

# Public Sector Innovation: How to create an innovation incubator?

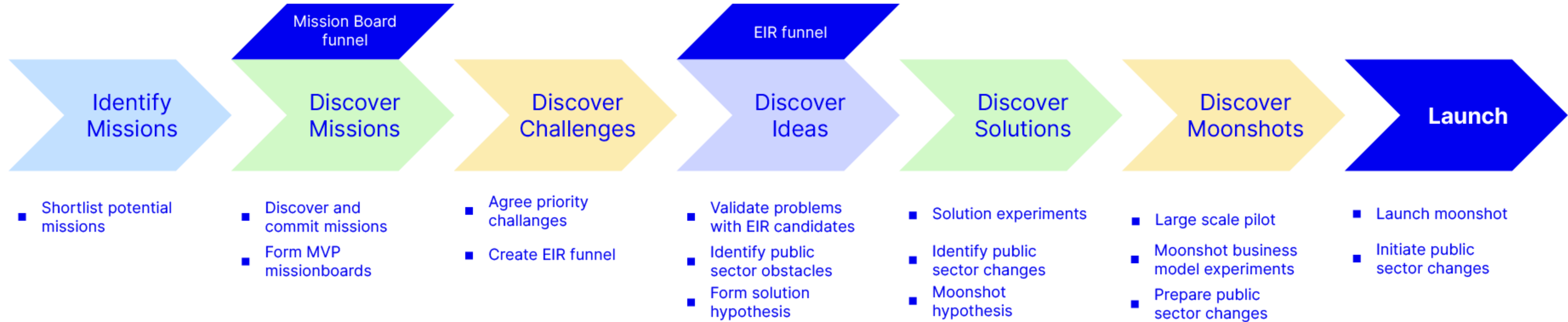


**First, let's find out how ready you are to set up an innovation incubator:**

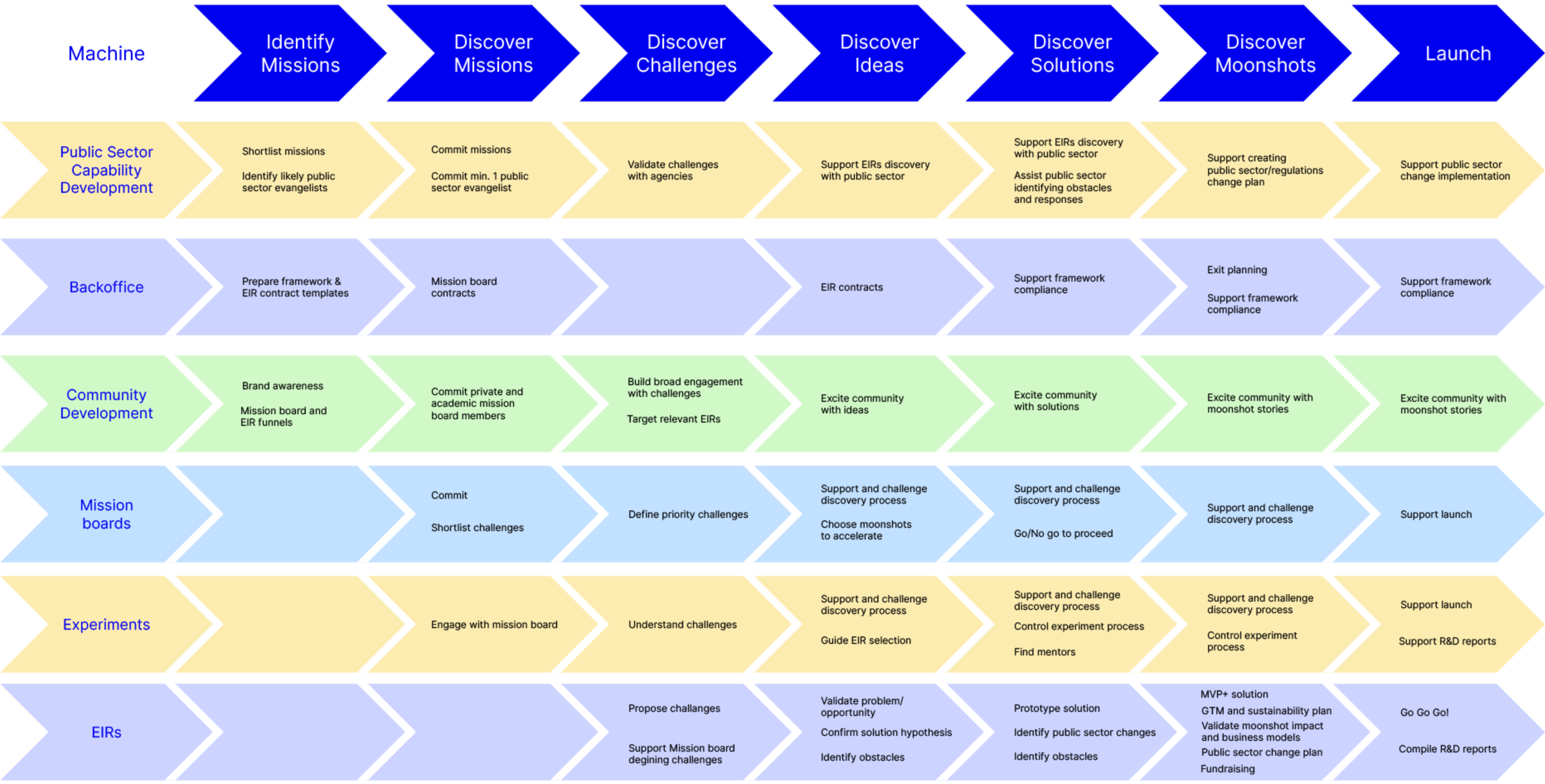
**PRESS HERE TO TAKE  
THE SELF ASSESSMENT QUIZ**

