

# Making Good Business Sense

## Supporting startups in the tertiary realm



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# Key Themes

**The Crossover: bringing elements of the commercial and academic worlds together, both operationally and physically**

**The idea of briefing both the ‘software’ and the ‘hardware’**

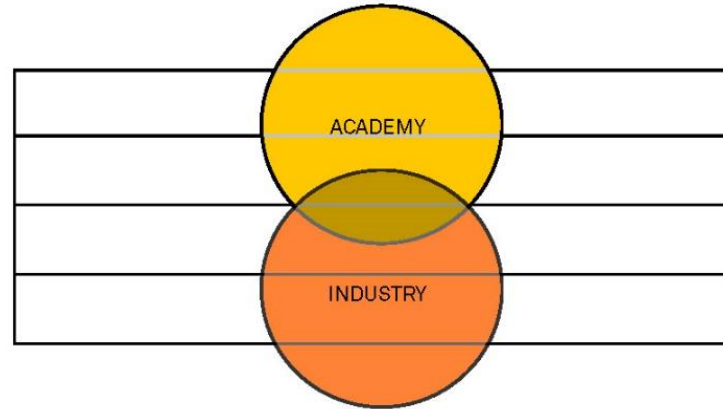
**How it has played out at Flinders University**

**Future trends**

**What else is out there?**

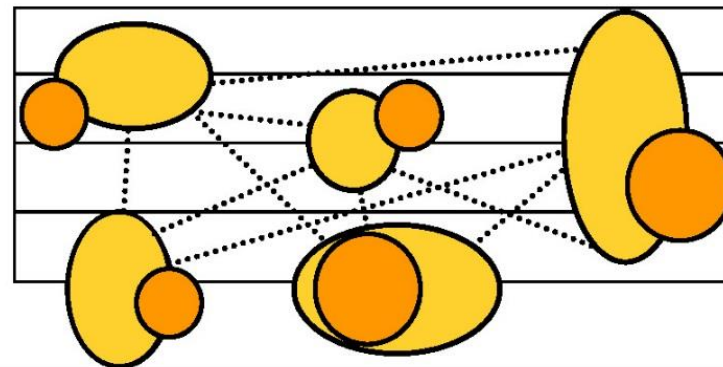
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# The interface



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TRANSACTIONAL



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EMBEDDED



# Its about the crossover

- New Venture Institute as the University Skunkworks
- 21<sup>st</sup> Century skills and capabilities
- Blending and embedding functions
- Serendipitous and intended



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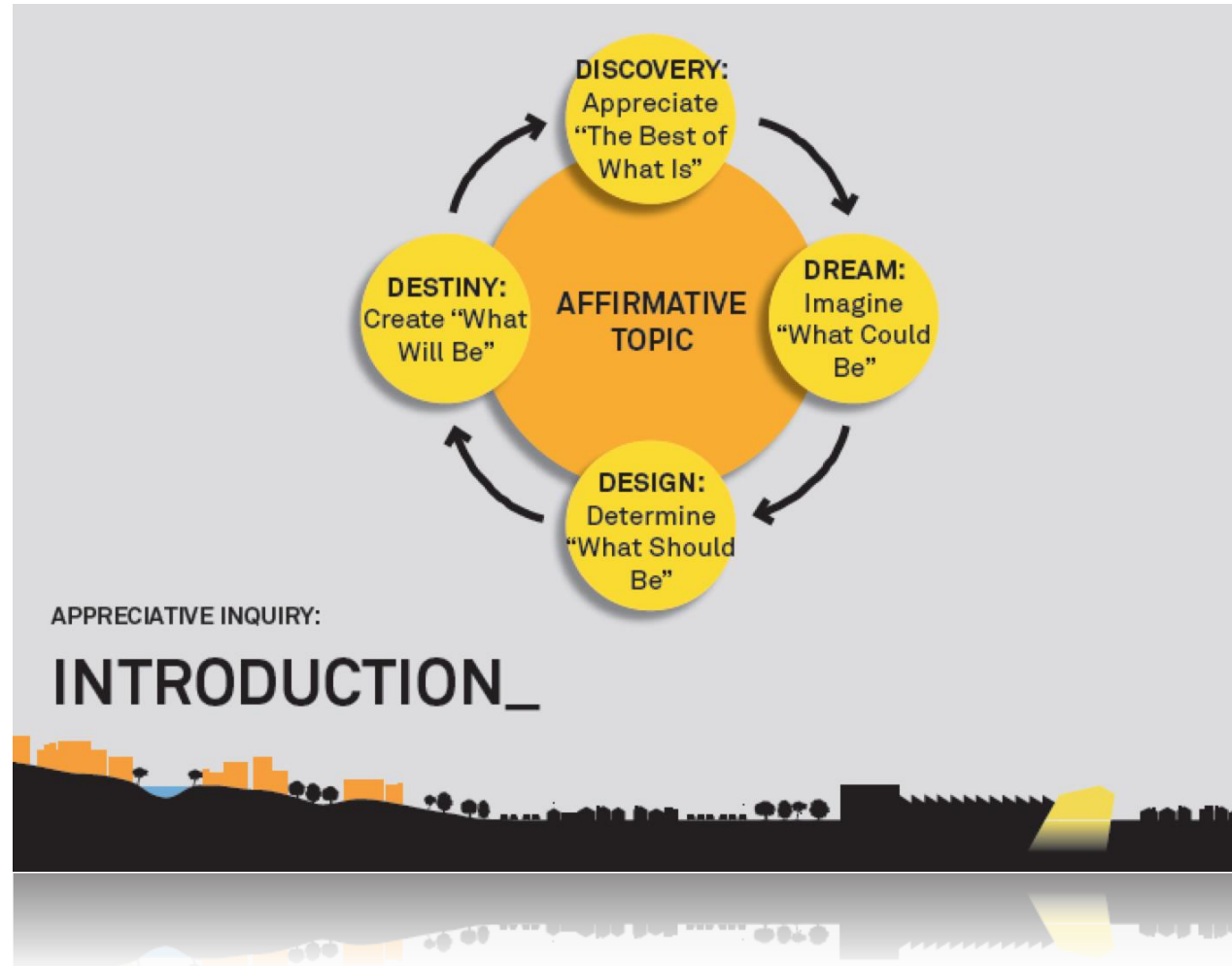
# Hardware: Software Relationship

- Briefing for both via appreciative enquiry
- Guiding principles
- About both strategy and function
- About understanding both the business and the space

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# Appreciative Inquiry

- Shift from identifying problems and (maybe) solutions, to an analysis of success, and how to make that happen everyday



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# Challenge of Design

- **Aspirational Briefing is as important as Functional Briefing**
- **We use this to brief commercial workplaces which are inherently flexible spaces**
- **Enables us to understand the business and more, beyond simply assembling space**

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# Moving Beyond Function

“Open door + open mind = **more possibilities**”

“We need to suck students into research: exposing them to labs early will encourage them to better **engage in research** in the future”

“Equipment, facility and **knowledge sharing with Industry**”

“A need for **natural** lighting and ventilation”

“The building itself is both a **teaching tool** and **showcase**”

“**Adaptable** to changing needs and evolutions in teaching”

“**Welcoming** and **accessible**, with **strong visual and physical connections** within the building and to the wider community”

“**More collaborative space** and less ‘dumb’ tute rooms”

“The **ability** to talk to large numbers of students, then let them work in small groups and finally re-engage again all in one space”

“**Teaching through practice**, not theory”

“**Innovation** can occur in informal settings”

“A place **without boundaries**, with no visible limits”

## WORKSHOPS: WHAT YOU TOLD US\_

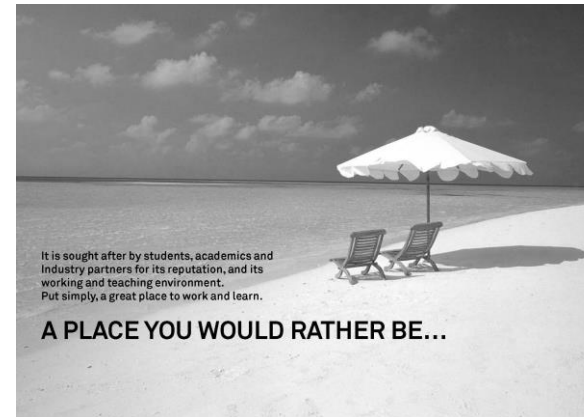


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# Guiding Principles

- Succinct summation of the organisational strategy
- Strategic versus functional
- Form a decision making framework

