



KNOWLEDGE MARKETS CONSORTIUM - CALL FOR PARTICIPATION

HARNESSING KNOWLEDGE MARKET INNOVATIONS *for* BUSINESS ADVANTAGE

[Wealth Creation &
Knowledge Value Innovation
in the New Economy]



The Knowledge Market

**An international research network led by Bryan Elliot Davis
President, Kaieteur Institute for Knowledge Management**

+

*The Kaieteur Institute's - Knowledge Markets Experts Network,
connecting expertise from Toronto. Boston, London. Frankfurt. San Francisco. New York.
Stockholm. Tokyo. Sao Paulo. Chicago. Vancouver, and beyond*

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"It seems not unreasonable to assume that survival value in our cultural evolution will favor institutions which support the most efficient Knowledge Markets (organisms which support the most efficient nervous systems). Then certainly the Knowledge Market will someday operate with more open trust in its knowledge interchange, to release for constructive ends a great deal of otherwise entrapped human energy."

**Douglas C. Engelbart
Stanford Research Institute
1970 (AUGMENT,5255)**

A pioneer in the area of human-computer communications, Engelbart's theories on using computers and software to augment human intellect led to the development of such items as the graphical user interface (GUI) and the mouse.

<http://www.bootstrap.org>



Tag Cloud Overview - Topics/Themes of relevant interest

knowledge capital,

knowledge economy, knowledge markets, knowledge exchange,

knowledge innovation, **knowledge value**, knowledge networks,

knowledge clusters, knowledge hubs, knowledge communities,

knowledge commerce, knowledge trade, knowledge transfer,

knowledge ventures, **knowledge entrepreneurship**,

knowledge enterprise, knowledge brokers, knowledge merchants,

knowledge capitalists, knowledge equity,

knowledge-based business models,

idea economy, **creative economy**, knowledge high performance,

brain gain, brain circulation, open innovation, intellectual capital,

intangible assets, intellectual property, knowledge processing,

knowledge competitiveness, knowledge market mindset, **knowledge services**,

knowledge mobilization, knowledge asset management, knowledge investors,

knowledge capitalists, knowledge grid,

enterprise 2.0, **profiting from know-how.**



Executive Summary

Your organization is invited to participate in and support **a major one year study** of emerging knowledge market innovations.

The rationale for launching this study is we are witnessing the rapid development of exciting and innovative market-based knowledge practices, technologies, and business models. As the digital era and the knowledge revolution expand, we presently have **a great opportunity and a collective responsibility** to our various stakeholders. We need to harness these emerging modalities, and put them to effective and productive use.

Markets are as old as human communities. Now with the internet, extranets, and intranets, there are increasingly markets for everything (eg. e-Bay). It is quite natural, organic, and logical, therefore to expect in the knowledge era, growth in **markets for talent, ideas, intellectual property, designs, and expert knowledge services** of all kinds. (ie. think "e-Bay for ideas"). Markets generally tend to foster greater efficiency, flexibility, growth, motivation, and wealth creation within and between enterprises and well as economies. That's also **the phenomenal promise of knowledge markets**.

The vision of your future organization, network, or city-region, with knowledge and brainpower contributing ever greater efficiency, flexibility, growth, motivation, and wealth creation must surely be a very appealing and valuable prospect. Knowledge market approaches will be critical to the realization of such a powerful vision.

A major point to note is that our study is heavily **case-based and evidence-based**. The work is grounded in actual real-world successful practices involving knowledge markets - ones which you can learn about, customize, and implement so that your organization too can harvest optimum benefits.

The emergence and evolution of the new pathways and platforms for knowledge networking and exchange are as yet poorly appreciated and understood. They are still outside of the mainstream awareness of knowledge management. This is why your involvement in this unique project will equip you with rare insights, tools, and techniques, and a new mindset that many competing organizations are not yet even aware of.



The new mindset is vastly superior and more realistic because it treats everyone as active knowledge investors, instead of as mere passive knowledge workers. We intend with this study to make our participants more aware, adept, and adroit, with respect to markets for ideas, intellectual capital, intellectual property, talent, and expert knowledge services. It's time to shift our strategic thinking from yesterday's backward notions and to fast forward to **where the knowledge game is really evolving.**

Your participation in this syndicated study **costs \$ 5,000.USD** (which is less than \$500. per month). It is payable up front before the project start date of October 1, 2007. You are entitled to nominate up to three people from your organization to be a member of the study group.

A core team of dedicated researchers will conduct the majority of the research aggregation, analysis, distillation, and reporting of findings. **This minimizes your direct time commitment while still gaining you access to important developments and sharing in the findings.** Members will receive regular updates, opportunities to participate in on line forums, and opportunities to attend round-table meetings.

You can **trust** that we know what we are doing. We will produce amazing results which you can use. We have been actively studying this subject with our network colleagues for several years now. **We already know more about knowledge market developments than most other analysts world-wide.** The fact is we have consistently maintained an open index to knowledge market initiatives on our web site, long before Wikipedia became popular. It's recognized by many as **the very best resource** of its kind anywhere in the world. (see <http://www.kikm.org/portal/page2.htm>).

