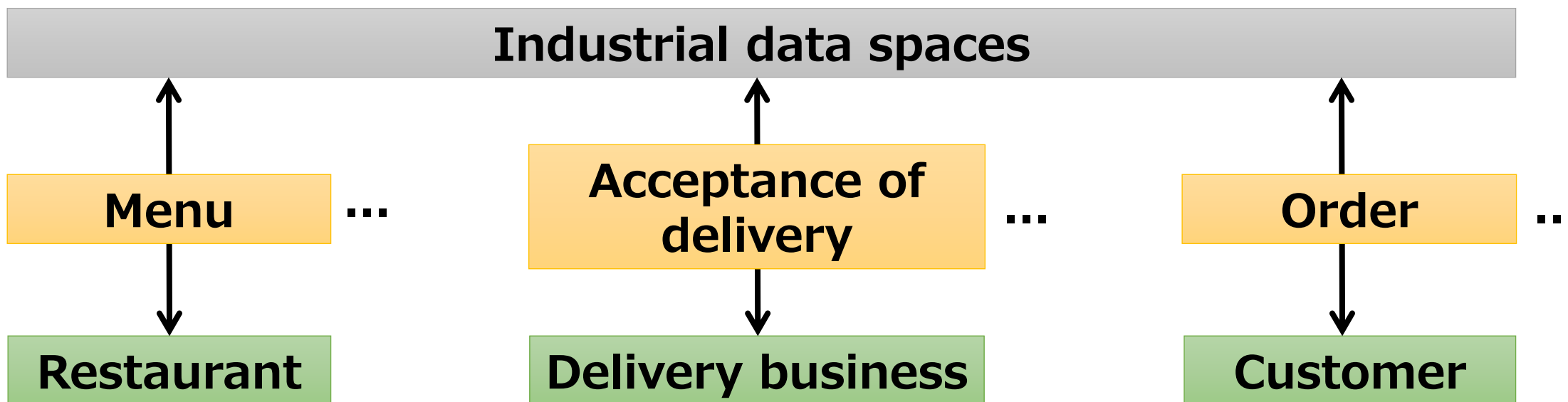
electronic payment



Trust, including taste, is required. ☆ Mark?

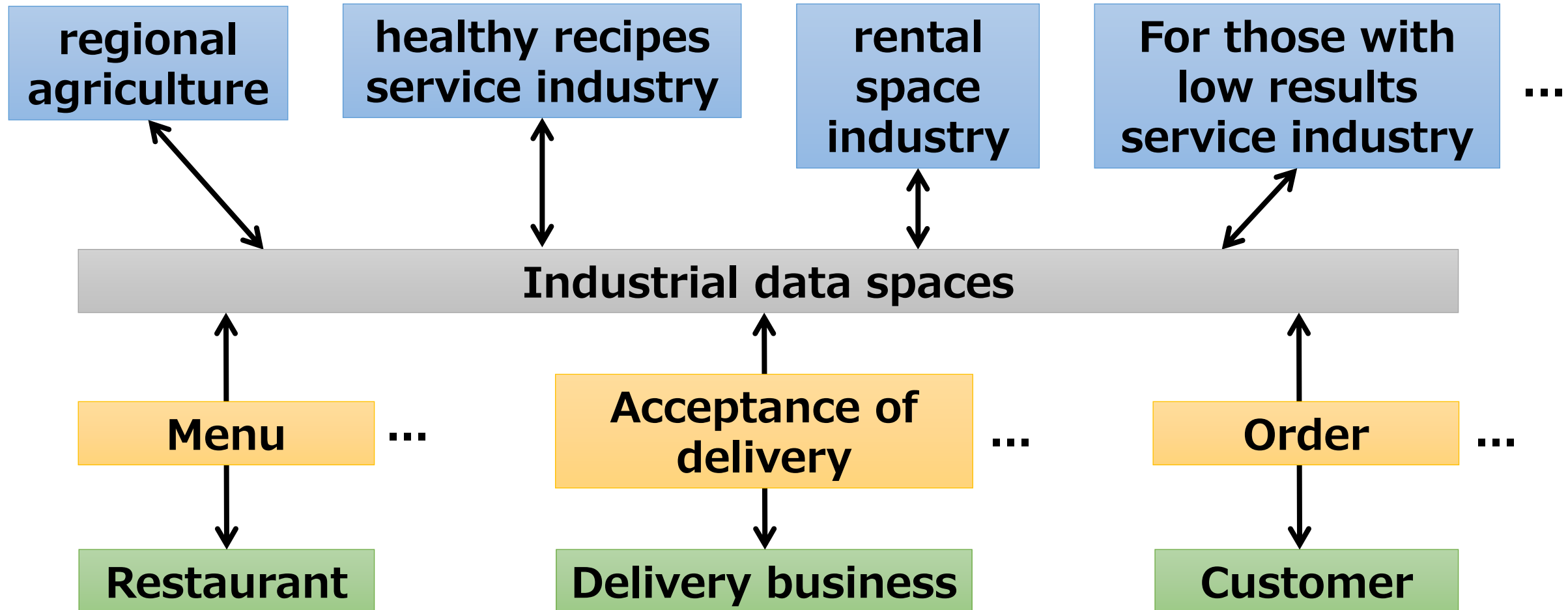
Working environment (legal certification)
Worker’s compensation for gig workers

...