# Tonsley Guiding Principles



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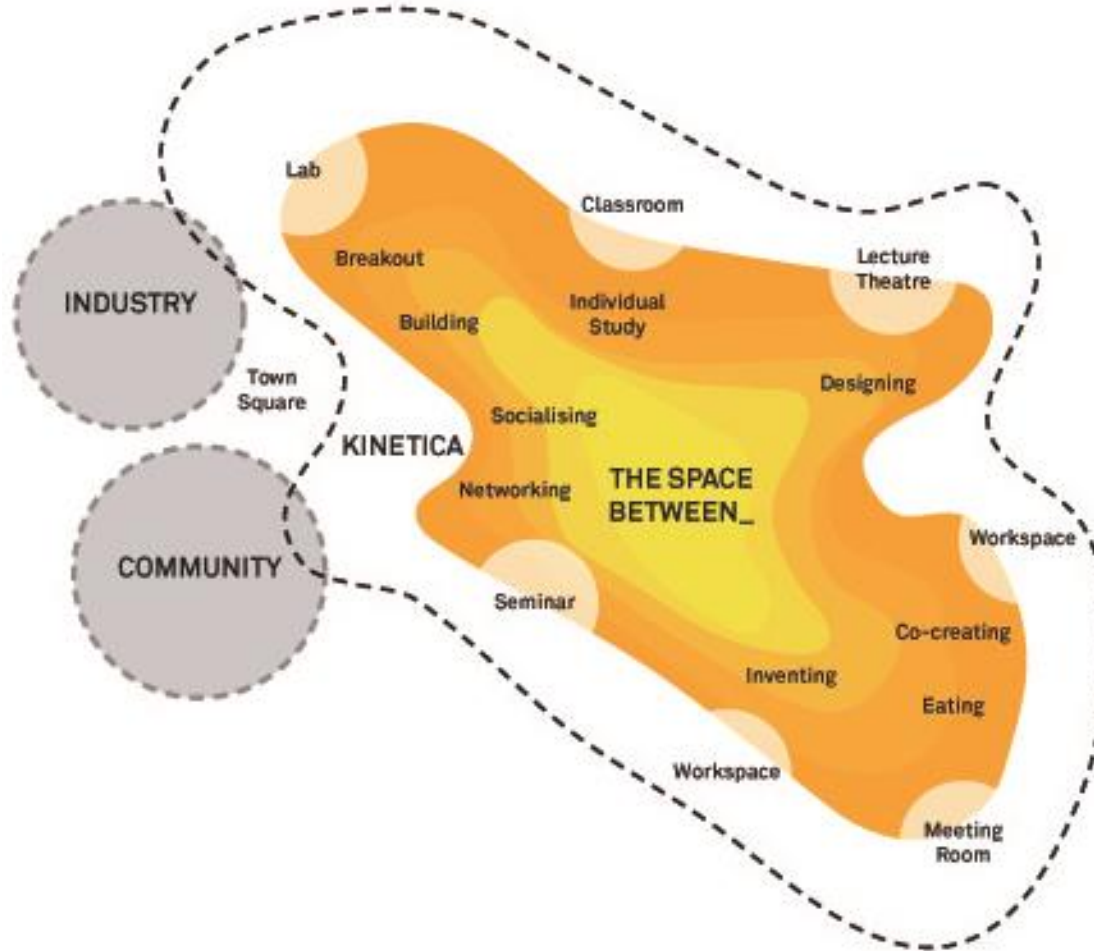
# **The Hardware – the Model for Tonsley**

- **Creating the spaces in between**
- **Enabling clusters**
- **Creating connections and chance encounters**
- **Allowing for adaptability**
- **Bringing commercial workplace models to tertiary buildings**

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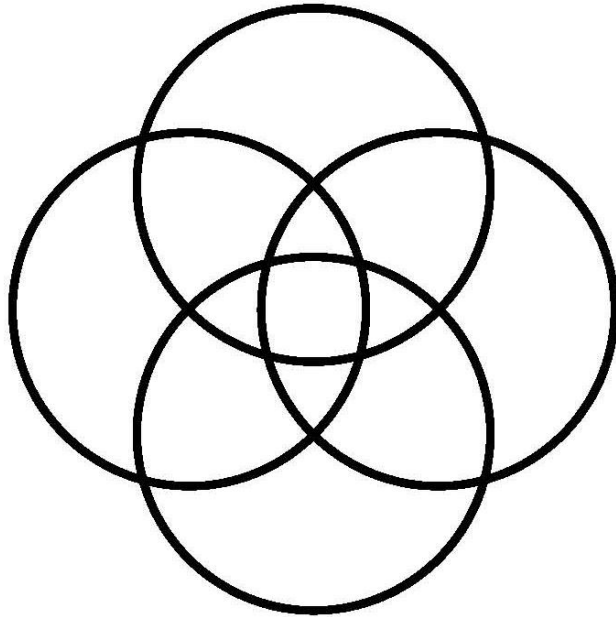
# Design Response

Adaptable, connected spaces  
Supports team based work  
Promotes chance encounters

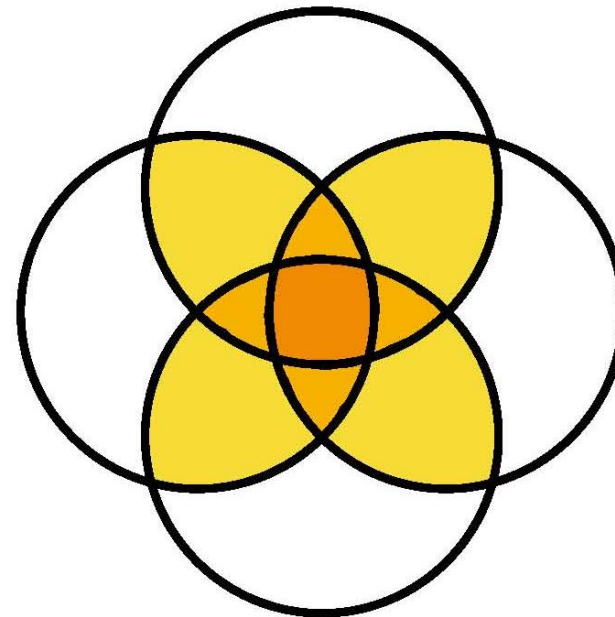


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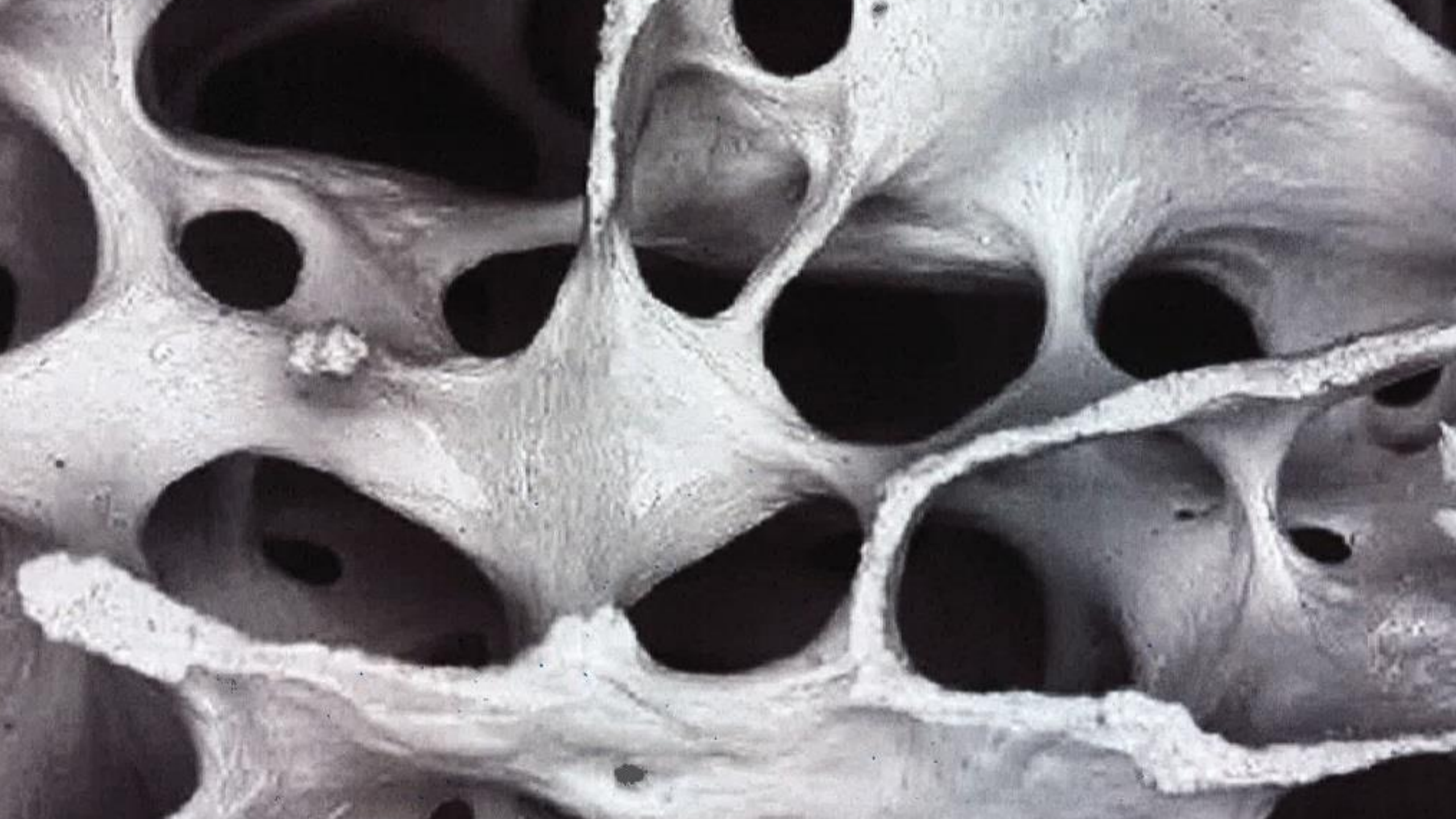
# Components



Cross discipline approach.