We also maintain a correspondingly large proprietary **knowledge base** of cases, technologies, practices, and knowledge market innovations. In other words, you are buying into a program where there is already a significant up front research investment. This will allow us to hit the ground running, and build on a solid foundation that has already been pre-established.

Our **value proposition** is significant. For funding our research work at a cost of less than \$500. per month for twelve months, you will receive actionable, valuable, world-class, evidence-based, intelligence, insight, and information about next practices tools and technologies, which you can use. You will receive monthly updates, a final report, and the opportunity to participate in a unique network of smart and interesting people.



Background

Markets have been an integral aspect of human development since the earliest civil communities. In previous historical economies, markets were predicated on the exchange of land, labour, and capital. Today we are moving quickly into the networked knowledge-based economy. New wealth can be generated from not just the application of knowledge-based technologies, but also from intangible ideas. Markets have been at the centre of innovation, expansion, and growth in previous types of economies. They are pivotal to the success of the global knowledge-based economy. **There is therefore great value and competitive advantage to be gained, by identifying practical applications for using and leveraging knowledge markets.**

As the knowledge era expands and the global knowledge based economy grows, experts are starting to realize that knowledge transfer and exchange is shaped by market factors and forces. Knowledge goods and services, like the trade and supply of other commodities, are also influenced and conditioned by market influences. Knowledge however, is an intangible asset, and as a result the forces that facilitate knowledge exchange may be virtual and intangible as well. They are nevertheless, real market forces which need to be better understood, recognized, mobilized, and leveraged. **Those organizations that learn fastest what is actually being done around the world to leverage knowledge markets will be able to take advantage of new ground-breaking innovations sooner.**

We believe that you simply cannot create dynamic and sustainable knowledge-based enterprises and knowledge-based economies without the awareness, understanding, stimulus, creation, emergence, support, use, and culture of knowledge markets.

It is in our interest therefore to grow a greater appreciation and understanding of the dynamics of not just real estate, labour, and capital markets. We also need to now comprehend the awesome value-creating dynamics of knowledge-based markets. One of the secrets of knowledge markets is that the commodity at the nexus of exchange has a potentially inexhaustible supply. Ideas, innovation, expertise and other intellectual property can be shared and utilized without diminishing the source. The knowledge-based economy is an economy with the potential for limitless abundance. Seeing this potential necessitates the adoption of what we refer to as a "**knowledge-market mindset**".



Purpose of the Research Study

- ✓ To study real-world evolving next practices involving the use of knowledge market innovations by creative and smart individuals, organizations, communities, and countries.
- ✓ To share, exchange, and transfer this know-how among participating members of our research group, thereby enabling the maximization of profitable emerging opportunities while minimizing implementation risks.

Our Focus

This research study will provide a powerful, organized distillation and synthesis of lessons learned. We will look at the ways organizations are actually using knowledge market approaches to promote more effective, dynamic, cost effective, and profitable results. We are particularly interested in how diverse organizations are using knowledge market strategies, practices, and technologies for:

- ✓ Access to new ideas, innovation, and inventions
- ✓ Networking of expertise & sourcing talent
- ✓ Closing of significant knowledge gaps
- ✓ Stimulation of more rapid commercialization of ideas
- ✓ Protection of thought leadership in important markets
- ✓ Discovery of fresh opportunities for selling knowledge processing services
- ✓ Trade professional knowledge services
- ✓ Speed knowledge transfer between individuals and organizations
- ✓ Leverage the value of intellectual property assets via licensing deals
- ✓ Create new incentives for knowledge-based start-ups
- ✓ Accelerate knowledge deal-making and deal flows
- ✓ Share knowledge for community and social development purposes
- ✓ Institutionalize more open innovation and access to global intellectual capital
- ✓ Amplify the reach and visibility of local knowledge capabilities
- ✓ Knowledge entrepreneurship



Wide Applicability

The knowledge market idea is a scalable concept. Fundamental principles, policies, practices, processes, and platforms are applicable to enterprises or knowledge economy projects **of any shape or size**, even while allowing for the diversity of specific contexts, cultures, and conditions.

A Definition

Knowledge Markets are formal or informal community contexts, platforms, or environments (real or virtual) used to promote knowledge commerce, trade and exchange, demand and supply, between knowledge buyers and sellers.

They are used to organize, coordinate, aggregate, facilitate, communicate, broker, and network flows and exchanges of knowledge between knowledge seekers and knowledge providers.

A **wide range of knowledge capital assets** can be traded, swapped, bartered, and exchanged. These assets can be in the form of questions and answers, ideas, expertise, know how, intellectual property, designs, social capital, intangibles, talent, human capital, brain-power, learning, training, education, software, professional services, and projects.

The **major breakthrough** we are focused on, is the growing awareness that a true creative and knowledge innovating enterprise, zone or region, implies a knowledge-based economy. An economy based on the supply and demand, and flow of ideas, thoughts, human capital, intellectual capital, intellectual property, talent, projects, networked knowledge services, and intangible assets. **It is now time to render this implicit knowledge economy explicit, so that its performance can be improved and optimized.**

The "**knowledge-market mindset**" is the perspective that sees and understands the opportunity for innovation using knowledge market strategies, tools, and techniques. (see our hyperlinks to many real-world examples on line at www.kikm.org).



