

Disruptive Innovation, Technology Deployment and the SDGs

Alfred Watkins

Chairman, Global Solutions Summit

and

Governing Council Member,

UN Technology Bank for the Least Developed Countries

Graduate Research Institute for Policy Studies

Tokyo

February 15, 2019

**Science / Invention
/New Technology**

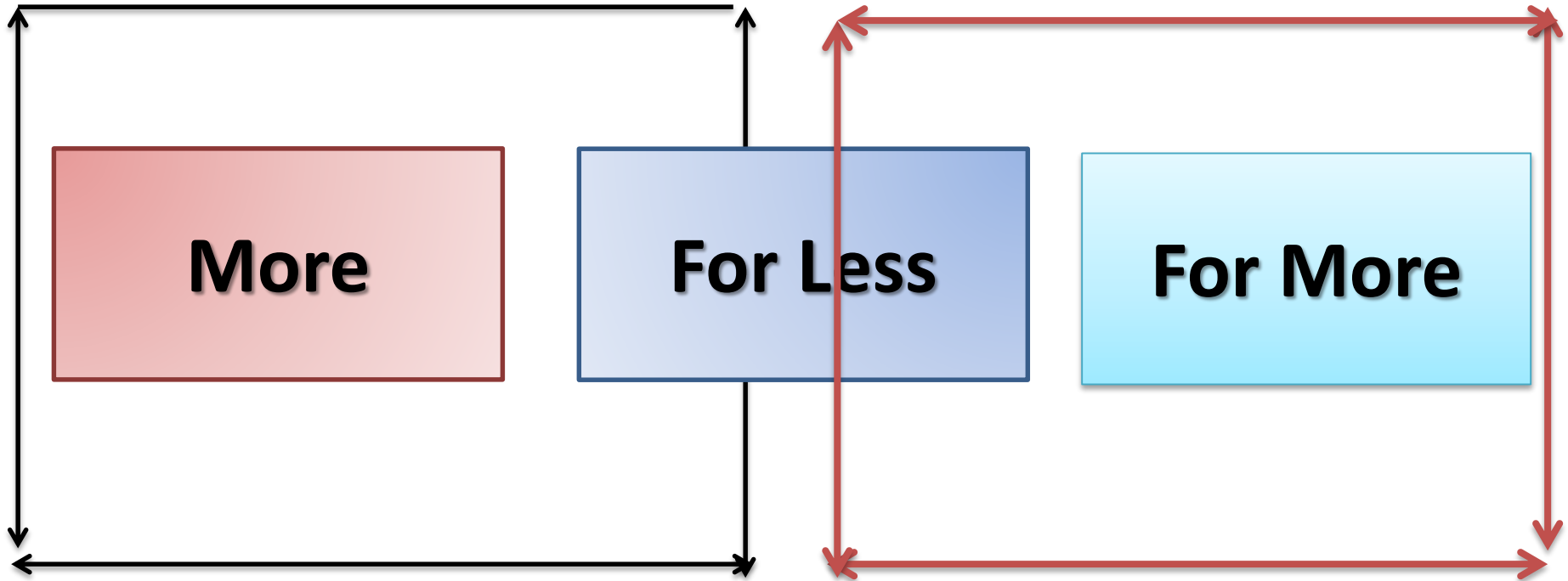
Deployment

More

For Less

For More

disruptive



No Disruption Without Deployment



Technology is
not disruptive
without
deployment

Proven, cost effective solutions already exist
(and many more are on the way)





**Why aren't we
achieving the
SDGs?**

**Why isn't there
more disruption?**

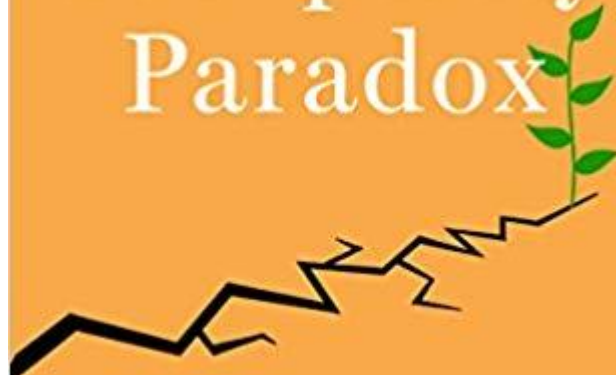


Dr. Vanu Bose
1969-2017

“It takes more creativity and innovation to market a new invention than it did to invent it in the first place.”

