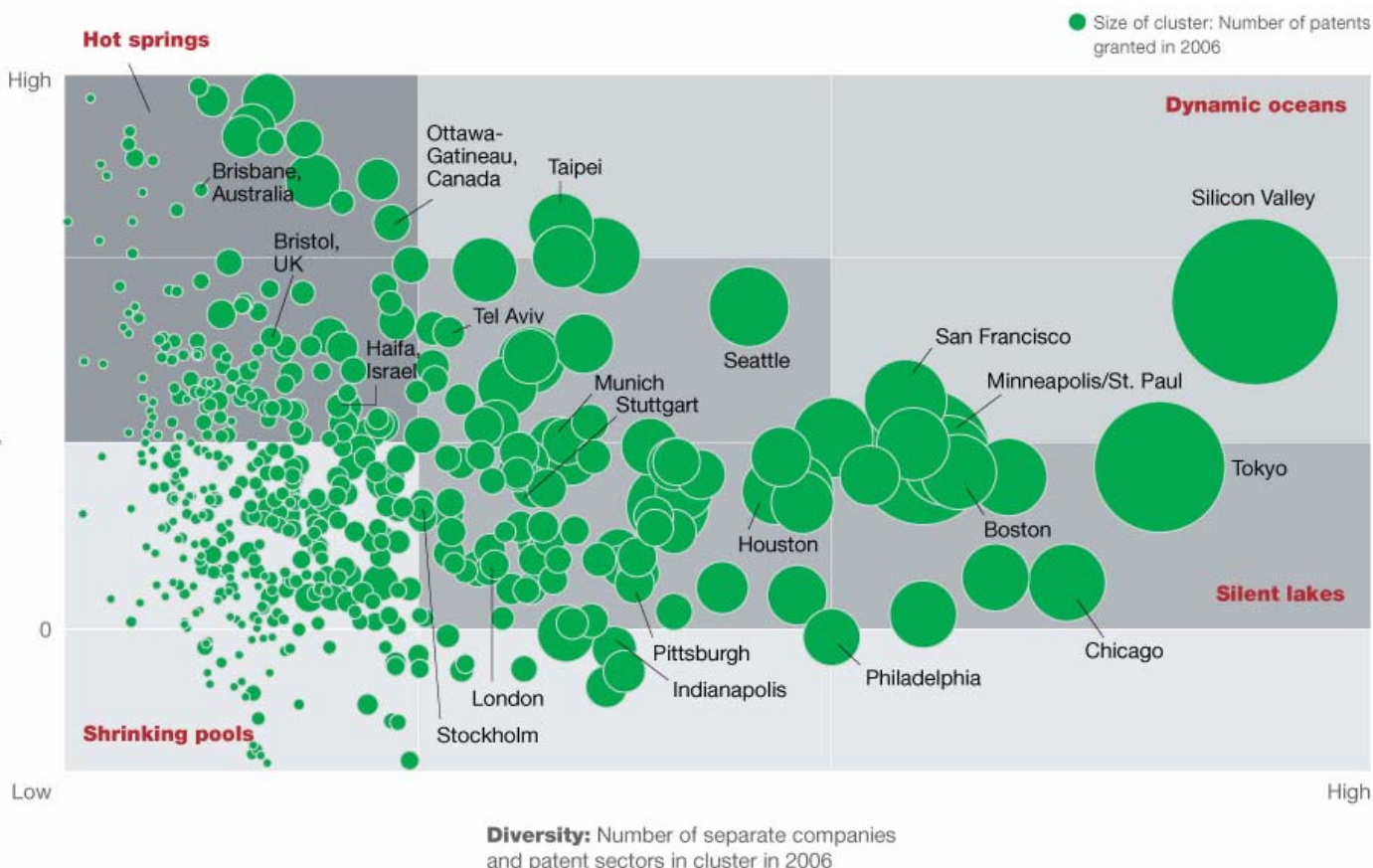


From Sea to Shining Sea: Mapping Innovation around the World
 by Alissa DeJonge, Assistant Director of Research, CERC
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The effects of globalization are staggering: it is possible for a company to have customers, suppliers and facility locations all over the world. As more people and businesses increase their global experiences, they feel more comfortable looking to other countries for ideas, not just looking at how the adjacent state is performing. Looking for best practices, ideas and people all over the world has many benefits; however, not all countries have the same amount of statistics produced as the U.S. Data constraints can leave a researcher foiled in his or her quest for superior data analysis, especially when it comes to comparative statistics around the globe. A new report and online tool has made the process of obtaining consistent data about innovation for countries and global cities much easier.