Our attention on **knowledge markets addresses many types and sizes**, from internal enterprise knowledge markets, to knowledge markets that are adding power to smart nations, and even cross-border regions.

Our Segmentation Model - Types of Knowledge Markets

Knowledge Auction	Knowledge Store or Mall	Knowledge Bank
Expert Knowledge Exchange or Question and Answer Exchange	Intellectual Property Marketplace (Idea Market)	e-Education or e-Learning Marketplace
Stock Market or Investment Knowledge Exchanges	Community-Oriented or Social Capital Knowledge Network	Intellectual Capital Exchange
Talent Market (Human Capital, work, projects, free agency, or professional services)	Business-to-Business Knowledge Exchange	Vertical Knowledge Marketplace
Prediction Market	Knowledge Market Event (time-boxed) (eg. knowledge fair;)	

You should know that our unique **taxonomy** and links have already been very influential and have been referenced in many studies. Select examples are:

- The strategic study **EP2010 - The Future of Electronic Publishing Towards 2010**, conducted by Salzburg Research on behalf of the European Commission, Information Society DG – E2, Knowledge Management and Content Creation.
http://ep2010.salzburgresearch.at/dossiers/ep2010_dossier_k-markets.pdf
- The European Commission supported the **INKASS project (IST - 2001 - 33373)**
http://www.imu.iccs.gr/projects/inkass/inkass_project/overview.htm
- Report by the TIME2LEARN Consortium - **European Professional Training Market overview**.
http://www.time2learn.org/images/other/T2L_D21_final_public.PDF



Knowledge Market Advantages

There are many advantages to be had from adopting a **knowledge-market mindset**:

- ✓ **Stimulate innovation & knowledge-based entrepreneurship**
Knowledge markets help to breed, incentivize, and stimulate knowledge-based entrepreneurship, new business models, and rapid innovation inside and outside of enterprises.
- ✓ **Take advantage of major opportunities**
The scale of the global knowledge-based and creative economy is already several trillion dollars and growing. So there are vast new and attractive opportunity horizons opening up.
- ✓ **Tap into to an economy of abundance**
The scope, richness, and reach of the knowledge economy is theoretically boundless, limitless, and infinite in abundance and wealth potential. Such potential may result in improved human development, poverty alleviation, and greater community well-being.
- ✓ **Practice smarter resource utilization**
Creative and knowledge economy businesses tend to have smaller and cleaner environmental footprints, as compared to industrial smokestack industries. They advance smarter and more intelligent wealth creation, with much less environmental degradation, waste, and pollution spillovers.
- ✓ **Unlock hidden growth potential**
Knowledge and creative industries have the potential to grow rapidly and to multiply employment opportunities through self-employment and growing employment in small-to-medium enterprises.



Knowledge Market Challenges

We recognize that there are also some challenges ahead:

- ✓ **Creating a more supportive knowledge infrastructure**
Knowledge-based businesses require specialized conditions whereby intellectual property in the form of copyrights, trademarks, patents, and digital rights is respected and protected by law. It requires regulatory and policy leadership to provide the right incentives, partnership conditions with the public and private sector, and tolerance for creative expression and ideas.
- ✓ **Enacting knowledge-friendlier policies**
Knowledge and creative businesses built on ideas, experience, and know-how tend to have less tangible assets associated with them. Their incubation and nurture requires changes in policies, rules, organization, funding, lending, venture support, and educational practices. This is necessary to assist them in reaching their full potential.
- ✓ **Embracing a knowledge society agenda**
A cohesive knowledge society needs to adopt policies which will be attractive to knowledge citizens. It needs to promote inclusive approaches so that all facets of society feel they are joint stakeholders in the new evolving economy.
- ✓ **Improving change readiness & adaptation**
Building viable knowledge and creative economies requires the development of changes in attitude, behaviour, mindset, thinking, culture, stewardship, governance, and values.
- ✓ **Managing latent risks**
Knowledge based and creative businesses can be very volatile, dynamic, and disruptive. They can implode rapidly if intangible factors such as reputation, trust, brand, and other “weightless” variables are not explicitly and carefully attended to.



Our Syndicated Research Offering

There is great value in sharing the cost of new research among a broad base of users. Many of our potential members have the same basic questions which they need answered. Getting answers can be extremely expensive for any individual member. Sharing the cost among many member stakeholders is a profitable way to vigorously investigate major emerging knowledge and creative economy issues without the cost being prohibitively high for any one member. It's having access to a top knowledge markets intelligence and research department for a very small investment fee.