Clayton M. Christensen
Efosa Ojomo and Karen Dillon

The Prosperity Paradox



How Innovation Can Lift
Nations Out of Poverty

Disruption – seeing potential opportunities that others might miss

This struggle often presents itself as “non-consumption”—where would-be consumers are desperate to make progress in a particular aspect of their lives, but there’s no affordable and accessible solution to their problem.

This is what sets market-creating [disruptive] innovators apart—the ability to identify opportunities where there seem to be no customers.



Technology Deployment Business Models for the SDGs

[How can you sustain a business selling potable water to people who are too poor to afford clean water water or electricity?]



Ambassador Hoshino (Japan) and Ambassador Sandoval (Mexico) opening the 2018 Global Solutions Summit at the United Nations

Key Takeaways and Conclusions

**Deployment requires business
models that target non-
consumption**

Clayton Christensen

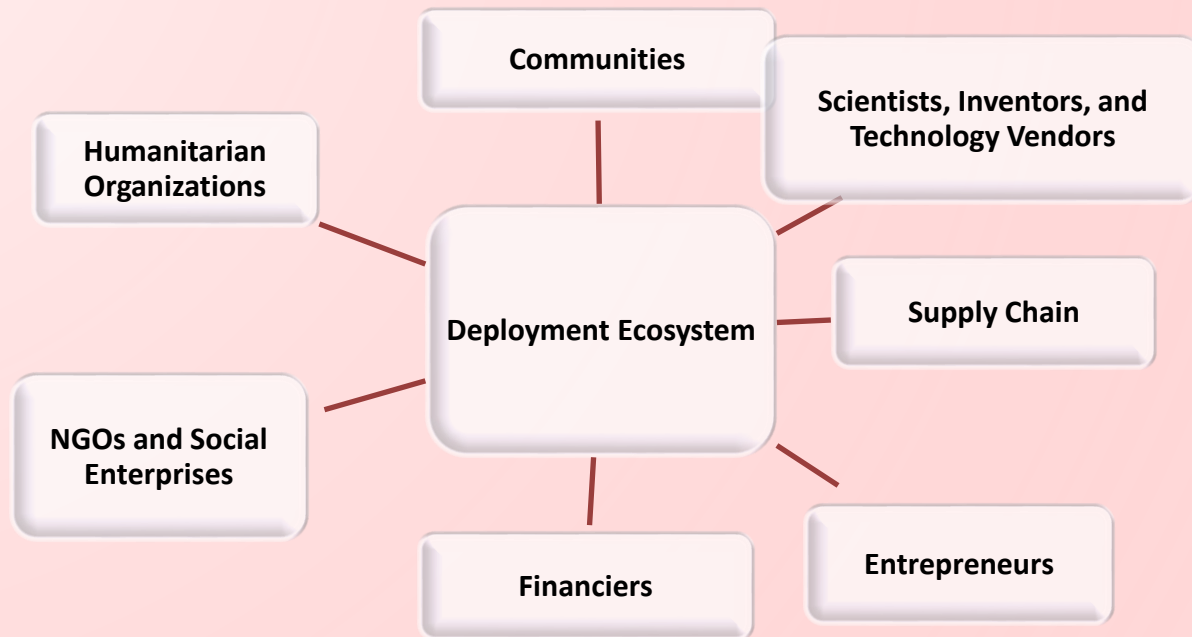
Technology deployment is as much about sociology and psychology – building social capital, strengthening communities, building trust – as it is about business models, marketing, supply chains, operations and maintenance, etc.

Small pilots are not sufficient. Scaling must be a high priority at the outset.

Foster knowledge transfer from one country to another and from one enterprise/sector to another.

Women, know your customer

It Takes an Ecosystem



Income Generation and Technology Deployment – A Virtuous Circle





Broken Circuits

Potential buyers don't know what they need

**Sellers don't know how to find customers,
business partners, or link to other
participants in the deployment ecosystem**

Centers of excellence
Knowledge transfer
Empower doers, entrepreneurs, financiers
Role of Government?
Roadmaps – For science? For deployment

GSS 2019
May 13, 2019
UN Headquarters, NYC

THANK YOU

Alfred Watkins

Chairman, Global Solutions Summit



**Strengthening the
Local Technology
Deployment Ecosystem**

www.globalsolutionssummit.com

alfred.watkins07@gmail.com