McKinsey & Company partnered with the World Economic Forum to show the geographic areas (“clusters” in the figure below) around the world that are innovation hotbeds as well as those that are losing their edge. This figure shows how global areas are classified into one of four categories:

- Dynamic oceans – large, vibrant areas with continuous business starts and stops
- Silent lakes – older, larger areas with established companies in certain sectors
- Hot springs – smaller, fast-growing hubs that could be world-players someday
- Shrinking pools – having difficulty expanding initial innovative sectors

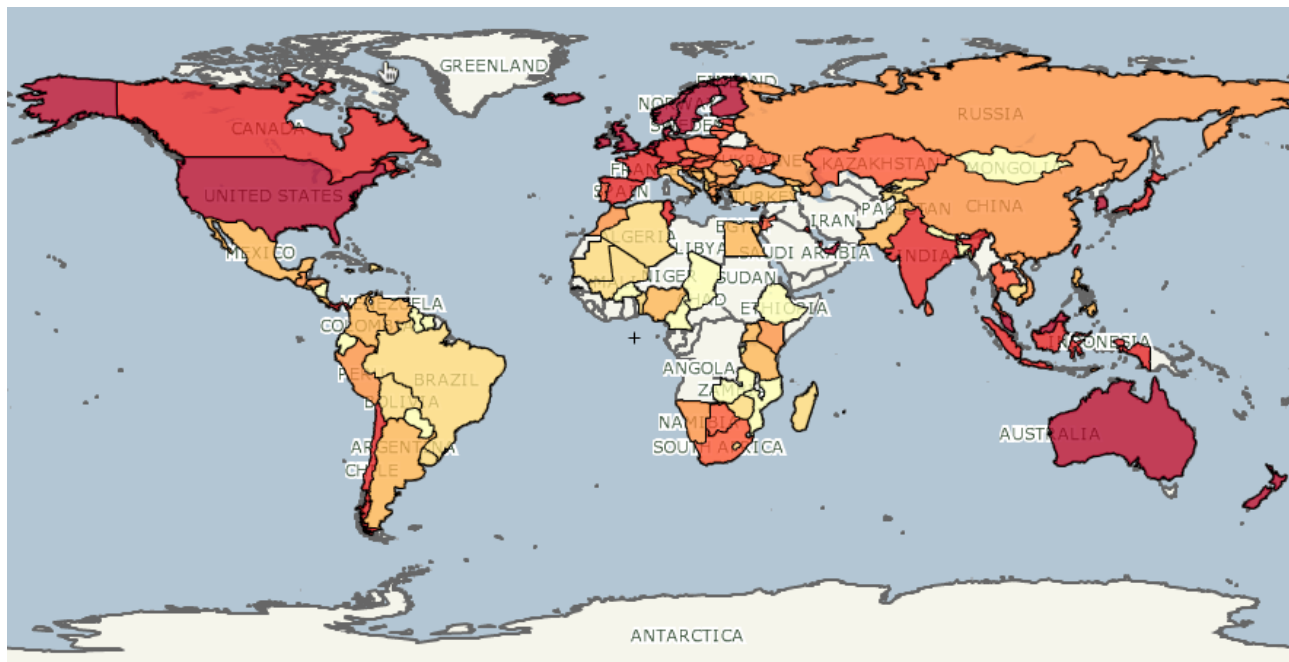


Source: Juan Alcacer, Harvard Business School and New York University; McKinsey & Company

Although not labeled, three Connecticut metro areas are included in the analysis and are all considered “Silent Lakes.” The Stamford metro has a size of 1,537, an average growth rate (1997-2006) of 6% and a diversity index of 0.55, which is comparable to metros in Montreal and Ann Arbor. The New Haven metro follows with a size of 941, growth rate of 3% and diversity index of 0.5. The Hartford metro follows with a size of 642, growth rate of 6% and diversity index of 0.4.

Boston, a neighboring metro area, is considered a “silent lake” while Philadelphia, another northeastern comrade, is on the verge of becoming a “shrinking pool.” As to our neighbors across the pond, Bristol (UK) is determined to be a “hot spring” while London is close to the “shrinking pool” status. Read more about this analysis at <http://whatmatters.mckinseydigital.com/innovation/building-an-innovation-nation>.

In addition to the analysis that McKinsey & Company performed, the World Economic Forum has hundreds of data items available for display on an interactive world “Innovation Heat Map” at <http://www.weforumihm.org>. The variables, all related to innovation, are divided into categories including business environment, demand, government, human capital, infrastructure and output. The figure below shows venture capital availability, with the dark red being the areas with most availability and the lighter colors showing less availability. It is no surprise that the U.S. is first, but it interesting to note that Finland and the Netherlands are the next in line. If dealing with South America, Chile would be your best bet for venture capital availability.



Source: World Economic Forum Innovation Heat Map

These sources provide helpful and consistent statistics across many countries, which is music to a researcher’s ears. The interactive mapping capabilities are fairly easy to navigate; many users should find these sources of global data to be beneficial.