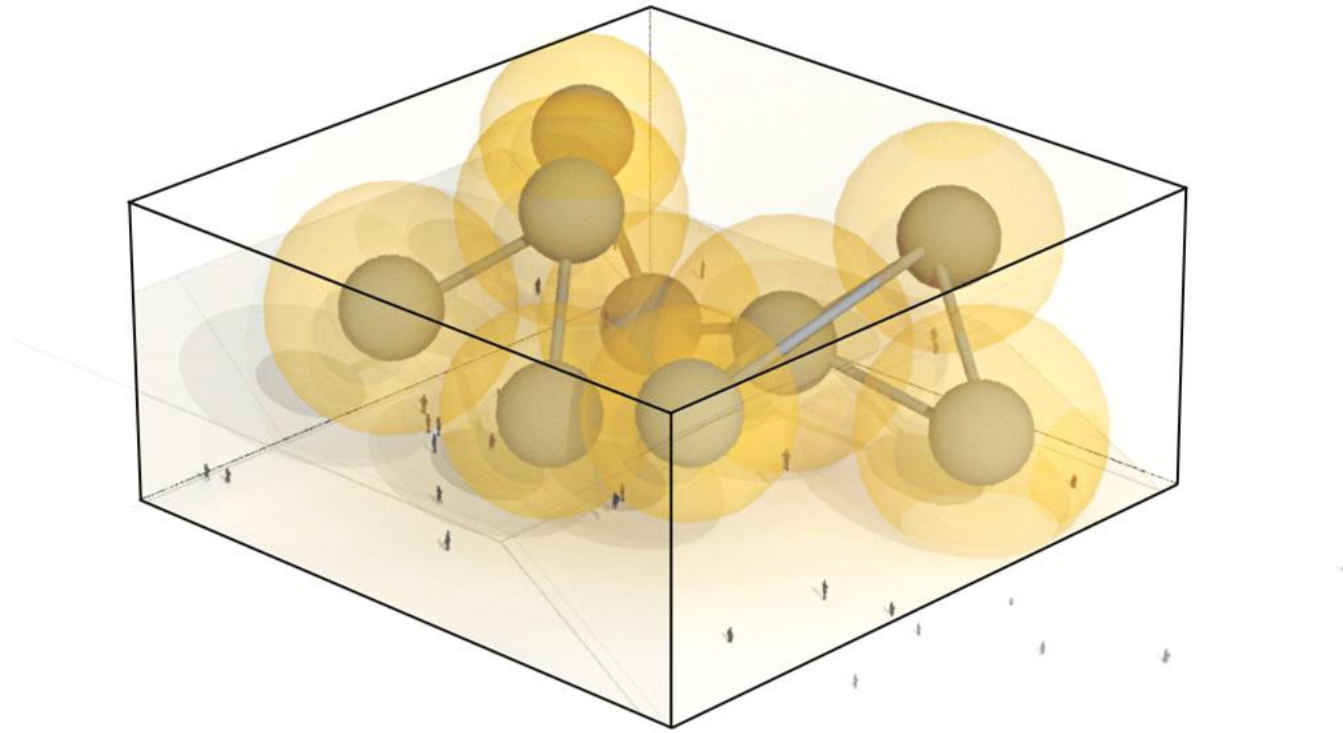
Innovation occurs at the boundaries.





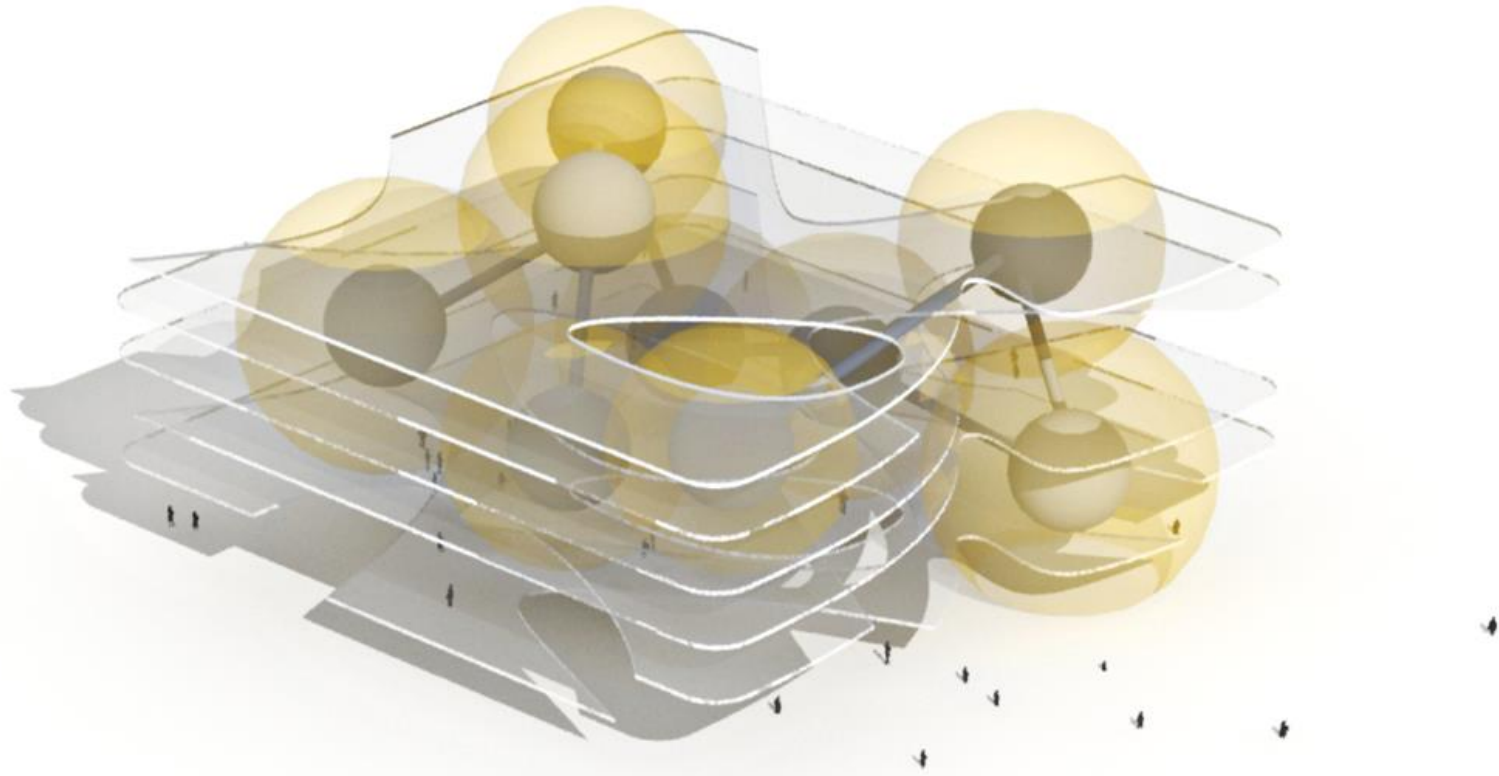
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# Cluster Model

