

Ofwat consultation <https://www.ofwat.gov.uk/wp-content/uploads/2019/07/Ofwat%E2%80%99s-emerging-strategy-driving-transformational-innovation-in-the-sector-1.pdf>

**Q:1 What are the main barriers to innovation in the sector and why?**

Company culture: needs to be improved. Need to look at Innovation Engineering and other such systems to develop ideas and effectively adopt them.

<https://www.potterinnovation.co.uk/home-page>

<https://www.amazon.com/Driving-Eureka-Problem-Solving-Data-Driven-Engineering/dp/1578605814>

<https://innovationengineering.org/what-we-do>

Need to find a way to develop better access to collaboration, support and effective joint working within the sector and beyond, including improved information-sharing: there is already some evidence of discreet partnerships within the sector.

Need to find a way to help companies with inventions and innovative ideas. Sign post them to help with support, funding and access testing and pilots.

Can this be done through a dedicated service. This service may have to be split in to appropriate sections so every size of project is catered for.

Develop away to help the effective roll-out and adoption of proven technologies, methods or approaches at scale. This is a massive task. Companies may need workshops and support on developing the most effective way to improve quality and efficiency of implementation. How can this be achieved by tapping in to expert experience?

**Q:2 Do you think that the financial support cited in section three is required to stimulate innovation in the sector? If so, what do you believe is the appropriate amount of funding and why?**

Finding funds to develop inventions is very, very hard. Competitions may help. Prizes with money and support to develop prototypes, testing and pilots.

Hosting pitching events to potential investors it can be another competition and the prize is to pitch at an event(s) in London. Help with expenses to prepare and attend may be part of the prize.

One scheme will not fit all.

**Q:3 Do you agree that our proposed draft principles for additional financial support will effectively safeguard the interests of customers?**

Just make sure adequate funding is in place for an idea. Not enough money is as bad as no money.

**Q:4 What are your views on the collectively funded innovation competition model which we describe in section three? What other key considerations not highlighted should we take into account in designing/ implementing the competition?**

A collectively funded competition gives ownership to all which can only be good. Then it is a joint responsibility to help the competition winners develop and commercialise their idea.

Joined up thinking is so important. Ideas are many but few make it off the drawing board. The ones that do are statistically likely to fold a between year 3 and 4 – the valley of death.

How do you stop good ideas dying? Maybe a competition is need to also target idea trapped in the valley of death.

Helping them networking with potential clients, investors, funders

**Q:5 What are your views on the end-of-period innovation roll-out reward we describe in section three? What other key considerations not highlighted (e.g. whether it should be collectively funded or individually funded) should we take into account in designing/ implementing the reward?**

Rollout reward sounds good

Yes, careful thought needs to be given about how it is funded. The important thing is to get the product/idea out there and commercialized to the benefit of all.

Joined up thinking required!

**Q:6 What other potential alternative mechanisms for funding/ rewarding innovation not discussed do you think we should be considering?**

Which financial support mechanism or combination of mechanisms should we introduce and why? What would be an appropriate split of available funding/ reward?

Funding of Start Up, Growing and Scaling Bootcamps to help companies develop their offering. Having a water industry focus will be very beneficial. Help with thinking process, language to use..

May help identify ideas/products which can be developed and guided in to the competition and funding pipeline.

**Q:7 Do you think the potential industry activities discussed in section four could help drive innovation? Are there other activities not identified which you think the industry should be considering?**

Sounds good ties in with what I am trying to express earlier.