Many Benefits flow from participation

- ✓ A unique opportunity to shape the research focus and questions
- ✓ Access to unique and world-class research knowledge base
- ✓ Network with peers who share an interest in this subject
- ✓ Access to experts
- ✓ Privileged access to private discussion forums and events
- ✓ Access to self-assessment models, tools, and frameworks
- ✓ Window on unique opportunities to profitably leverage intangibles
- ✓ Greater awareness of risks that can occur from the impairment of corporate intangible capital
- ✓ Interim research briefs, papers, and final report

The Value of membership in a Consortium

Organizations which join our initiative will have privileged access to:

- ✓ new ideas, insights, information, intelligence, and innovation
- ✓ in-depth expert analysis and foresight
- ✓ actionable next practices
- ✓ new thinking and accelerated learning
- ✓ be able to spot opportunities and reduce risk



- ✓ network and obtain trusted advice
- ✓ preferred access to attend closed meetings and member events
- ✓ private discussion forums to participate in knowledge exchange
- ✓ proprietary tools, frameworks, & models, research data and survey information
- ✓ knowledge about emerging technologies
- ✓ coverage of trends & management suggestions regarding important policies
- ✓ educational and instructional aids
- ✓ relevant news digests
- ✓ interim and final report
- ✓ social responsibility – action with the best available knowledge
- ✓ possible member-hosted study tours and visits

Your Time Commitment

How much time you and your colleagues invest in this initiative is entirely at your discretion. If we decide as a group to have face to face meetings attendance is optional and entirely up to you. On line interaction from time to time can be synchronous. Participation is again voluntary and subject to your availability. You will also have the opportunity to stay engaged asynchronously and to participate in collaborative discussions on line and via e-mail, at a time and pace that suits your schedule. We will carry the majority of the workload and feed you the results as we compile them.

Participation Opportunity

Financially supporting member

Participating Members

Act as intellectual contributors by sharing knowledge and ideas, voluntarily engaging in discussions, participating in surveys and events, and interacting with the lead project team and other members. Each member organization will be allowed to designate up to three representatives who can participate as members.



Advantages from participation

- ✓ Solid business research grounded in real-world developments in the field
- ✓ Flows of knowledge and an intelligence stream you can profit from
- ✓ Faster acquisition of strategic knowledge practices
- ✓ Membership and social networking
- ✓ Private knowledge exchanges with other smart people
- ✓ Lower research costs
- ✓ High payback potential with low risk
- ✓ Stewardship by world-class knowledge market experts who have deep and rare knowledge about this important subject
- ✓ Become further **“knowledge inspired”** !
- ✓ 3 free passes to a planned conference on knowledge markets to be held before July 2008(a \$4,500 value).

Participation Deadline

The optimal date to join this fast moving research study project is before September 30 2007. Organizations can join the project after September 30, but the work begins on October 1, 2007.



Further Rationale for the Research Study

✓ **Get ahead of the curve**

The knowledge market is a highly relevant and timely concept and must now be placed at the heart of any strategic initiatives to create sustainable and growing knowledge-based enterprises and economies in the twenty-first century. Acquiring an early understanding will be critical to the achievement of success as we move into the future, and this will be a serious competitive advantage.

✓ **Adopt a stretch goal**

The European Union has articulated the Lisbon Strategy, which has as the strategic goal for 2010 *"to make the European economy the world's most competitive and dynamic knowledge economy."* Reviews have shown that this stated goal is proving hard to achieve. More needs to be done to truly mobilize and harness those strategies, forces, practices, and technologies that are critical to knowledge market success.

✓ **Drive for competitiveness.**

Around the world there is a race to create new, thriving creative and knowledge economy enterprises, smart hubs, and knowledge city regions (many "Silicon Valleys"). Knowledge markets are key to the success of these initiatives.

✓ **Invest in the knowledge economy**

There has been a major focus on building new infrastructure, real estate development, attracting investments, and high technology. The extent and proliferation of these developments is truly breathtaking but it's not enough.



✓ **Grow knowledge innovation zones.**

Working in partnership with Entovation International Inc, we recently researched new developments in **knowledge innovation zones (KIZ)** worldwide. The results are elaborated in a forthcoming report. A preview of that work can be downloaded and reviewed. (<http://www.kikm.org/downloads/KIZ-Book.pdf>).

✓ **Access major opportunities & mitigate performance risks.**

Our research indicates that there is a real opportunity to turn KIZ developments into phenomenal success stories. There is also a great and growing risk that many of these initiatives will under-perform and under-achieve, and some may actually completely fail to live up their projected goals. We believe that success requires adoption and internalization by senior leaders of the “**knowledge market mindset.**”

✓ **Improve stakeholder benefits**

At stake around the world are many billions and perhaps as much as a trillion dollars or more. There are many citizen stakeholders who will be able to see their dreams realized in these new developments. They may also live to experience their hopes crushed by short-sighted planning, a lack of understanding of the new digital knowledge economy, political factors, and a neglect of the cultural requirements necessary to achieve a cohesive, well-integrated, and vibrant knowledge society and environment. Thriving knowledge markets will enhance the chances for success.

✓ **Learn implementation lessons.**

While there is a rush to create and deploy, there is also now a commensurate need to scan these projects and to hunt for real-world creative innovations. The best and newest knowledge gained from these projects is knowledge our members will be able to put to effective and practical use. We need better sharable intelligence about what has been working brilliantly, and what can be implemented successful elsewhere.



✓ **Use knowledge arbitrage.**

We see this as a profitable “knowledge arbitrage” opportunity, whereby we can take knowledge gained from one area and leverage it in new geographies where it has not yet been exploited or applied. This will provide members with a unique and distinct competitive edge.