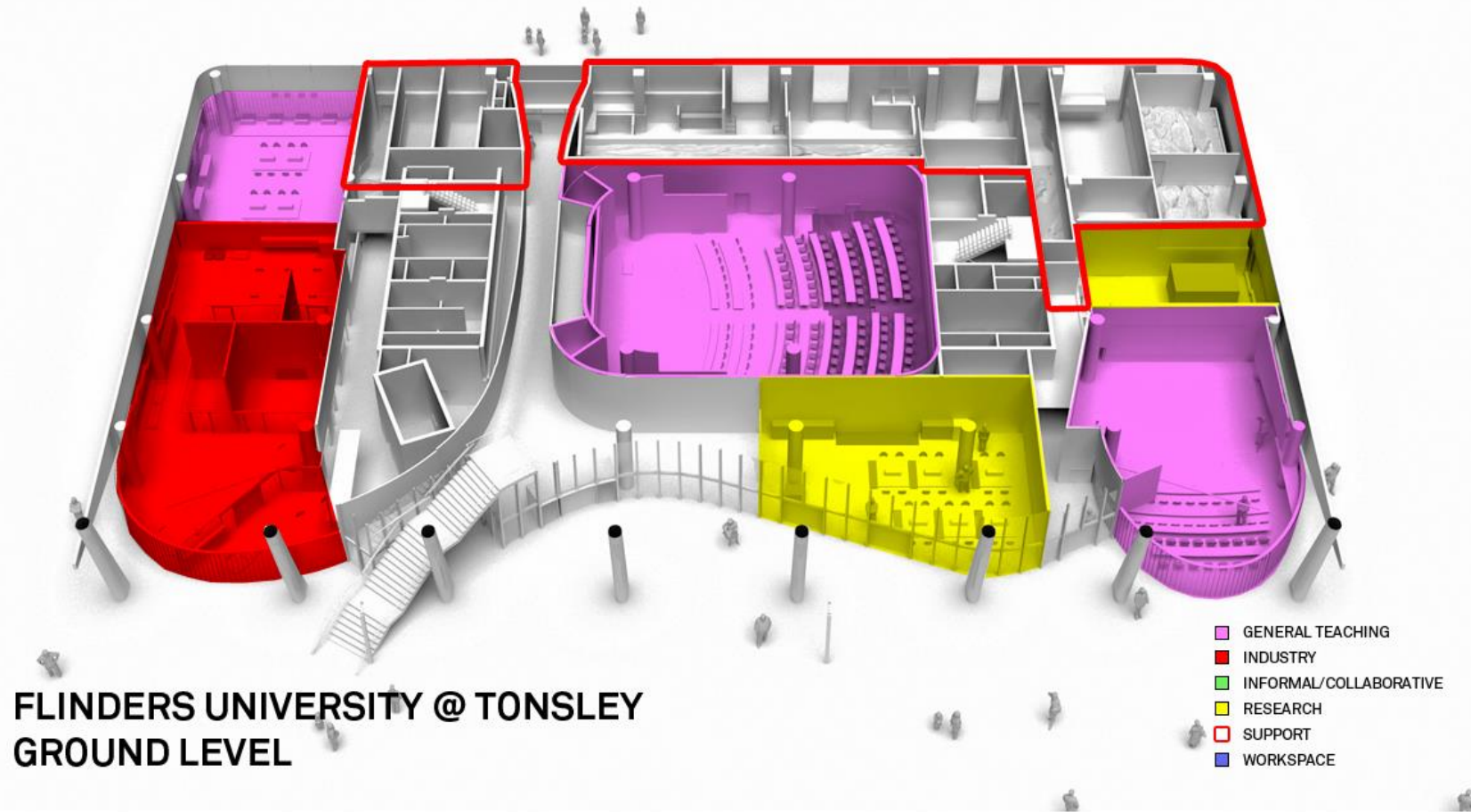


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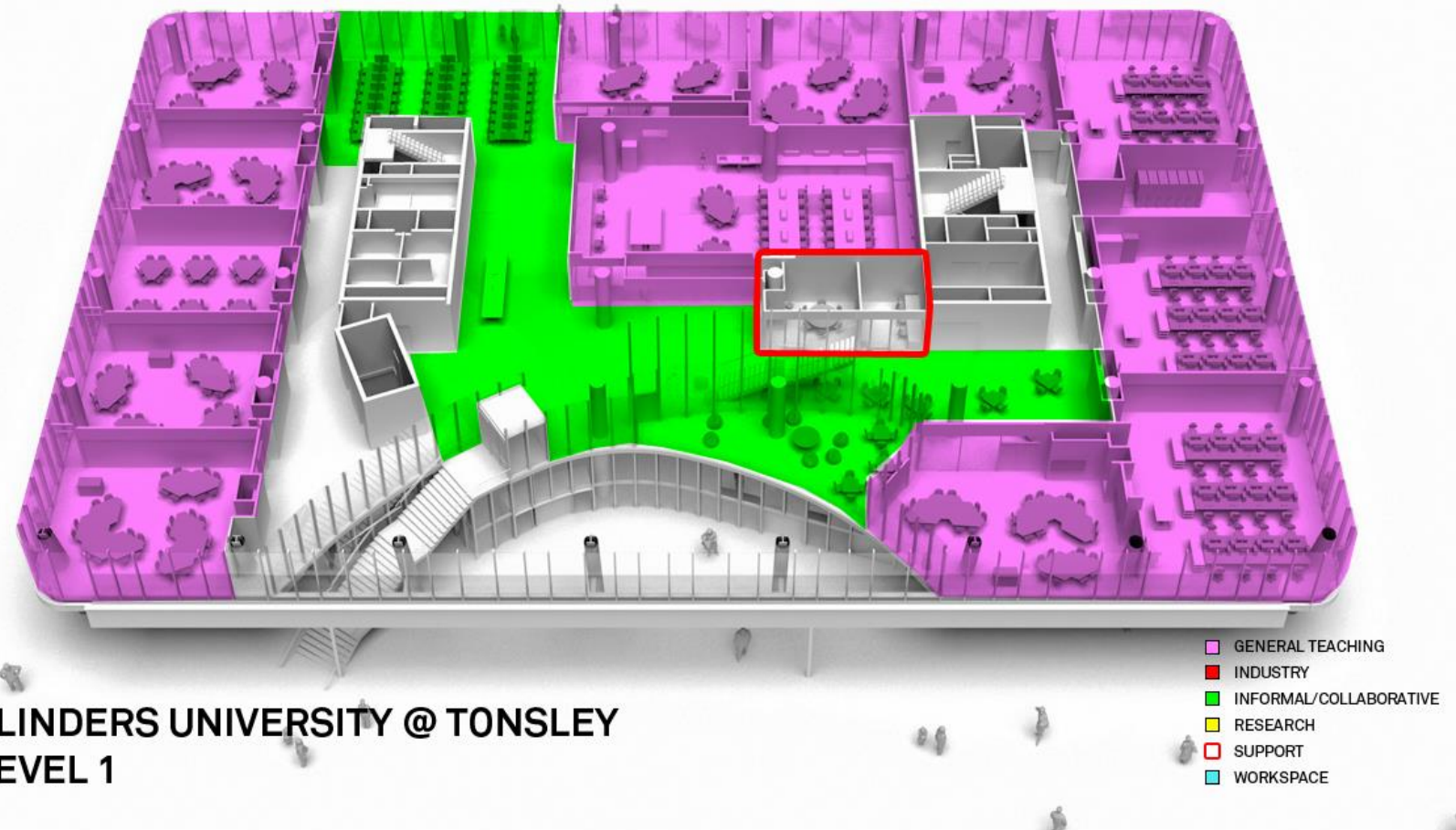
# Cluster Model



# Ground Level



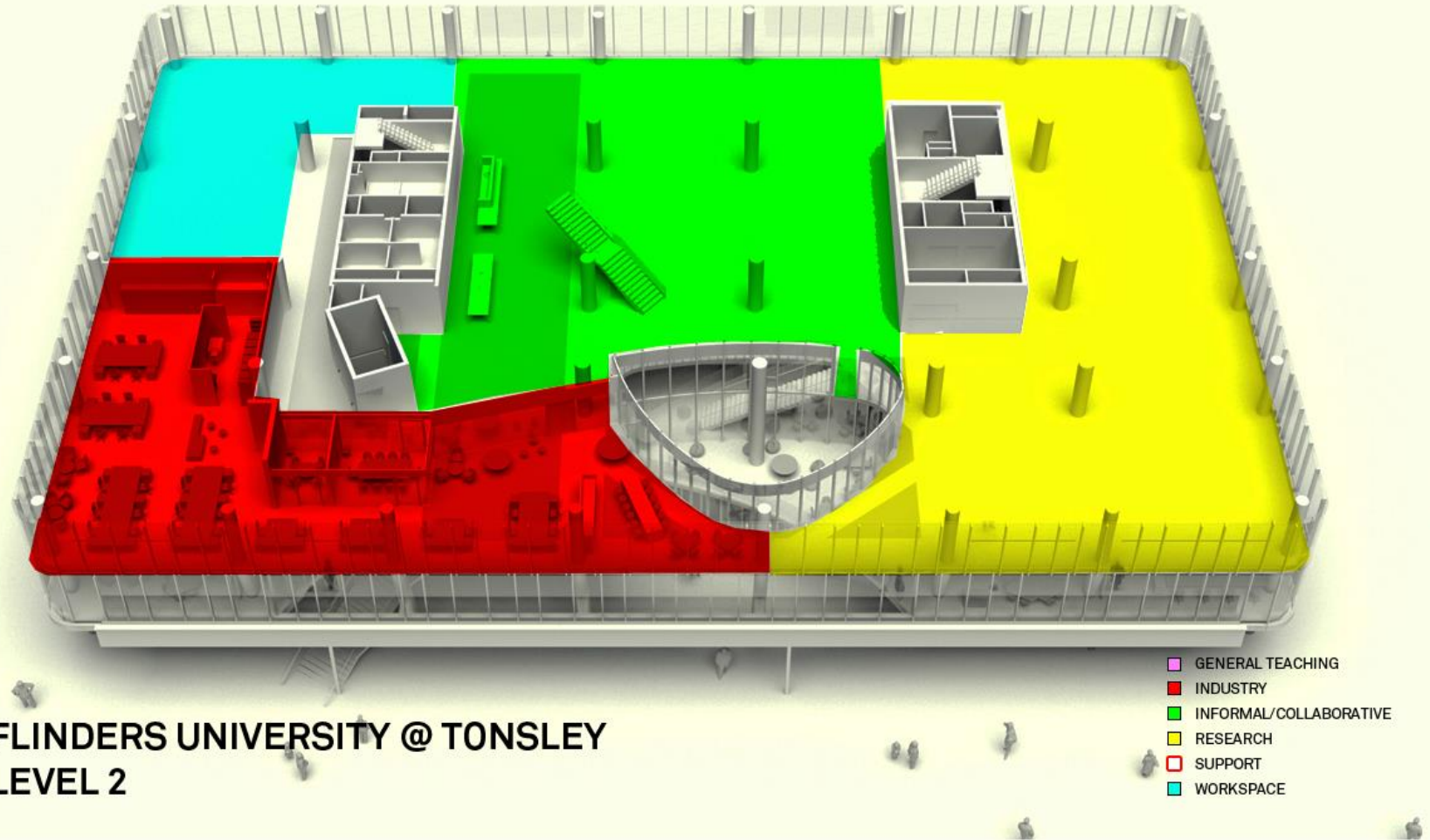
# Level 01



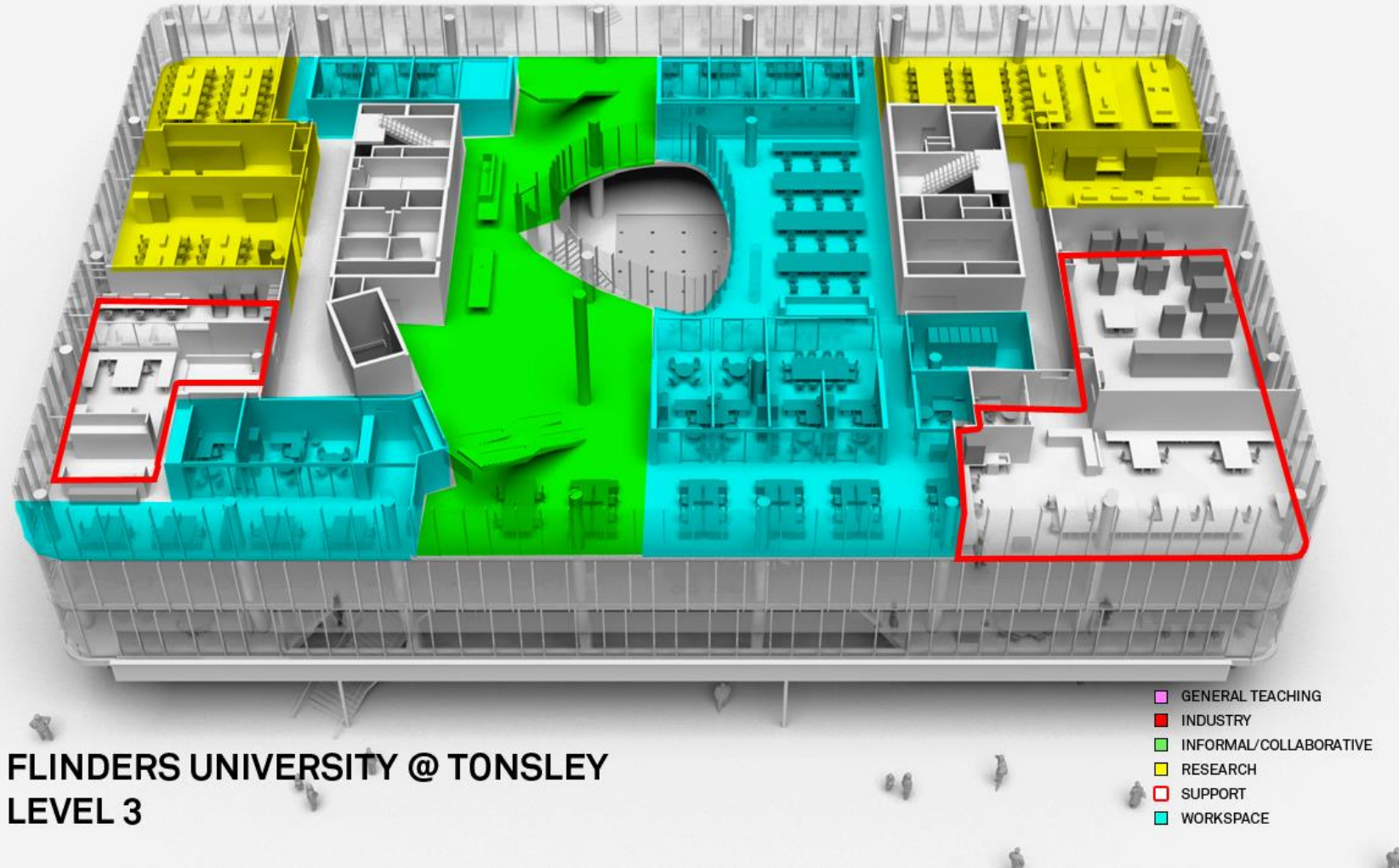
**FLINDERS UNIVERSITY @ TONSLEY  
LEVEL 1**



