

Kinetica: De-risking and Accelerating the Commercialization of Innovation



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In today's marketplace, constraints are piled upon constraints: price pressures, market access, impending carbon constraints, etc. Stakes are high—financial, environmental and social and stakeholder aspects need to be addressed in a balanced, integrated way. The pace of change, its breadth, and the ability of more nimble, non-traditional players to create seismic shifts in your sector are all unprecedented.

There is a solution. The path to growth is through innovation.

Whether you are a new technology developer working from a spare room or a hundred-year-old super-major, there has never been a more urgent time than today for understanding how innovation works — and then doing it well.

Kinetica Ventures, powered by Innovate Calgary, is a commercialization accelerator that leverages proven best practices to make innovation more understandable and less risky. We work with energy technology developers and end users, both large and small, to help them understand the path to unlocking value and increased market share. Our experience shows that successful commercialization has some key enablers:

- **Value Proposition:** Before you can sell your great idea, you need to understand your customer's needs and business well enough to be able to frame your value in language and numbers that they see as compelling, rather than what you assume might be compelling. That typically means answering their key techno-economic question: can you prove this works and saves me money?
- **Commercial Focus:** As technical people, we often fall in love with the technology. However, successful commercialization requires a much stronger focus on commercial aspects, especially understanding customer needs earlier. In fact, advancing commercial readiness sooner will often result in faster, cheaper, and more successful outcomes than traditional "technology-first" approaches.
- **Use Best Practices:** There are proven best practices for de-risking innovation and accelerating commercialization, minimizing flailing and guesswork. Techniques such as Lean Startup, Business Model Canvas, and Design Thinking can overcome the Implementation Gap, and bring together operational and innovative approaches, unlocking significant value and growth.

Innovation should be used as a dynamic strategy, seeking and capitalizing on opportunities swiftly. Regardless of company size, maintaining this corporate fitness is essential today.