✓ **Achieve knowledge markets mastery.**

We are absolutely convinced from our contemporary research that one of the secrets to success lies in understanding how to incubate and nurture thriving knowledge markets. Mastery of this set of recipes should be scalable from smaller knowledge markets within the enterprise to larger knowledge markets that cut across knowledge regions such as the Nordic Innovation area.

✓ **Leverage the power of knowledge collaboration.**

In this syndicated research project we are proposing to work with new member partners to arrive at a clearer and improved understanding of critical high-performance variables and next practices for making knowledge markets efficient and effective.

✓ **Target successful business results**

We believe that our members can find it profitable and richly rewarding to participate in our action research project. In it we will accurately identify and profile those actual people, places, policies, processes, and practices that have already proven to have the key ingredients for the achievement of successful outcomes. There are many real world lessons to be learned. So far there have been few clearly targeted research projects attempting to isolate and synthesize these types of lessons so that success can be intelligently replicated elsewhere.

✓ **Sustain knowledge economy growth.**

There is another important contribution which we can collectively make to our community stakeholders and indeed to humanity. A successful creative hub, knowledge city region, or smart district can bring more sustainable forms of growth and prosperity along with wonderful lifestyle amenities.

✓ **Promote economic development**

They can support peace, wellness, creativity, innovation, safety, and security. Knowledge societies can evolve along a development path that offers a cleaner and lower carbon emission footprint. These environments can be places and spaces where poverty is ameliorated, and where the population enjoys many fulfilling job opportunities and attractive lifestyle choices. Helping each other to get this right will be beneficial to us locally as well as good for the planet.



“Open innovation is the use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively. [This paradigm] assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as they look to advance their technology.”

Henry Chesbrough, Open Innovation: Researching a New Paradigm

MAJOR SHORT & LONG TERM TRENDS

FROM INFORMATION TRANSACTIONS ►	► TO KNOWLEDGE MARKETS
Information economy	Global knowledge-based & bio economy
Commoditized markets	Higher value knowledge driven markets
Information Processing	Knowledge Processing
Information Services	Knowledge Services
Infopreneurship	Knowledge Entrepreneurship
Information based business models	Knowledge-based business models
Infotainment	Edutainment
Information networks	Knowledge networks
Information workers	Knowledge workers & talent markets
Commodification of Tangible products	Increasing Value of Intangibles
Static Intellectual Property	Intellectual Property Licensing
Closed innovation	Open innovation
Destination Travel & Tourism	Cultural & Knowledge Tourism
Cities & Regions	Creative Knowledge Cities & Regions
Special Economic Zones	Knowledge Innovation Zones

Cases

Our research will extract valuable **lessons learned** from many such living examples:

#	Application Level	Strategy	Select real-world examples of the Knowledge Market concept being applied in practice
1	Enterprise	Knowledge-based business BMW	"BMW selected Hyperwave's Information Server for their Knowledge Marketplace, an innovative intranet support infrastructure for knowledge acceleration, exchange and retention." http://www.hyperwave.com/e/customers/bmw.html
2	Networked Enterprises	Knowledge-based economy Knowledge Markets.com	"Knowledge Market is a Silicon Valley-based provider of technology commercialization products & services." http://www.knowledgemarket.com
3	Internet on-line	A marketplace for Infopreneurs eLearning Community 2.0	"eLearning Community 2.0 is a free fully hosted knowledge marketplace aimed at providing knowledge providers the platform to host their info products, coach online, reach their customers (knowledge seekers) more efficiently and boost their online business. At the same time, eLearning Community promotes community development as knowledge seekers and knowledge providers meet and share their knowledge." http://www.elearningcommunity.com
4	e-Business	Open Innovation Marketplace for ideas	"InnoCentive is a start-up business venture incubated through the e.Lilly division of Eli Lilly and Company, a leading innovation-driven pharmaceutical corporation. Lilly was the first seeker company at InnoCentive providing leadership on the initial InnoCentive problems and awards. InnoCentive is incorporated as an independent company, and partners with various Seeker companies in many science-driven industries to revolutionize the way scientific R&D is done". http://www.innocentive.com
5	National Knowledge Network	Knowledge Network Danish Technological Institute	"Bright minds at Danish Technological Institute had come up with an idea about how to share knowledge worldwide. The idea came from an overwhelmingly successful Institute project: to offer trade and industry the opportunity to draw actively on the knowledge of the Institute's researchers instead of waiting for the knowledge to be offered to them Today the Technology Partnership is a proven success with an increasingly global footprint and a large number of delivered solutions. The global network includes some 25,000 experts." http://www.technology-partnership.com
6	Cross Border Region	Knowledge Region Nordic Innovation Centre	"Nordic Innovation Centre is an institution under the Nordic Council of Ministers. The aim of Nordic Innovation Centre is to strengthen the Nordic business sector through the creation of a Nordic knowledge market. This is done by initiating and financing projects and activities that create synergy between the actors in the Nordic innovation system." http://www.h2foresight.info/index.htm
7	National Innovation System	Knowledge-based economy Dutch Discoveries Disclosed	The Dutch Discoveries Disclosed foundation was established by Dutch research institutes, universities and companies to stimulate the communication of Dutch scientific discoveries to the international life science industry. To achieve this it is necessary the foundation takes part in two worlds: the industry and the scientific world. To improve communication channels between these worlds, the foundation launched the 3D-system in September 2005. The 3D-system is a virtual marketplace containing life science based patents, patent applications and discoveries. http://www.dutchdiscoveries.com



Invited Member Participants

Organizations which can derive value from our syndicated research study include:

✓ **Economic Development Agencies**

Real estate companies; economic development agencies; and engineering, building, architectural, facilities management, and design firms participating in building the physical side of building creative knowledge innovation zones.