# Level 02

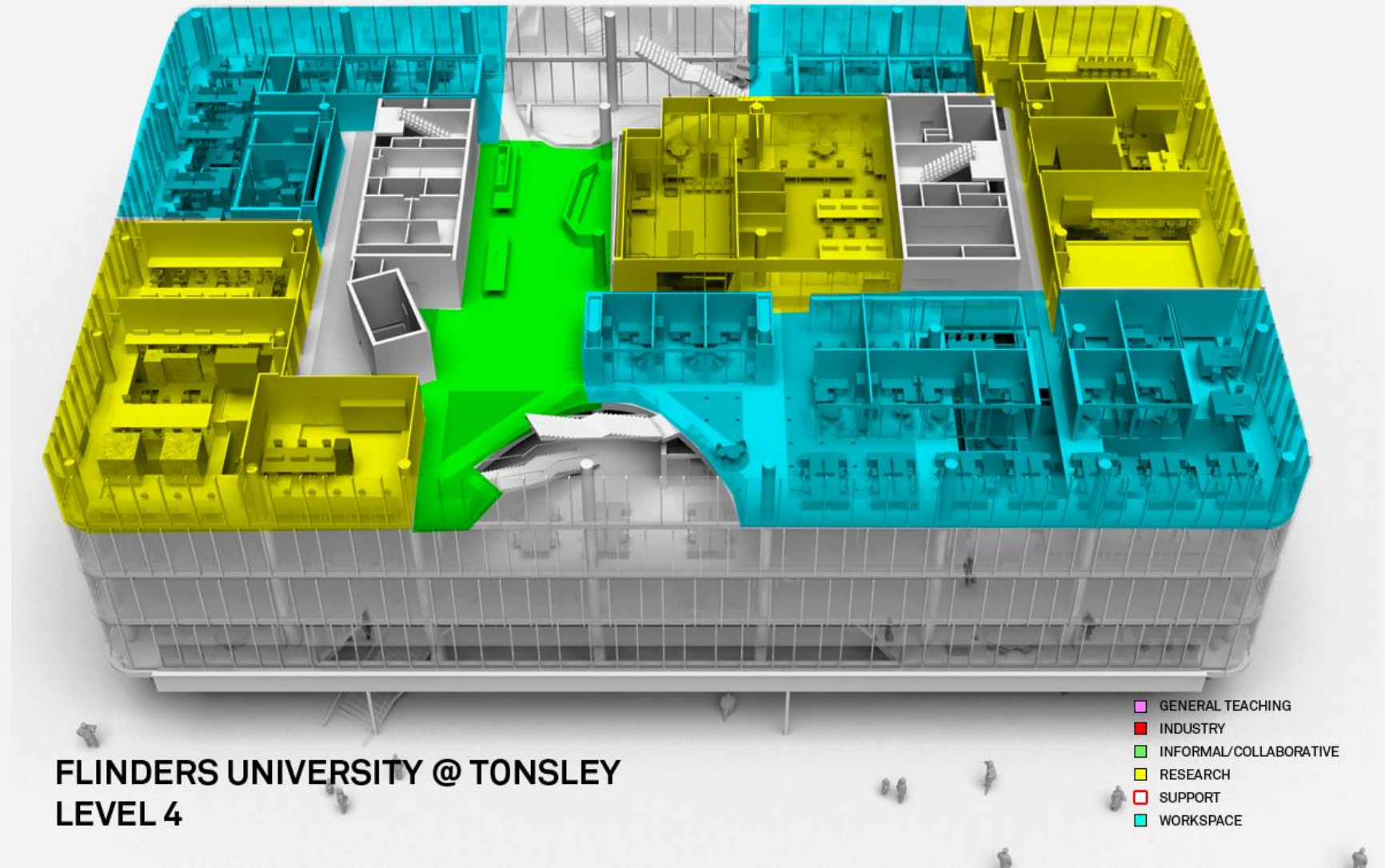


# Level 03

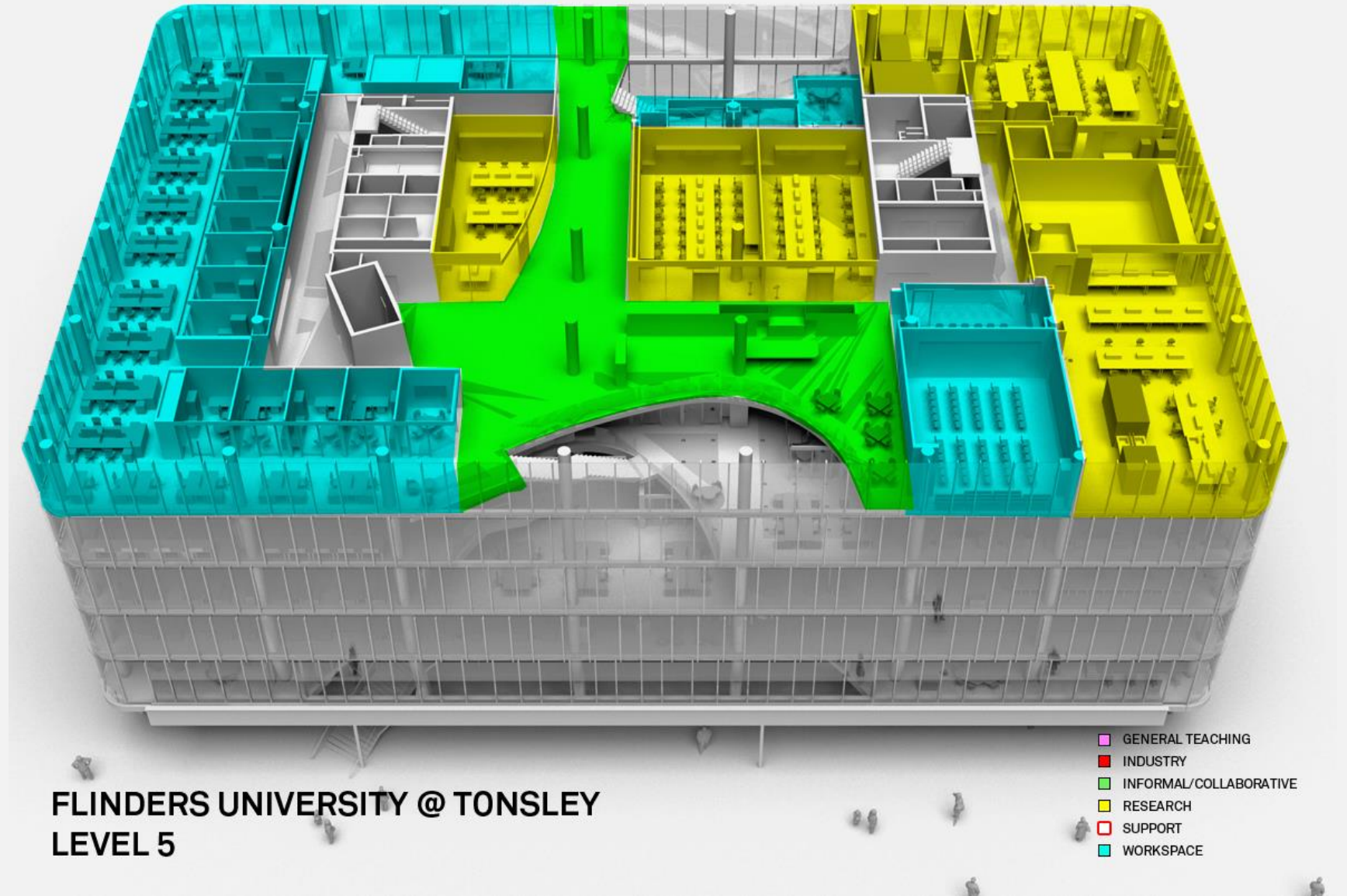




# Level 04



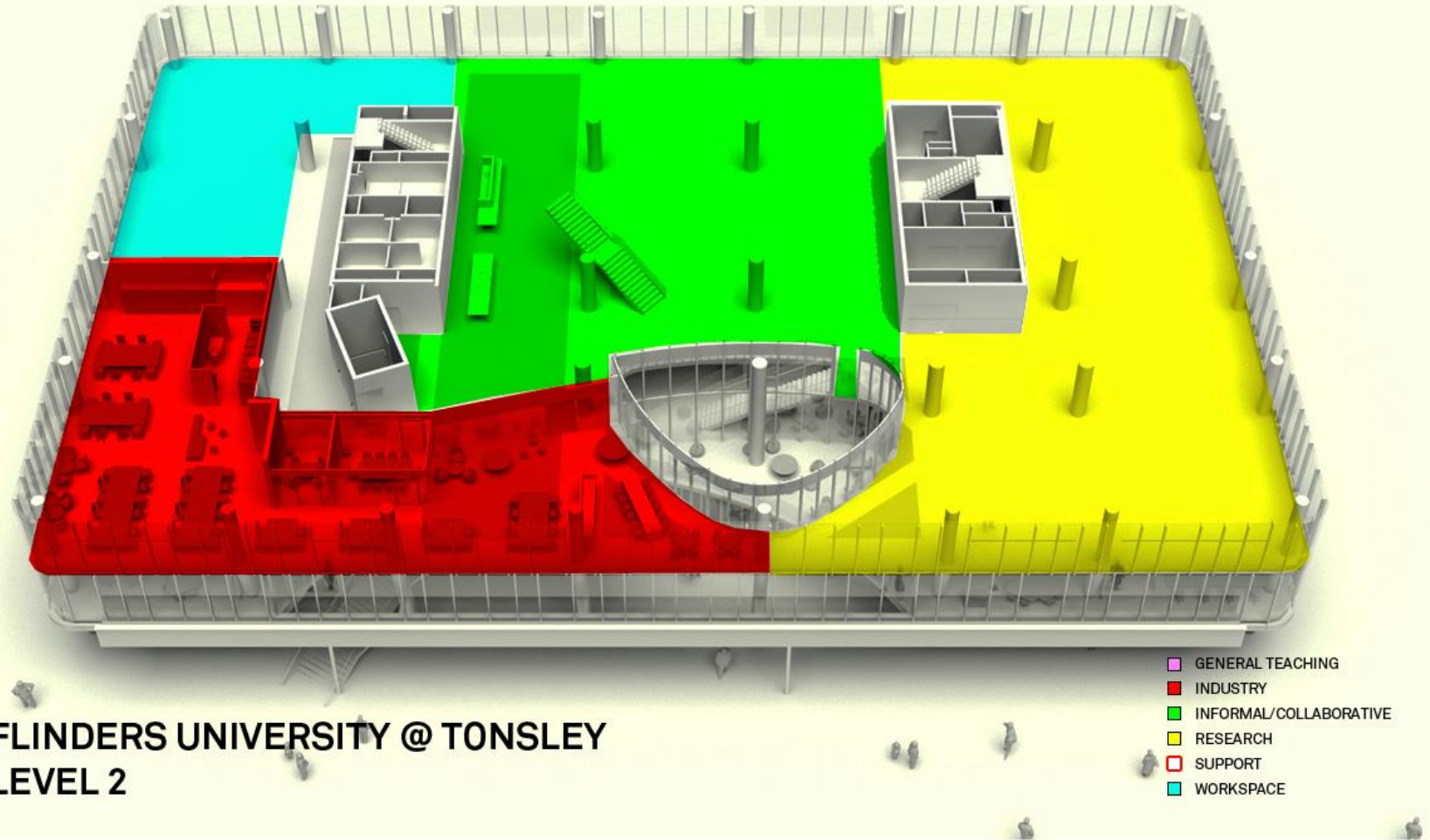
# Level 05





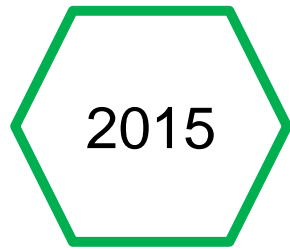
# Level 02

An unbriefed space



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# Flinders NVI Journey



## NVI - Outlier

### Re-inventing impact

- Experimentation
- Build on existing successes
- Pursue opportunities



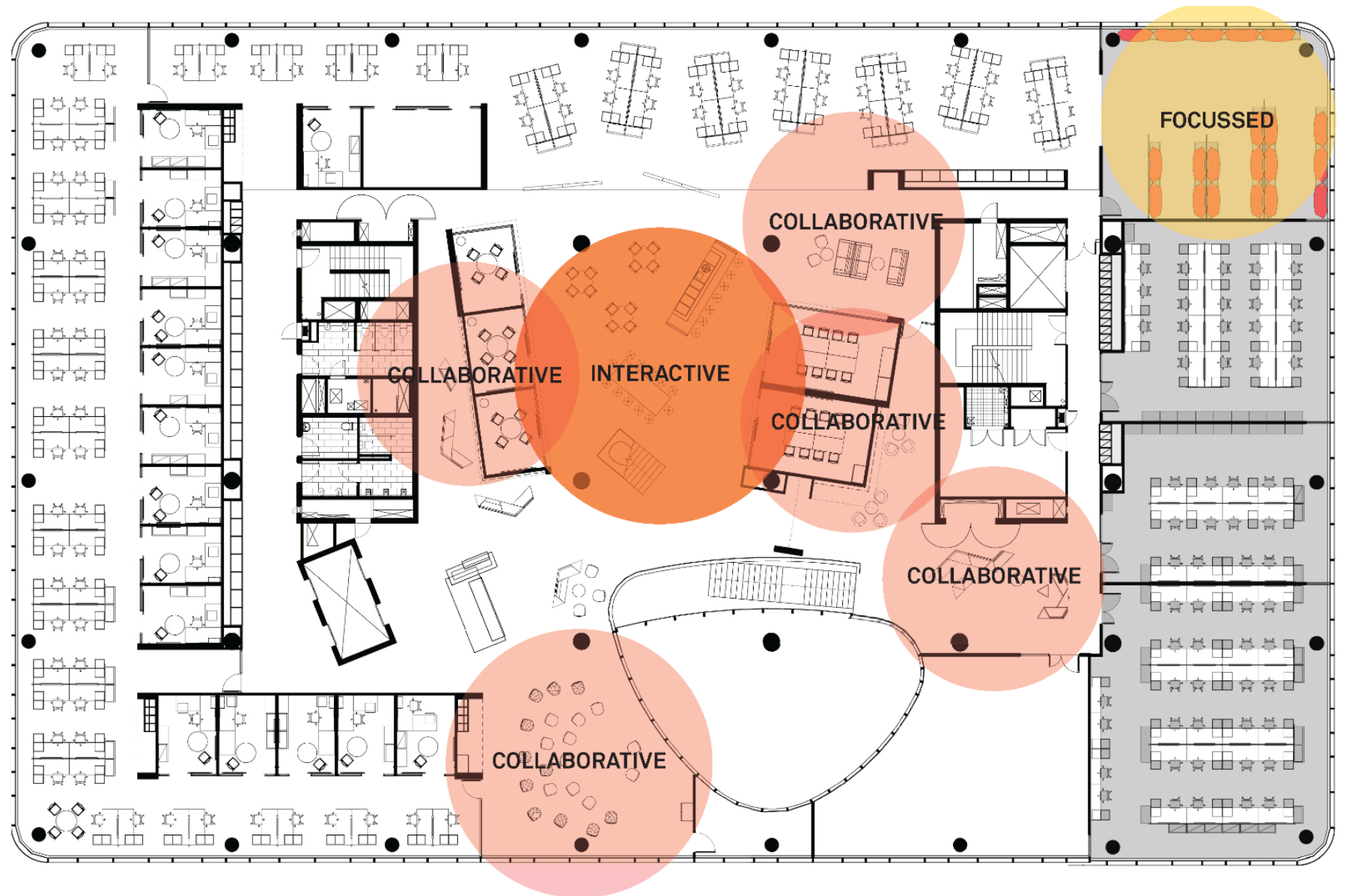
## NVI to NVI 2.0 – Pillar

### *Making a Difference*

- Good engagement in early topics
- Increasing SME/Startup outreach
- New content through partnerships