**Let's get into how an  
innovation incubator  
could work**

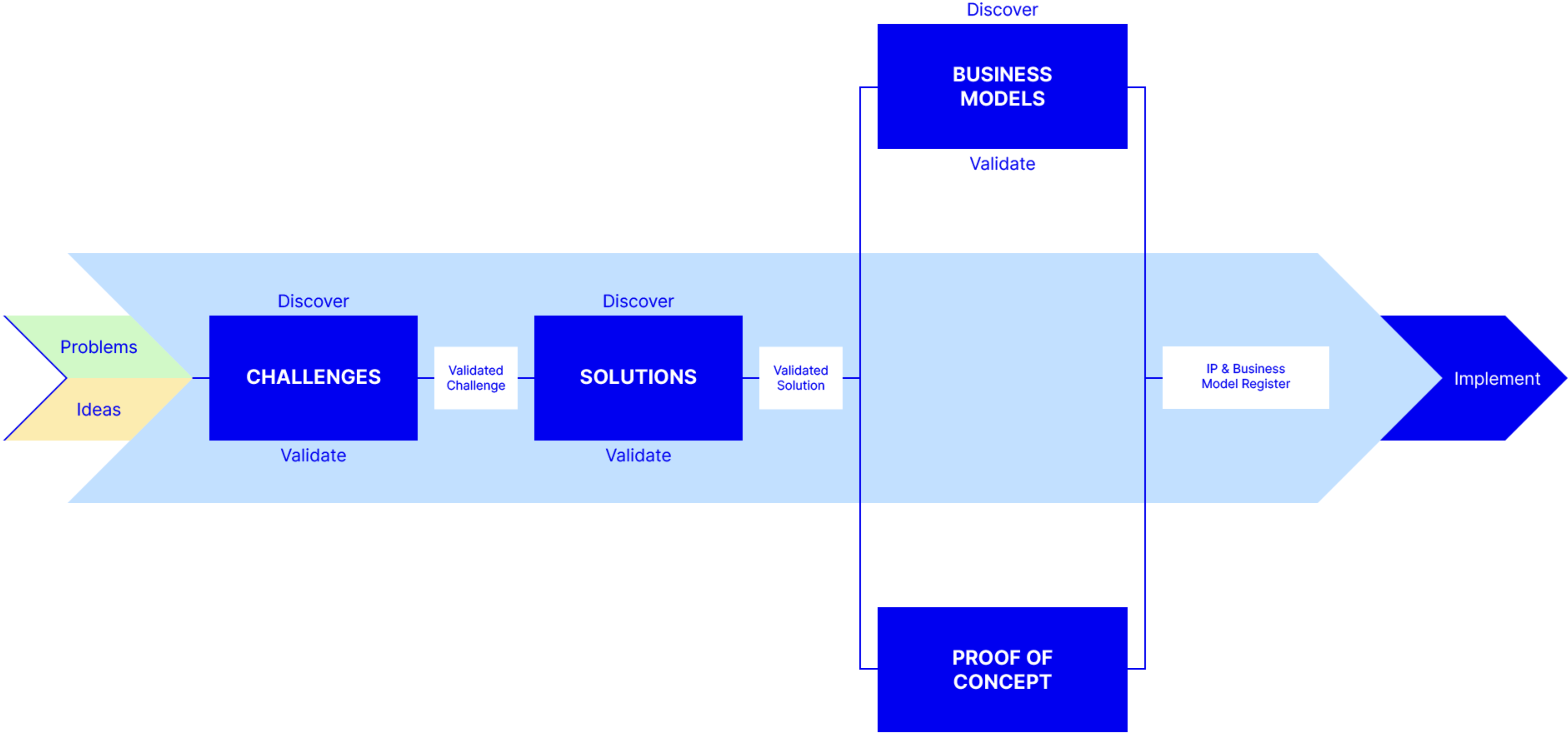
# Flow / High level



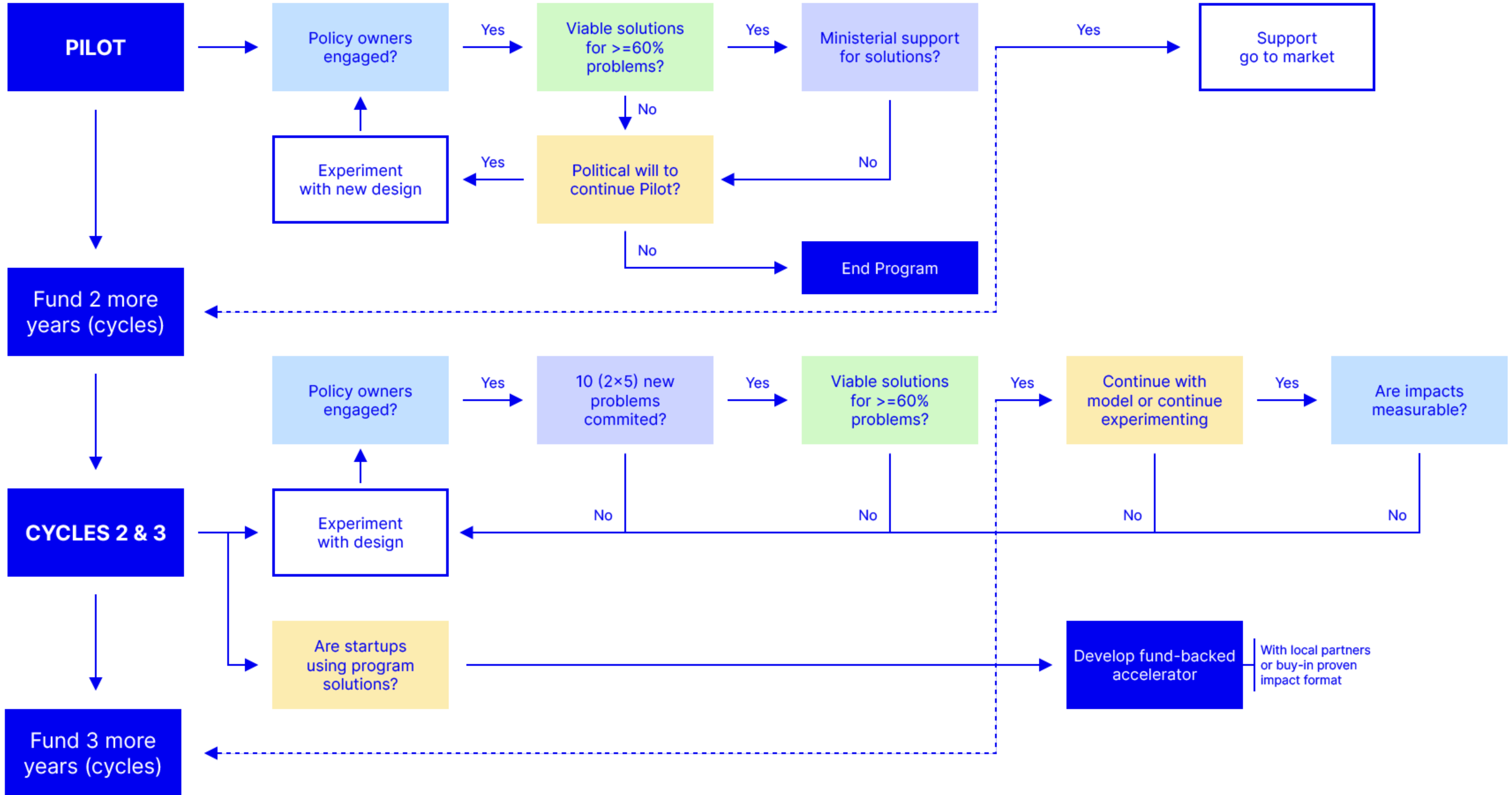
# Flow / Process level



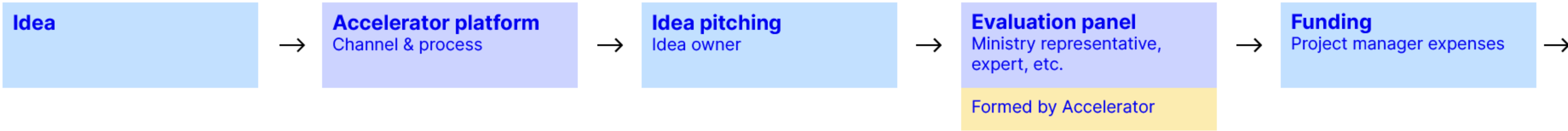
# Flow / Phases



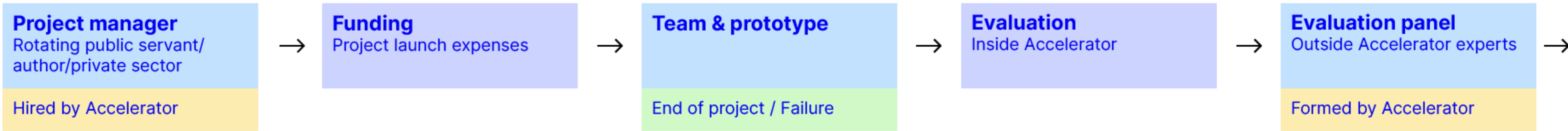
# Evergreen Innovation Lab



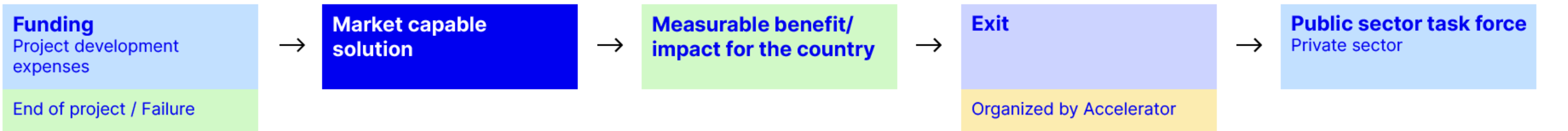
**2 YEAR PILOTING PHASE**



**1-2 YEAR SETUP PHASE**



**1-2 YEAR PILOTING PHASE**



**Example based on e-residency**







**Events and Direct Scouting**

**Idea Discovery**

**Solution Discovery**

**Moonshot Discovery**

**Let's look at examples  
from our past experiences**

## CASE STUDY

# Open-room meetings for the community

April 2019

## Goal

Gather insight about challenges that attract the biggest number of public and private sector interest.

