



93rd Edition May 2015

To our new readers, welcome to Brainovation®!  
And to our returning readers, welcome back.



As always, I look forward to continue to share insights into global developments in the Innovation and Expertise fields - and how they can work in and improve your business. This month I shift focus towards entrepreneurial innovation and point to a recent event in Stockholm. Is your organization involved in innovative entrepreneurship or the acquisition of start-ups? Share your thoughts on my blog, the Brainovation Twitter feed, Facebook page, or by email.

In Brainovation® Buzz I highlight selected news and upcoming events.

Our contact information is at the bottom, as well as reprint permissions. Also included is a brief taste of what you can expect in upcoming issues. And remember, "in knowledge organizations, learning is work, thinking is doing"  
*Anders Hemre*

### **Swedish Entrepreneurship: STING Day Startups**

It has been argued that if you don't have what it takes to be an entrepreneur, you probably won't try to become one in the first place. Be that as it may, judging by start-up activity in the Stockholm region, a fair number of people there do have what it takes. According to New York based Danish entrepreneur Henrik Werdelin, one thing it takes is the ability to embrace anxiety. Entrepreneurs are attracted to uncertainty. They know that where uncertainty is, there is not only risk but also opportunity. And stomach butterflies are good motivators.

What most entrepreneurs don't need is innovation theory. But they do need cash. Most importantly, they need a chance to take their idea - and themselves - to the

test. Earlier this month business incubator STING (Stockholm Innovation & Growth) held an event day attracting over 60 startups and 140 investors from 11 countries. Here's a list of hot start-ups exhibiting at the event:

[STING Day Startups](#)

Spotify chairman Martin Lorentzon explains the success of the Stockholm entrepreneurial scene as the result of "the startup community helping each other out, and Sweden being a great test market due to its high Internet penetration, strong telecommunication networks and early adopter consumer base".

Some start-ups become corporate acquisitions. It's interesting to note that a majority of acquisitions of Swedish start-ups are made not by Swedish or even European, but by American companies. Skilled from their Silicon Valley experience, the latter are not only higher risk takers, but also well equipped to make the critical decision whether to integrate or insulate their acquisitions. We wish Single Technologies, Bumbee Labs, Findify and all the other STING Day startups a successful onward business journey.

### **Brainovation® Buzz**

Last month Red Herring published their list of [Europe's top 100 new technology companies](#).

Cartoon of the month:



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Some upcoming conferences and events of interest:

#### Learning & Knowledge Management

June 10-11: [KM UK](#), London, UK  
June 10-12: [mLearnCon](#), Austin, TX  
July 25-26: [ICEL](#), Nassau, the Bahamas  
Aug 4-6: [KM Australia](#), Melbourne, Australia

#### Innovation

June 15-16: [ICIMT](#), Toronto, Canada  
June 15-17: [ISPIM](#), Budapest, Hungary  
June 23-26: [R&D Mgmt](#), Pisa, Italy

July 7-9: [ISSR&D](#), Boston, MA  
July 24-26: [WorldFuture](#), San Francisco, CA

For more Brainovation buzz, follow me on [Blogger](#), [Twitter](#) & [Facebook](#) where I try to think straight in a non-linear world and where I share "micro thoughts" on life and work in the knowledge economy.

### **In the Previous Issue**

In case you missed the April issue, here it is again:  
[Game On: How future leaders learn](#)

### **In Upcoming Issues**

Planned features for future issues of our newsletter include conversations with leading management gurus, interviews with international technology management executives as well as more readers' spotlights.



If you have feedback or questions about Brainovation, please contact me by email or through my twitter feed [@geoffdahl](#)

[Geoff Dahl](#)  
Brainovation editor

### **Guru Interviews**

Since our inception, sharing management and technology insights from around the world has been a focus of Brainovation. Now we give you the chance to enjoy all our guru interviews in one document.

[What The Gurus Say: Brainovation® Interviews 2007-2014](#) (PDF)

- **Benjamin Gilad:** On Competition and Regulation
- **Thomas Hagbard:** Realizing Creativity
- **Mats Andersson:** Technology Innovation
- **Richard McDermott:** Knowledge and Expertise
- **Göran Fröling:** Managing Technology
- **Adam Gordon:** Forecasting the Future
- **Alan Middleton:** Managing Innovation
- **Michael Sutton:** Knowledge Management
- **Leif Edvinsson:** Intellectual Capital
- **Benjamin Gilad:** Competitive Intelligence

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ahemre@interknowledgetech.com  
Phone: +46 763264773

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Anders Hemre | Styrfarten 2C | 417 64 Gothenburg | Sweden