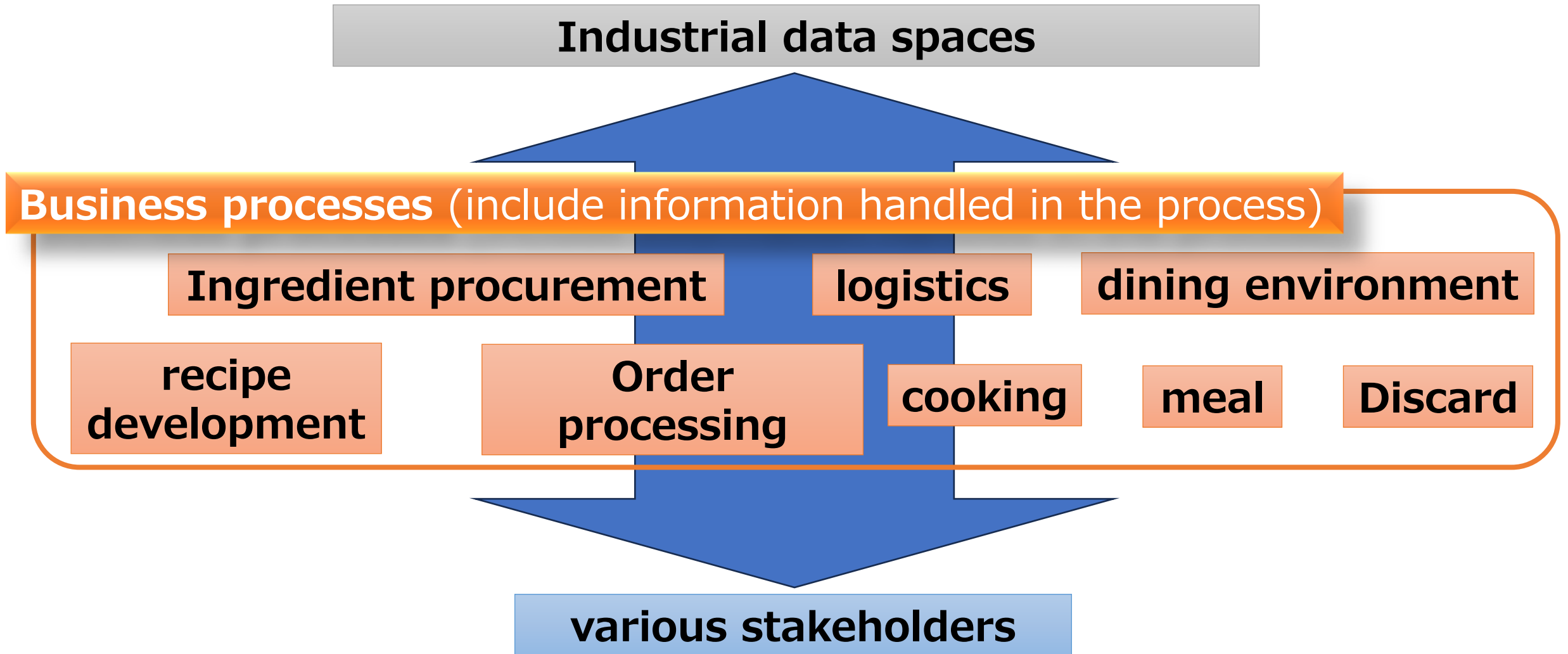


Evolution of innovation

Furthermore, the possibility of collaboration with new fields (new concepts) will arise.



Normative 'business processes and the information handled' enable various stakeholders to provide various services via industrial data spaces.