- Challenge to scale and embed

# Level 02

Current layout



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# NVI Progress so far...

Startup creation and Business innovation as at May 2017, 3.5yrs young

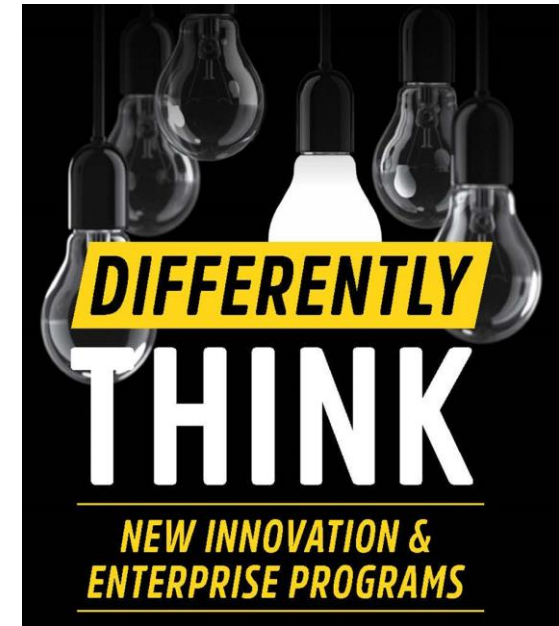
- 232 startups AND 56 jobs
- 75 startups alongside us within the Flinders @Tonsley building
- 32 SME Innovation Workshops – capability building for innovation
- 142 SME clients for live projects
- 346 live consulting student teams (75% of discipline areas)
- 12+ UG topics established, delivery commenced 2017, NPS 100%
- 2,218+ entrepreneurs and innovators trained