Using knowledge market innovations to add value and to create a more vibrant knowledge economy and society in newly constructed environments can add life, spirit, and culture, to major projects. This can translate into better demand, utilization, attractiveness to knowledge workers, profitability, and more enlightened human habitats.

✓ **Financial Services**

Financial services companies, insurance companies, venture capitalists, development banks, investment groups, and others who have a financial stake in creative knowledge innovation zones, and investing in knowledge-based businesses

Knowledge market innovations can be used to improve deal-making and deal flow, securitization, and investment opportunities, while spreading risks.

✓ **Public-Private Partnerships**

Governmental organizations, social development groups, NGOs, foundations, economic development agencies, business clusters, and incubators responsible for the growth and expansion of economic and social development and culture in creative knowledge innovation zones.

Knowledge market innovations can be used to more effectively power e-government, lower costs for knowledge acquisition, gain better leverage from investments in research and development, and grow more knowledge aware and savvy businesses and societies.



✓ **Transportation, Electrical, Engineering, and Electronics**

Companies involved in large urban infrastructures such as transportation, logistics, and utilities including power, water supply, and telecommunications. *Knowledge market innovations are already being used to aggregate expertise, experience, and know how and to obtain more rapid answers and solutions to costly deployment problems.*

✓ **Health & Social Services**

Health care, security, and environmental companies who are providers of services that maintain habitats and environments for healthy, safe, and clean living conditions.

Knowledge market innovations can be harnessed to lower costs, exchange knowledge, find experts, source ideas, and license new technologies.

✓ **Technology**

ICT hardware and software companies who are suppliers of the advanced technologies being deployed in creative knowledge innovation zones.

There is a superb opportunity for platform suppliers and software solution providers to develop and sell the engines that will power the knowledge markets of the future. Access to knowledge grids with high bandwidth resources such as video for entertainment, education, and learning are new emerging markets in the making. The supply of knowledge processing services online is a future growth market.

✓ **Cultural Sector**

Entertainment, edutainment, theme parks, gaming, and other organizations such as sports companies involved in providing a rich array of amenities and cultural experiences in creative knowledge innovation zones.

Knowledge market innovations can be harnessed to recruit and manage talent, digital rights, and creative economy resources.



✓ **Education Sector**

Education, research and development organizations, innovation and scientific research parks, heritage and cultural organizations.

Knowledge markets offer opportunities for knowledge exchange and transfer via licensing transactions. They can assist the movement of ideas and innovations from mind to market.

✓ **Tourism Sector**

Organizations involved in place attractiveness and marketing, such as tourism organizations and place or destination branding companies.

Knowledge markets can offer access to learning adventures and experiences in both real and virtual worlds, and simulations.

These are all sectors and organizations who are potential stakeholders. All can benefit greatly from our **win-win-win** research into knowledge market innovations.



Core Project Team Leaders

PROJECT DIRECTOR



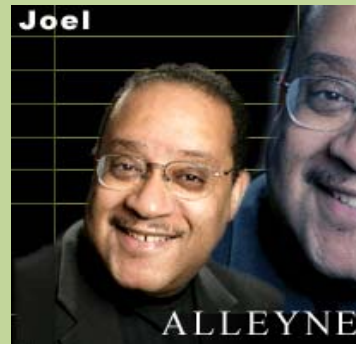
BRYAN ELLIOT DAVIS is President of The KAIETEUR Institute, an independent management consultancy, research think tank, applied knowledge lab, and knowledge practices network.

KiKM provides strategic management consulting, education, research, and knowledge market advisory services to select clients, for the profitable application of new knowledge management thinking to business.

Bryan provides advanced research and consulting services related to knowledge markets and exchanges, knowledge networks, knowledge cities, knowledge-enabling software, knowledge-based business models, knowledge value innovation, knowledge entrepreneurship, knowledge pattern recognition, the enterprise ideas economy, and related concepts.

Bryan is recognized as a leading authority on these specialized subjects. He is the E100 Fellow for Knowledge Intelligence for ENTOVATION International Ltd. He lectures on Knowledge Management at the University of Toronto in the School for Continuing Studies and is a faculty associate of Banff Executive Leadership Inc among other activities. He is an accomplished presenter and regularly participates in international conferences, giving lively, stimulating, and thought provoking presentations.

SENIOR PROJECT LEADER



JOEL S. ALLEYNE, CMC, M.I.St. has been working in the field of Management Consulting for the last twenty eight years. He currently is: Chief Information and Knowledge Officer for Borden Ladner Gervais LLP; Chairman and CEO, Alleyne Inc.; and, Chairman, Crucible International Inc.

