

# What's NEXT?

## The NESTA Legacy Networking Event at SMARTlab



NESTA fellows include Daniel Blackburn, Gilbert Cockton, Neil Datta, Philippe Delcloque, Brian Duffy, Paul Granjon, Aejaz Zahid, Stephen Manthorp, Simon Schofield, Simon Wallace, John Gruzelié, Professor Nigel Osborne, Fiddian Warman of SODA.

*PLEASE attend at SMARTlab on Wednesday 4 June, 10am-9pm*

### Time Schedule:

10am - noon	All funded Legacy fellows and teams introduce their projects to mentors
1 - 2pm	Lunch break and networking session including rehearsal of elevator pitches for projects and products
2 - 4pm	All fellows and team re-introduce their projects with live feedback from the panel of mentors and guests (key ideas and potentially profitable/marketable ideas to be highlighted)
4pm	Tea break and further networking
4:30 - 6pm	Each fellow performs a live elevator pitch for her/his project (recorded on video for use in future development and pitching sessions) concluding with a real time feedback session and announcement of overall winner for the <b>CLEAREST PITCH</b>
6 - 7pm	Informal buffet supper and drinks served with closing talks by guest speakers, and invitations to pitch for further financial support from relevant agencies, with continued mentoring support
7:00 - 9pm	Guest Talks (introduced by Prof Lizbeth Goodman, SMARTlab) Dr Stephen Breslin, CEO: Futurelab Mr Tushar Dasghose, Microsoft Ms Suzanne Stein, SMARTlab Ms Neema Rai, Octoply Mr Charlie Watt, The World Bank Mr Chris Yapp, Cap Gemini

\* Sheila Robinson manages the Legacy Clusters for Creative Technology and Education for SMARTlab: with thanks for assistance in report preparation and administration.



**NESTA** Making Innovation Flourish

**Microsoft**

**MAGIC**  
The Multimedia and Games Innovation Centre

**UEL**  
University of East London

# Guest Speakers

## Dr Rachel Armstrong

MA(Cantab) BMBCh (Oxon) RNZCGP



She is an SF author of 'The Gray's Anatomy' published by Serpents Tail 2001 and general medical practitioner. She has worked closely with international artists interested in medical technologies such as Helen Chadwick, Stelarc and Orlan and has appeared extensively in the media and at international conferences speculating on the

future of humankind, non Darwinian techniques of evolution and the challenges of the extra-terrestrial environment.

"We can't allow science to undo its own good work." - Aldous Huxley, Brave New World.

## Dr Stephen Breslin

### Innovation in Education



Stephen joined Futurelab in 2008 as Chief Executive. Prior to this he was Chief Executive of The Kelvin Institute Ltd, which was formed as a joint venture between two of Scotland's leading universities as a vehicle for the commercialisation of university-generated intellectual property.

Stephen's background is in engineering, and he has over 15 years' experience in commercial software development, working with many of the world's largest blue-chip organisations in a variety of fast-moving technology sectors. Stephen holds a BSc (Hons) and a PhD from the University of Strathclyde, as well as an MSc from the University of Sheffield.

## Tushar Dasghose

### Modeling the Future with Emergent Technologies in Emergent Markets



Tushar Dasghose is Head of Overseas Alliance, Microsoft UK, and worked previously as Product Manager for the Microsoft Virtual Earth team in London and internationally. He specialises in

innovation solutions in e-commerce, e-education and e-games for the developing and 'developed' worlds.

## Professor Lizbeth Goodman

### Creative Technology Innovation & Social Entrepreneurship: a workable model for emergent futures



Professor Lizbeth Goodman joined UEL as the new Chair of Creative Technology Innovation in 2005. She is also Founder and Director of the SMARTlab Digital Media Institute and the MAGIC Multimedia & Games Innovation Centre, Gamelab and PLAYroom. An active researcher and community technology advocate, she has

published and presented widely. She was awarded a Microsoft Community Affairs Senior Research Fellowship for development of SMARTclubs for disadvantaged youth in Europe, the Middle East and Africa (2006-9). She received the Lifetime Achievement Award for Volunteer Service to Women and Children in 2003, and was shortlisted and commended for a Times Higher Award in 2007. She was recently named the Best Woman In Technology (Public Sector and Academia) and BlackBerry Outstanding Woman in Technology by the corporate and government lead bodies judging the Blackberry Women and Technology Awards for 2008.

## Suzanne Stein

### The Rise of Foresighting and its 3 Roles

Suzanne is a Mentor and Foresight Analyst. She is Deputy Director and Technology Futures Team Leader for SMARTlab at UEL, where she is also a researcher and PhD supervisor. She also holds an adjunct faculty position at the CFC Media Lab. She was formerly a member of Nokia's Insight & Foresight group, which studied emerging trends and identified new business opportunities created by disruptive technological and market developments. Previously at Sapient Corporation, a business and

# Guest Speakers



technology consultancy, Suzanne was the Discipline Lead for the Experience Modeling (XMod) group in London, where she created and managed this group of diverse social scientists. She was also a Director in the User Experience Group, overseeing

Creative Development and Articulation as well as the Research offerings. She was also Director of Insights and Director of Project Management at X Corporation Unlimited, a communications and design firm.