Value of research or grants for Faculties \$850,000+

Value of partnership revenue within NVI \$392,000+

Value of consulting revenue within NVI \$1,265,000+

Value of flow on economic activity Icebreaker16 \$2,900,000





# Current area



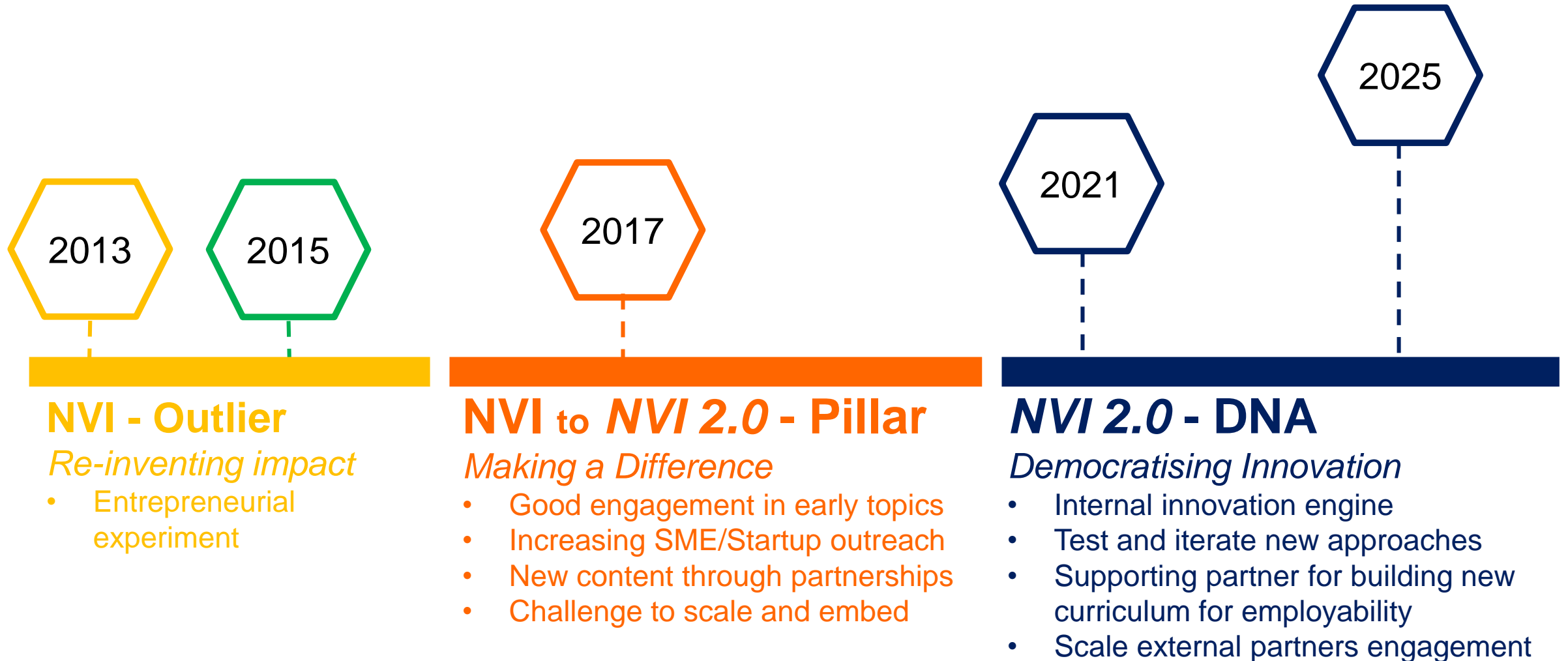


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# In a broader precinct...



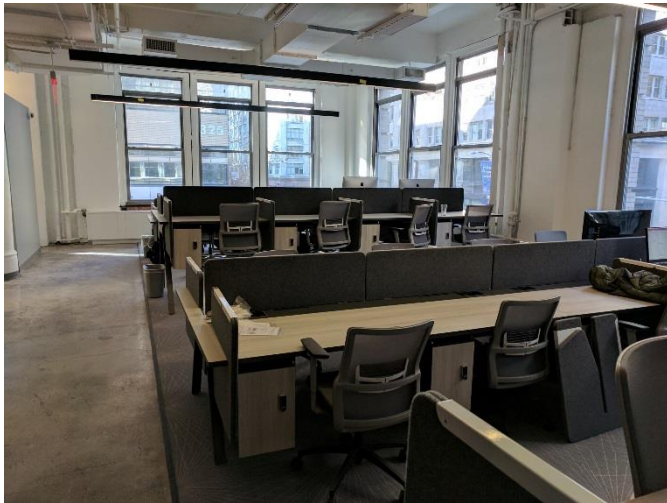
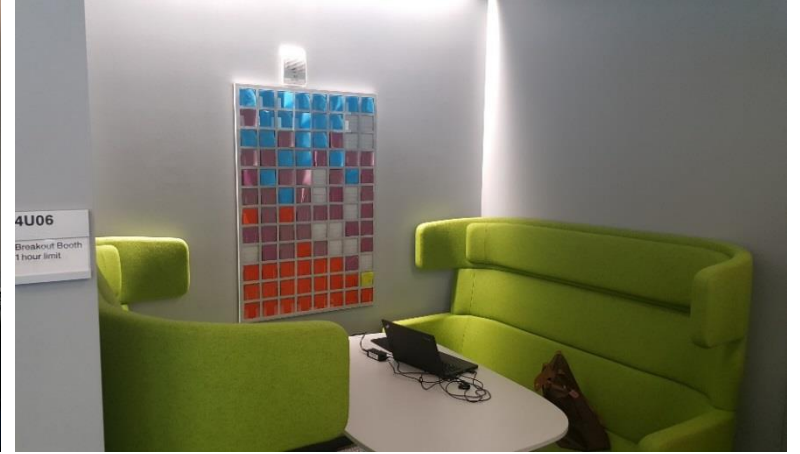
# Flinders NVI Journey... Continuing to evolve





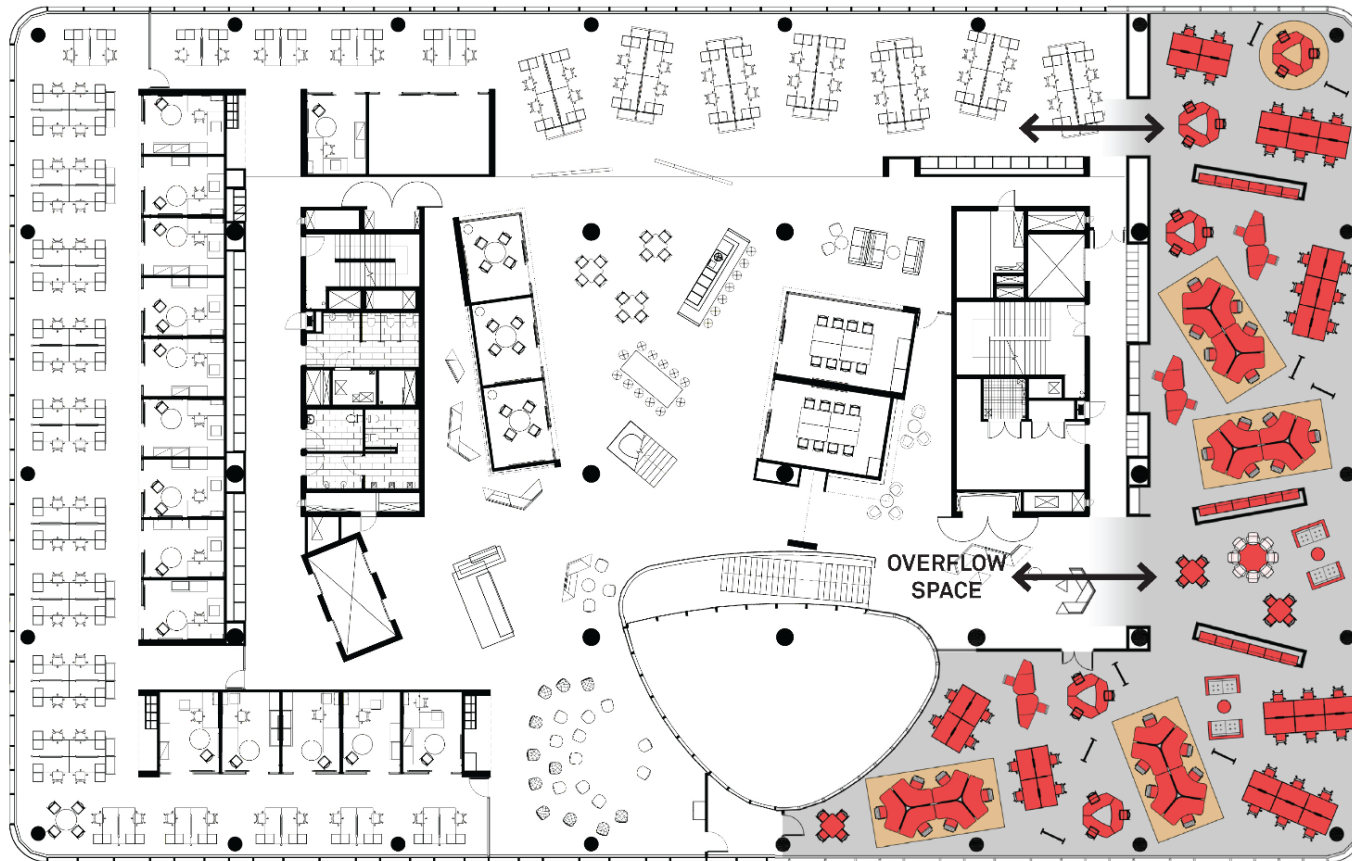
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# Types of new spaces required



# Level 02

## NVI Future – Expansion



- \_Choice of work settings (individual or teams up to 6)
- \_Combination of fixed and mobile desks
- \_Less structured with greater range of furniture types and choice
- \_Small meeting group opportunities
- \_Barrier free connections with greater floor plate (improved circulation)
- \_Storage provisions with both writable and pinable surfaces
- \_Internal walls removed to maximise flexibility, space efficiency and connections between groups
- \_Rugs, screens, lighting, mobile whiteboards and ceiling bulkheads utilised to define areas
- \_Area per person allowance increased to a comfortable level
- \_Operable walls at entry points to secure after hours

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# **The Hardware – What's Next?**



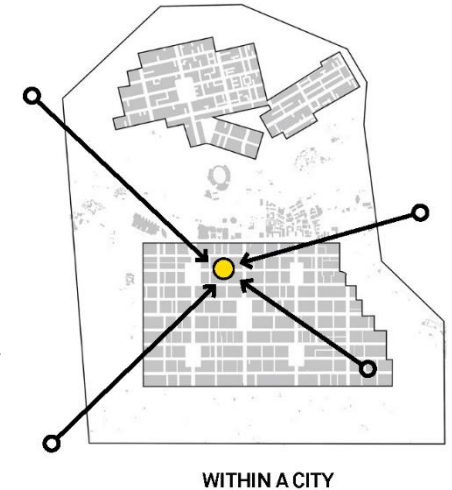
# Hub Australia

## Features

- \_Multiple businesses
- \_Co-working space
- \_Subscription based
- \_Short and long term bookings
- \_Variety of work settings
- \_Meeting facilities
- \_Events and seminars