As a consultant, researcher, entrepreneur and manager, Joel Alleyne has worked with many organizations in both the public and private sectors across North America, Europe and the Caribbean. He has worked for a variety of industries, including: professional services (legal, accounting, engineering, advertising, management consulting); health care; financial services (banking, insurance and brokerage); pharmaceutical; manufacturing, distribution and retail; computer manufacturers and other high tech organizations; and, mining.

An active speaker and a recognized international expert, Joel is involved in research and practice in the areas of: information technology; organizational informatics; new media; knowledge media; and knowledge management.

He is currently working towards a PhD in information studies at the University of Toronto. He is a member of the Entovation 100, He has been a Research Associate with the McLuhan Program for Culture and Technology, and is Practitioner in Residence with the Knowledge Media Design Institute at the University of Toronto. Mr. Alleyne is also a faculty member and Senior Research Associate with the Kaieteur Institute for Knowledge Management.

SENIOR PROJECT ADVISOR



DEBRA M. AMIDON is founder and CEO of ENTOVATION International Ltd. - a global innovation and strategy network linking 90 countries. Ms. Amidon holds degrees from Boston University, Columbia University and M.I.T. where she was an Alfred P. Sloan Fellow. Her counsel has been sought by organizations as diverse as the National Research Council, the Asian Productivity Organization, the EU, Inter-American Development Bank, Tsinghua University, PBS, BBC and The World Bank. Considered an architect of the Knowledge Economy, her roots in the field date back to 1987 when she convened the 1st conference on 'Managing Knowledge Assets into the 21st Century'. She has been referred by her peers as "Drucker operationalized" and the "Deming for innovation management". In 2005, she participated along with Nobel Laureates in the 'Festival of Thinkers' in Abu Dhabi and recently, the World Summit on Innovation and Entrepreneurship. She is a founding member of the Arabian Knowledge Economy Association (AKEA); and her "Ken Practitioner" certification program has been delivered throughout the Ministries of Egypt. ENTOVATION's specialties include knowledge strategy, learning networks, innovating with the customer, enterprise transformation and e-Learning through the ENTOVATION Gyroscope. Ms. Amidon has authored of dozens of articles, several books and delivered keynotes in 35 countries. Books include The Innovation Superhighway, Innovation Strategy for the Knowledge Economy, In Search of Innovation - a book for teaching innovation concepts to children and leadership executives; and most recently edited a tri-volume publication on Knowledge Economics available through Tartu University, Estonia. Ms. Amidon is best known for her demonstrated leadership in building collaborative advantage – a foundation for economic sustainability, stakeholder innovation and world peace.

For further information, visit: www.entovation.com

RESEARCH ASSOCIATE



NATHAN SIMPSON, MA

Mr. Simpson holds a MA in Sociology from the University of Toronto with a focus on Knowledge Media Design. He has considerable knowledge of social networks and research methodologies, and has assisted with the compilation of papers and books on social applications of information technology, such as *The Internet in Everyday Life* by Barry Wellman and Caroline Haythornthwaite and the upcoming Knowledge Innovation Zones report from KiKM and Entovation International Inc.

He has worked on a number of private-sector research and competitive intelligence projects, applying his knowledge of sociology and research skills both online and off to these problems. He provides consulting advice to senior management regarding the use of IT and web based systems in support of knowledge sharing, exchange and collaboration, knowledge networking, knowledge mapping and knowledge continuity.

He has been developing online applications, including open-source software, for the past ten years. He has extensive experience with information technology ranging from personal computing to network infrastructure and a broad spectrum of programming languages, operating systems, and communications protocols.

He is the lead developer of an open-source project- and knowledge-management application, and has experience with developing and customizing social applications.

OTHER RESEARCH ASSOCIATES

To be announced...



Membership Fees:

The cost of membership for your organization is \$ 5,000.00 USD + 6% GST Tax. (This works out to less than \$500 per month to support and participate in the results of a groundbreaking, actionable, and valuable research project.)

Timeline – Starts October 1, 2007 and ends on September 30, 2008

Dates	Activity
June 1-September 30, 2007	Invitations issued to join the project
October 1- November 30, 2007	Project Launched
	Research White Paper #1
	Ongoing Intelligence stream -news
	Discussion Forum operational
December 1- January 31 2008	Research White Paper #2
	Ongoing Intelligence stream -news
	Discussion Forum continued
February - TBA	Mid-Winter members only meeting at member host organization - TBA
March 1- May 31, 2008	Circulate Draft Report for member preview and comment
June 1- August 1, 2008	Release Final Report to Members
Before 30 September 2008	Conference & final 2007-8 member meeting in Toronto at member host organization - TBA



Sponsorship Opportunities

There are also available a number of select platinum, gold, silver, and bronze, co-sponsorship opportunities to be a:

- ✓ Financial co-sponsors,
- ✓ Technology co-sponsor s(eg. software provider)
- ✓ Facilities co-sponsors, (eg. university facilities to host meetings)
- ✓ Meetings host co-sponsors ,
- ✓ Study Tour Host co-sponsors ,
- ✓ or Media co-sponsors

For further information and to enter into a separate discussion concerning any of these options please contact Bryan Davis.