## Neema Rai

### Octoply & the challenges facing creative/innovative start-ups



Neema Rai, went from working in law, health and journalism to setting up a river service with a difference. The idea behind Octoply, is to use it's vessel, Sound, during peak commuting times, as a constructive commuter service, allowing commuters to engage in a variety of activities such as yoga

and language classes. Outside of peak commuting times, the vessel would be used as an exciting venue for events and functions. The challenges were unsurprisingly numerous, particularly as the venture was straying in to unfamiliar territory. The story continues....

## Charles Watt

### Innovation - the essence of survival and likely reactions from incumbents



Charles Watt has 35 years experience in delivering ICT solutions in the private sector, in inter and intra government projects and as part of national initiatives to accelerate the competitiveness of national economies. He has held senior positions in the national economic development agency for Scotland (Scottish

Enterprise) and at The World Bank. More recently, as an independent consultant, he has completed projects on behalf of The European Bank for Reconstruction and Development (EBRD) including the feasibility of municipal networks in 26 CIS and accession countries.

## Chris Yapp

### Innovation Strategies for the Future



Chris Yapp is an Executive Technical strategy consultant at Capgemini UK. He has 28 years experience in the IT industry at Honeywell, ICL, HP and most recently Microsoft.

Chris is a specialist in public policy and the application of information technology. He is a frequent speaker and author on

strategic and management issues around ICT. His areas have included Education, Health, Local and Central Government, the Creative Industries and the Third Sector. He is a former Director of the Internet Society of England, an Associate of the Think Tank DEMOS and a Trustee of MIRANDANET, an education charity, and is a patron of NACE, the National Association for Able Children in Education. He is a member of the DBERR advisory group on telecoms and the Media. His speaking Engagements have included the British Council, World Bank, Club of Rome, EU and UN.

He is a Fellow of the British Computer Society and the Royal Society of Arts. His most recent book was "Personalization of Learning in the 21st Century".

# NESTA Fellows

## Daniel Blackburn

Yorkshire and Humberside



Daniel Blackburn designs innovative games. His company, Carbon Based Games, provides games for Nokia, among others. He used his Fellowship to explore emerging technologies and the social psychology of gaming.

## Gilbert Cockton

Sunderland



Professor Gilbert Cockton is using his NESTA fellowship to explore the meaning, implications and opportunities of "Design as the Creation of Value". He is comparing this innovation-centred approach with other established views of design, and developing new methods for worth-centred interaction design and evaluation, based on a post-disciplinary synthesis of existing approaches, to be applied in case studies.

## Neil Datta



Neil Datta is a graduate in English literature and now a theoretical computer scientist specialising in the mathematical semantics of programming languages. His fellowship supports the preliminary stages of his long-term project to explore the relationship of certain aspects of poetry with mathematics and computing.

## Philippe Delcloque

Manchester



Linguistics expert Philippe Delcloque secured a NESTA Fellowship to develop a revolutionary computer game to encourage children as young as nine to grasp the basics of speaking and understanding French. Drawing also on his expertise in e-learning and entrepreneurship, Philippe aims to create a

tool to enhance, or even change, the strategy for teaching elementary language to children.

## Brian Duffy

Birmingham



Artist and musician Brian Duffy was given a NESTA Fellowship to collaborate with UK cosmologists and NASA to create innovative projects that further public knowledge of the cosmos.

## Paul Granjon

Cardiff



Electronic artist Paul Granjon aims his idiosyncratic work beyond the average contemporary visual arts audience, offering offbeat ways to engage people in arts, science and technology. Since being awarded a NESTA Fellowship, his work continues to be in demand, and he is one of the artists contributing to Game/Play, on tour until January 2008 to explore connections between gallery visitors and online audiences.

## Aejaz Zahid

Yorkshire and Humberside



Aejaz Zahid is a biomedical engineer with expertise in Assistive Technology development and an accomplished DJ/electronic music producer. Having studied Music & Media Technologies at Trinity College Dublin, he is currently investigating the use of Assistive Technology in Music and is involved in the development of new computer based musical interfaces for composition and live performance that exploit emerging technologies such as Eye Gaze and Brain Controlled Interaction.

## Stephen Manthorp

Yorkshire and Humberside

Stephen Manthorp is an interactive media producer, working in the field of video games and digital arts. He used his Fellowship

# NESTA Fellows

to explore the social and commercial potential of media technologies.

## Simon Schofield

London



One of the UK 's computer graphics pioneers, Simon Schofield received a NESTA award to design software tools delivering unprecedented levels of realism in digital images.

## Blue Room

Simon Wallace  
University of Oxford

## Making Waves

John Gruzelier, London



Goldsmiths College secured NESTA funding for Making Waves, a research project with Trinity College of Music and schools in Greenwich and Tower Hamlets to evaluate whether learning to control brain rhythms can aid the process of learning to sing or play a musical instrument.

## Learning Tapestry / Music and the mind

Professor Nigel Osborne, Edinburgh University



## SODA



Software company Soda Creative's Sodaconstructor is an online learning tool which enables people to build their own robots and models. With NESTA's support, they developed a toolkit for creative learning for schools.