## Management

- \_HUB Host
- \_Understands who is there and what they do
- \_Facilitates connections and brings people together



Hub Melbourne 2012

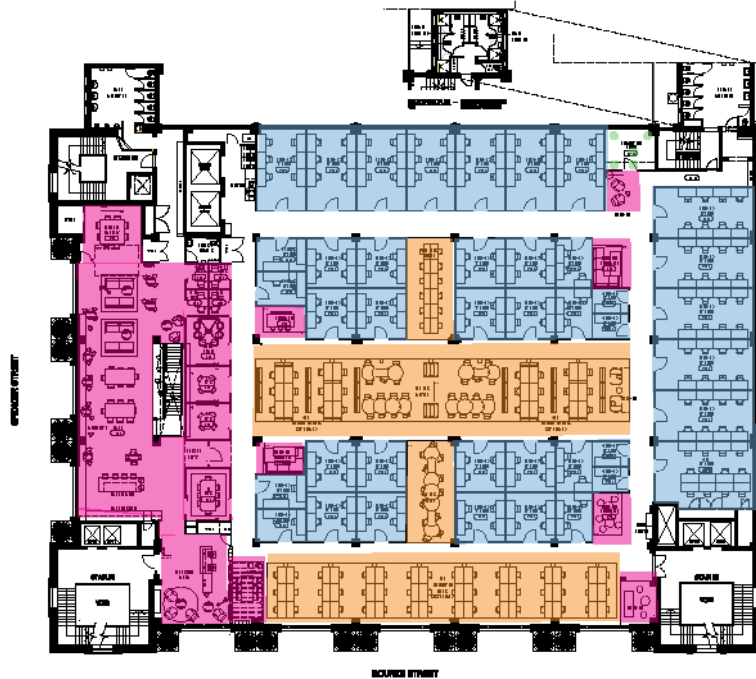


Hub Adelaide 2013

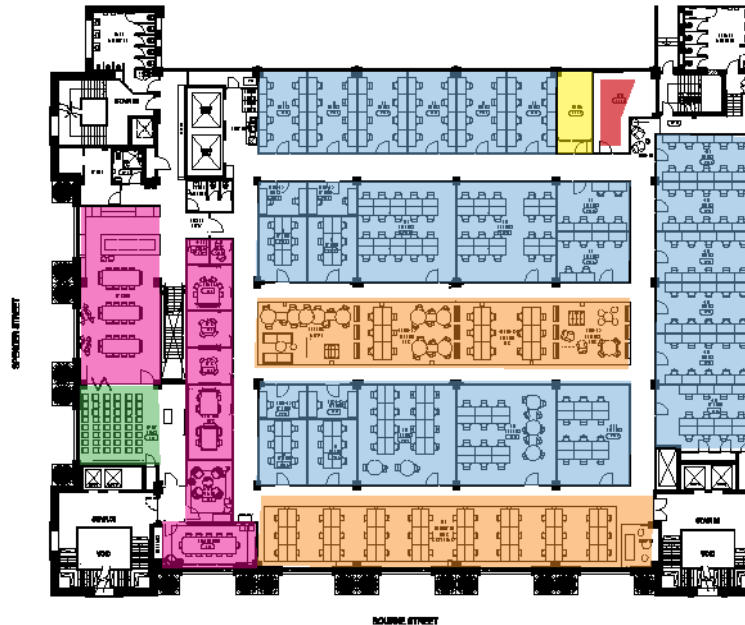


Hub Melbourne 2016

# Hub Australia



LEVEL02\_



LEVEL03\_

- Enclosed studio
- Open work space
- Media room
- Meeting
- Event
- Gym/Relax



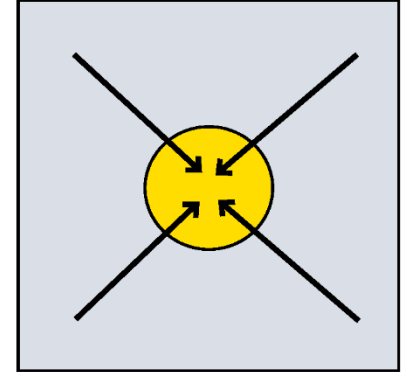
# The Hive - Westpac Kogarah

## Features

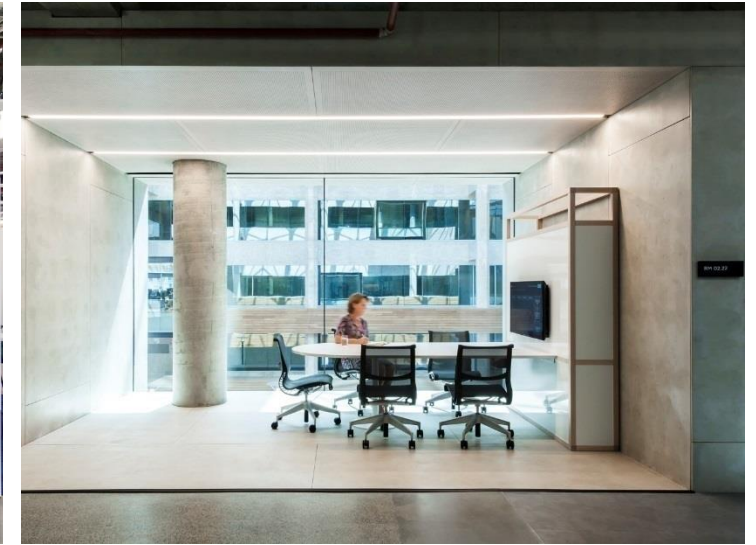
- \_One business
- \_Customer focus
- \_Open access for staff
- \_Selected industry partner access
- \_Book space
- \_Organised events (Westpac Hackathon)
- Rapid product testing and development

## Management

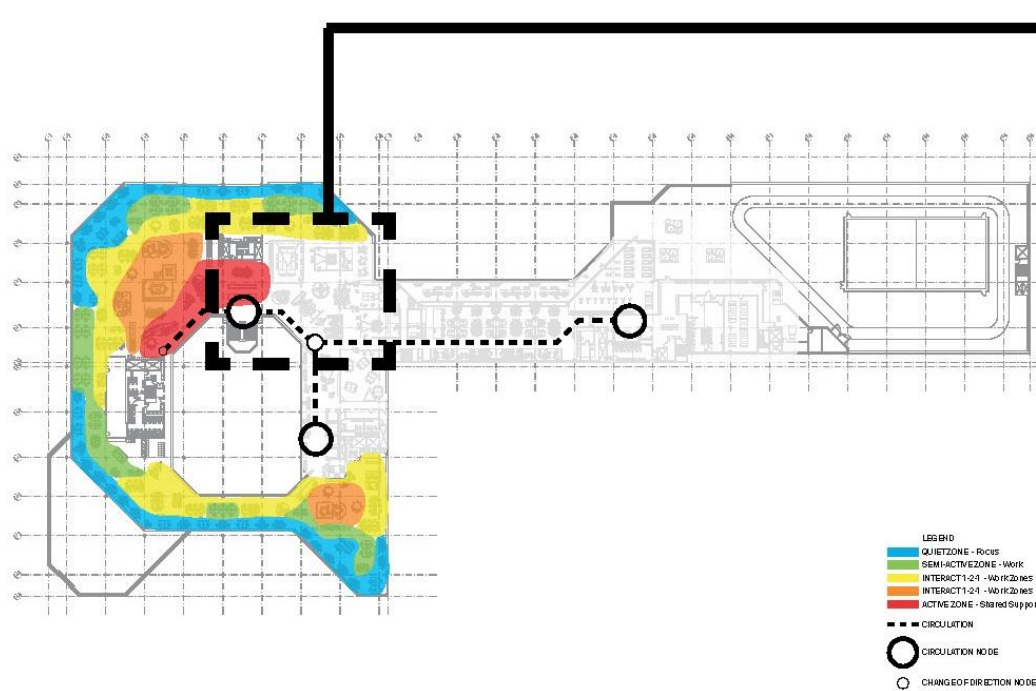
- \_Permanent support staff
- \_IT assistance



WITHIN AN ORGANISATION



# The Hive - Westpac Kogarah



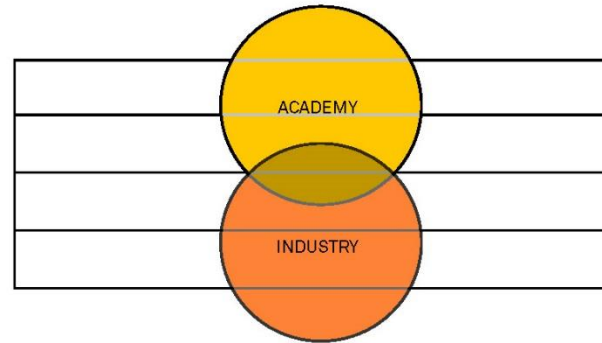
LEVEL 02\_FLOOR PLAN



LEVEL 02\_INNOVATION CENTRE

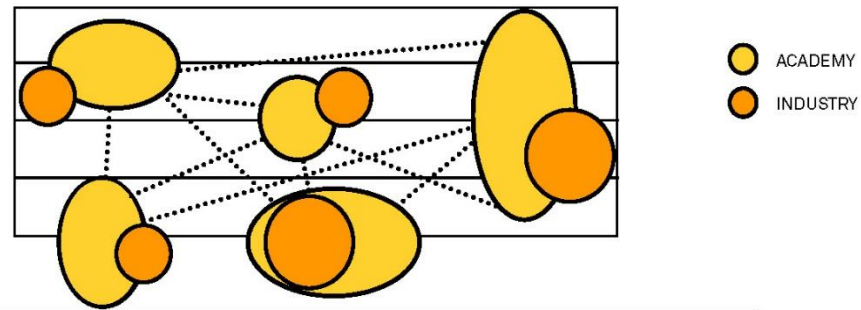
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# Deeper Connections



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