

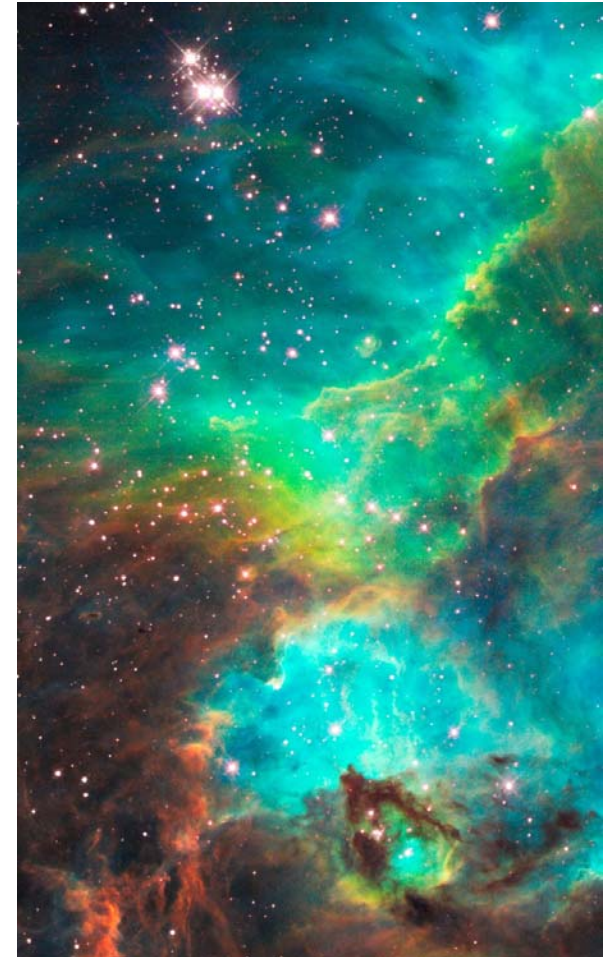


SPACE FOR INNOVATION (OR INNOVATION FOR SPACE)

DR. ARI KRISTINN JÓNSSON, PRESIDENT
RU LECTURE MARATHON

Three variations on a theme

- Innovation for space
 - Driving innovation at NASA
 - Lessons from Silicon Valley
- Space for innovation
 - Opportunities in Iceland
- Space for innovation v. 2.0
 - Environment for innovation

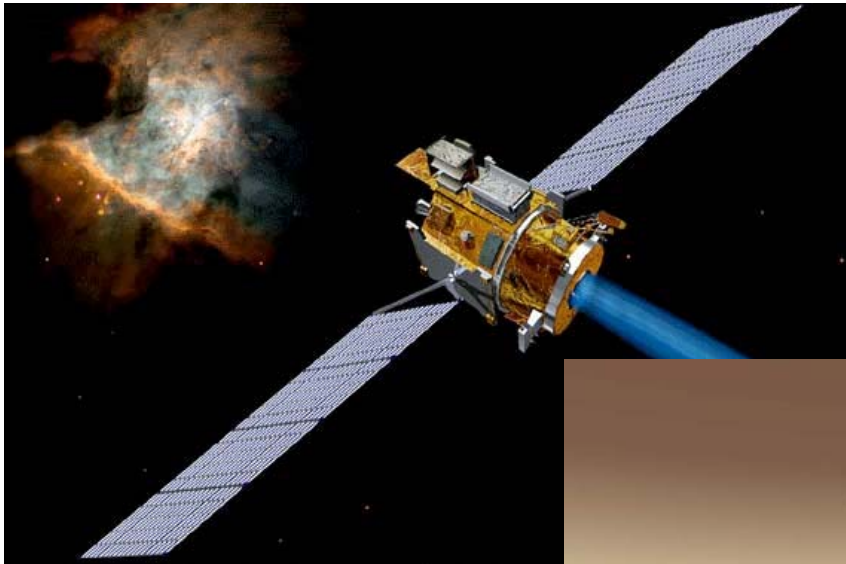


Driving Innovation at NASA

- The need for innovation
 - Solving problems
- The desire for innovation
 - Expanding possibilities
- “Push Pull” approach
 - Push new technology on missions
 - Pull solutions for missions from researchers
 - Successful approach!

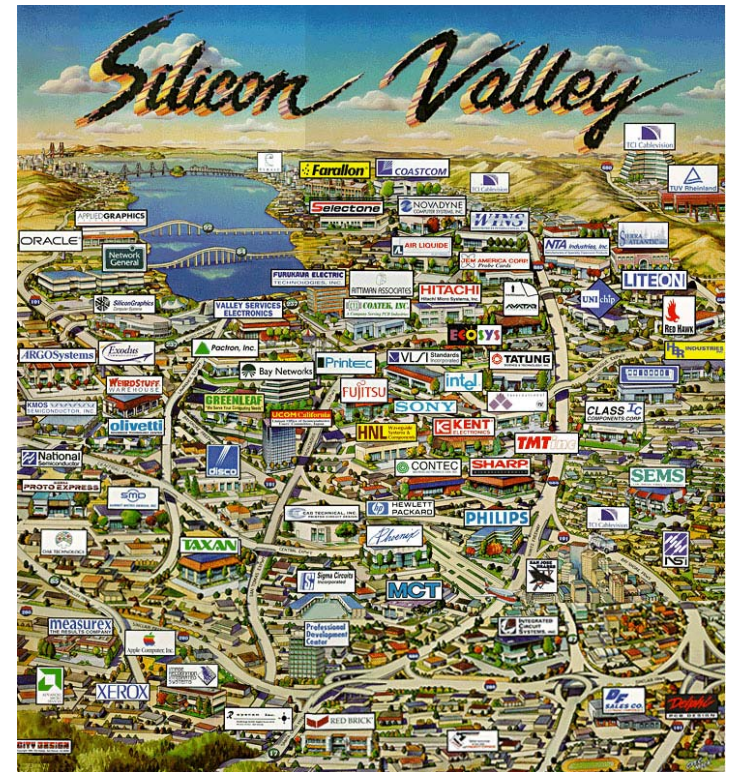


Three Examples



Lessons from Silicon Valley

- What makes Silicon Valley so special?
 - Educated and innovative
 - Short connections
 - Innovation finances
 - Ties to top universities
 - Accessible market
 - Good location
 - Freedom to fail



Opportunities in Iceland

- Iceland has many of these advantages
 - Educated and innovative
 - Short connections
 - Innovation finances
 - Ties to top universities
 - Accessible market
 - Good location
 - Freedom to fail



Space for Innovation

- What is needed
 - Investment in innovation
 - Supporting environment
 - Stronger universities
- Investment
 - Create incentive for innovation investment
 - Use part of 1,600,000,000,000 ISK in savings
- Environment
 - Collaboration of universities and industries



Need and Desire

- We must create 35,000 jobs in 10 years
- We want new ideas and challenges
- So let's just do it
 - Create environment
 - Encourage investment
 - Solve current problem
 - Build for the future