## Result

We raised awareness among our stakeholders about Accelerate Estonia and identified important problem statements in our fields of interest.

## How

We organised a weekly coffee morning, each week focusing on a different field.

We invited representatives from the public sector and advertised in the local innovation and startup community.

The event was based on open room methodology where all participants can offer issues that they think have the most importance and invite the rest of the group to come have a free discussion on the topic.

## CASE STUDY

# Public sector innovation track at tech conference Latitude59

May 2019

## Goal

Introduce the topic as a new frontier in the regional startup scene.

## Result

More awareness and interest in the public sector innovation topic, attracting more people to take note of Accelerate Estonia's program.

## How

We cooperate with one of the biggest tech and startup conferences in the region and organised a track full of talks and panels covering the topic.

We invited several top thinkers in the field who could give great examples and insight how public sector innovation mindset has been led in other countries.

We also organised a separate program launch event gathering the people interested in the topic.

## CASE STUDY

# Moonshot Hackathon

September 2019

## Goal

Find innovative solutions to the challenges identified at the open-room coffee mornings.

## Result

We had teams forming around the most pressing issues and accepted the top teams to the incubation program.

## How

We organised a 48-hour hackathon where teams could present ideas and build a prototype to pitch it to decision makers.

We invited the public sector representatives to join teams as experts.

We put together a jury of top public sector decision makers and entrepreneurs to make the final decision of hackathon winners.

## CASE STUDY

# Public call for ideas

January 2020

## Goal

Find new ideas to join the program.

## Result

We gathered 26 applications of which 4 were accepted to the program.

## How

After inviting teams to a hackathon to offer solutions, we wanted to find teams that are already working on something that could benefit from working together with the public sector.

After gaining recognition in the community, we gathered applications online and through our own networks.

## CASE STUDY

# Hack The Crisis

March 2020

## Goal

Brainstorm ideas to solve COVID-19 crisis

## Result

We gathered over 1000 participants to our community platform.

30 ideas were participating and 8 teams went ahead to work with the public sector to get implemented.

## How

We organised an online hackathon to again attract the local community to come up with solutions that might help to minimise the effects of lockdown.

As the innovation lab of the government, the idea was to react to such an unforeseeable event with an innovative approach.

## CASE STUDY

# Picking the willing

June 2020

## Goal

Meeting all top level public sector decision makers to choose new focus topics.

## Result

We chose three focus mission areas based on the feedback.

## How

We held one-on-one meetings with all the under-secretaries to understand which decision makers are most open for innovation and ready to push through systematic change.

The meetings were held as free discussion around the field they are responsible for focusing on the possibility and readiness of working together with experimental ideas and teams.

## CASE STUDY

# Expert roundtables

October 2020

## Goal

Expand our knowledge and understanding of our chosen mission areas, to build community around the missions.

## Result

We built the initial expert list around our focus topics and got needed insight from experts about the missions.

## How

After choosing three mission topics, we organised three roundtables.

We asked experts in the field to run these events and invited the top thinkers and actors to share their thoughts.

## CASE STUDY

# Office Hours with decision makers

June 2021

## Goal

Gather international recognition among teams and entrepreneurs suitable for the program.

## Result

52 sessions happened between teams and decision makers.

10 teams were selected to carry on discussions to join the program.

## How

We launched an international campaign to find teams interested and suitable to come build their pilot project in Estonia.