4. Innovation in the digital era

- Food service business process model
 - Labor/Gig work
 - logistics
 - **Business processes**
 - **Information handled in business processes**
 - business model
 - environment
 - Medical/welfare
 - Low fertility and aging population
 - sightseeing
 - Agriculture
 - Regional promotion ...
- Standardizing the above has made it easier to 'link different domains'.**
- From the use cases, we could imagine the 'linking of different domains' of products, services, and people from materials, design, use by customers to disposal.**

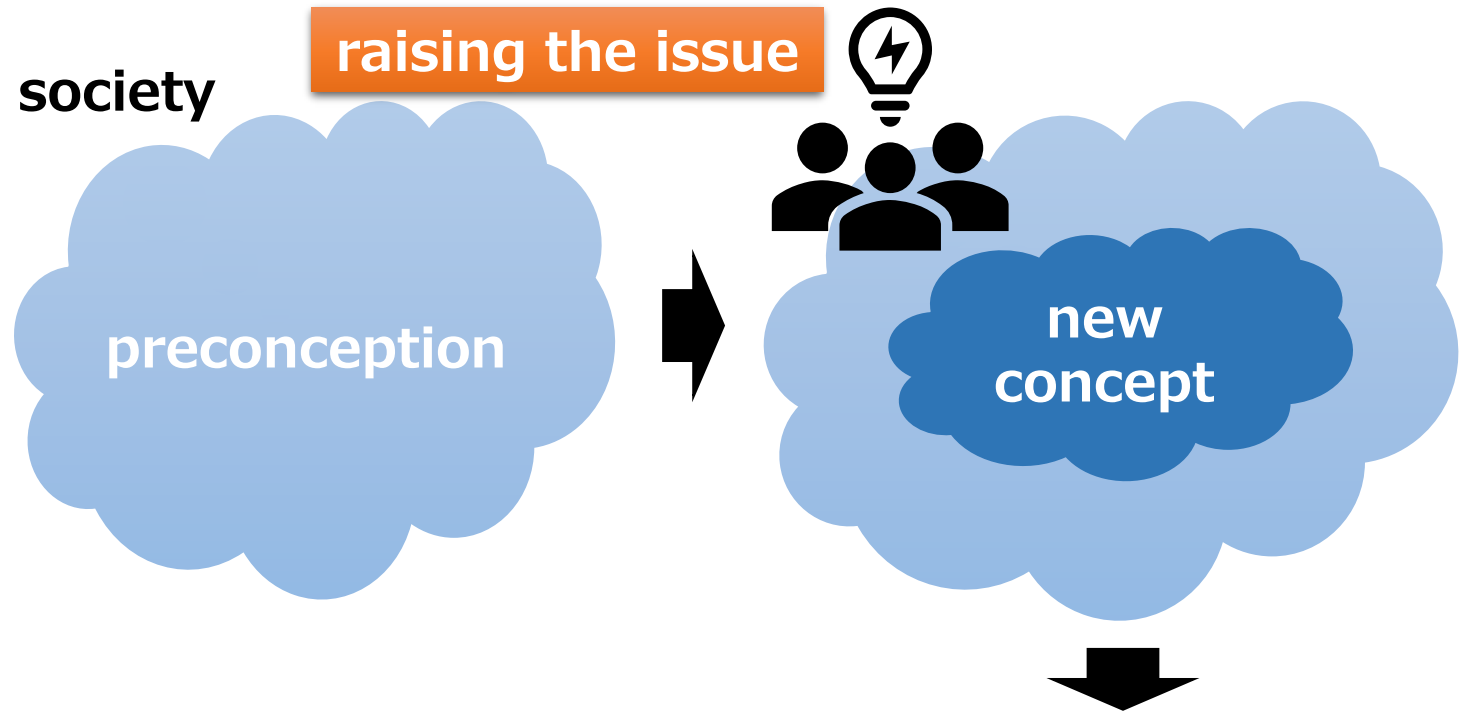
- Food service
- Labor/Gig work
- logistics
- business model
- environment
- Medical/welfare
- Low fertility and aging population
- sightseeing
- Agriculture
- Regional promotion ...

- Extracting and forming new concepts
- Connecting with necessary different domains

Embodiment of new values and concepts is made easier by digitalization

(IoT, data spaces, CPS, AI, software servitization, etc.)

⇒ Characteristics of 'innovation in the digital era'.



Embodiment of new concepts = Digitalization

- Food service
- Labor/Gig work
- logistics
- business model
- environment
- Medical/welfare
- Low fertility and aging population
- sightseeing
- Agriculture
- Regional promotion ...

Issues to be considered in the future

- What should we do to make it easier to form new concepts and change the current situation?
e.g.
 - Support for concept extraction and formation
 - Provide digital development and trial environments (e.g. industrial data spaces infrastructure)
 - Support for active economic activities
- To what area should be addressed as the cooperative area? Industrial data spaces should be included.
 - SoS and ecosystem cannot be scaled by one country or one company.
 - Consideration of cooperative areas including standardization, business models, and so on, is necessary.