Contact Information:

Bryan Elliot Davis

President

The Kaieteur Institute For Knowledge Management

67 Alberta Avenue,

Toronto, Ontario.

M6H-2R7

Tel: (416) 651-1837

E-Mail: bdavis@kikm.org

PARTICIPATION REQUEST FORM

Please complete ASAP and return via e-mail to Bryan Davis at bdavis@kikm.org
Or you can simply complete the form on-line at <http://www.kikm.org/MemberForm.html>

Name of Research Study:

HARNESSING KNOWLEDGE MARKET INNOVATIONS FOR COMPETITIVE ADVANTAGE

Organization Name:

Address:

Name of Designated Representative(#1):

Telephone:

E-Mail:

Name of Designated Representative(#2):

Telephone:

E-Mail:

Name of Designated Representative(#3):

Telephone:

E-Mail:

Appendix

A. The Kaieteur Institute for Knowledge Management

The Kaieteur Institute is a leading independent think tank. We provide state-of-the art, high performance knowledge management education, research, and consulting services. We work with top executives to customize and master profitable, competitive, and sustainable knowledge-based business strategies and solutions.

Our mission is to share, exchange, and transfer penetrating and useful insights resulting from our deep ongoing study, learning, and continuous mastery of knowledge. We do this for the profitable application and benefit of our expanding community of knowledge-based customers and stakeholders. Our values include integrity, professionalism, knowledge, networking, community, and partnership.

We have unique and innovative capabilities related to knowledge markets, knowledge-based business models, knowledge pattern recognition, the ideas economy, knowledge enabling software systems, and competitive intelligence. We assist our clients and their stakeholders, with the profitable optimization of human capital, intellectual capital, intellectual property, knowledge infrastructures, customer relationship capital, social and community capital, and intangible assets.

We have been studying the evolution of knowledge markets for more than seven years and openly maintain on line, one of the world's best meta portals to real world attempts to create internet based e-knowledge markets. We already have **a road map** and **knowledge-base** with the best examples of knowledge market innovations. Now we are about to probe more deeply into lessons that can be applied more widely.

Our Proven Research Methods

Our research approach is informed by a deep understanding of knowledge acquisition, analysis, and representation techniques. We employ a proprietary integrated framework called **KITE™**. It provides us with a powerful, systematic, and proven way to aggregate, map, harvest, profile, mine, and make meaning from information collected. We use many KM techniques such as knowledge mapping, knowledge pattern analysis, in addition to surveys, interviews, focus groups, and other analysis techniques.

B. Knowledge Markets Research

Partners (Since 2001)

Membership will now be greatly expanded

- ✓ Alleyne Inc
- ✓ Entovation International Inc
- ✓ Knexa.com
- ✓ Institute for Intellectual Capital Research
- ✓ Haven Knowledge Systems
- ✓ Parallel Space Corporation
- ✓ Robust Media
- ✓ David Skyrme Associates Limited
- ✓ Know Inc
- ✓ KnowMap
- ✓ Knowledge Research Institute
- ✓ Xrare
- ✓ Connective Intelligence Inc
- ✓ Banff Executive Leadership
- ✓ Advanced Human Technologies.
- ✓ Knowledge Farm
- ✓ Ball of Gold Corporation
- ✓ TerraForum (Brazil)
- ✓ Syntrek
- ✓ Association of Knowledge Work
- ✓ Colabria
- ✓ Macrosource
- ✓ TLA Inc
- ✓ byDesign eLab
- ✓ Scenario2
- ✓ ITNet
- ✓ Others..TBA

C. Knowledge Markets Expert Network Partners

*(Original members since 2001. The network will
now be greatly expanded)*

*(see existing photo gallery @
<http://www.kikm.org/portal/photos.htm>)*

- ✓ Debra Amidon,
- ✓ Leif Edvinsson
- ✓ Nick Bontis
- ✓ David Skyrme
- ✓ David Brett
- ✓ Jason Kreizer
- ✓ George Lutz
- ✓ John Maloney
- ✓ John Kellden
- ✓ Lynne Schneider
- ✓ Jerry Ash
- ✓ Anthony Wensley
- ✓ Xenia Stanford
- ✓ Michael Herman
- ✓ Alan Ginsberg
- ✓ Ash Sooknanan
- ✓ Jose Claudio Terra
- ✓ Charles Armstrong
- ✓ Valdis Krebs
- ✓ Skip Boettger
- ✓ Liss Jeffrey
- ✓ Yvonne Brown
- ✓ Nick Trendov
- ✓ Heidi Bilas
- ✓ Gord Atherly
- ✓ Jim Finch
- ✓ Joe Katzman
- ✓ Hiroshi Mikami
- ✓ Fred Popowich
- ✓ Peter A.C. Smith
- ✓ Ross Dawson
- ✓ Dave Pollard
- ✓ George Kentris
- ✓ Robert S Seiner
- ✓ Harish Chauhan
- ✓ Karl Wiig
- ✓ Peter Dorfman
- ✓ Walter Derzko
- ✓ Mitchell E. Sahn
- ✓ Mark Hopkins
- ✓ Doug MacNamara
- ✓ Oliver Schwabe
- ✓ Howard Eisenberg
- ✓ Stan Araujo
- Others TBA