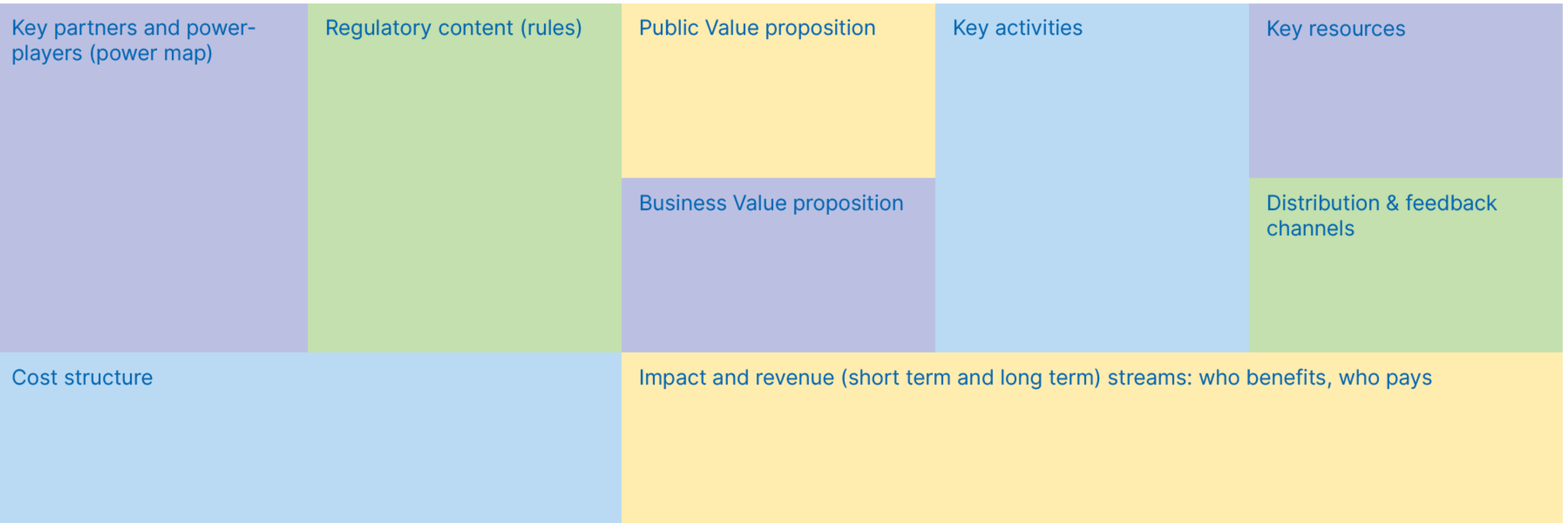
We gathered the top decision makers of Estonia to offer their time to meet those teams.

The teams got access to 1-hour mentoring sessions with top-level public sector people, from the president of Estonia to several ministers and experts. In turn we got feedback about the teams.

**If you want to get going and start your own innovation incubator, begin by filling in these canvases:**

# Wicked Business Canvas

Public-private mission to tackle a wicked issue and problem-solution layout:



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# Power Map Template

<b>Players:</b> direct beneficiaries, users (beneficiary or provider), customers (who pays), influencers (of users and customers), current money makers	<b>Relationship to other players</b>	<b>Interests and motivations</b>	<b>Capabilities and resources:</b> to block or unlock?	<b>Constraints:</b> what laws, regulations or norms are the subject to?

# Moonshot Hackathon Canvas / Stakeholder Map

A hackathon is a (usually) a 48 hour event where teams come together to pitch/present ideas and form teams to build prototypes. To brainstorm moonshots you could have a moonshot hackathon - just need to have the right (read: really smart) people there.

	<b>Describe the persona</b> Who is the perfect candidate?	<b>How do we pick the willing?</b> What channels do they use? How do we find them?	<b>How to make the event attractive for them?</b> What is their expectation?	<b>What value do they bring?</b>
<b>Participants</b>				
<b>Mentors</b>				
<b>Public Sector</b>				
<b>Private Sector</b>				
<b>NGOs</b>				
<b>Other</b>				

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