

British SMEs and much larger organisations are running a huge innovation deficit that has yet to be calculated. The cost of not applying what is known and relevant to delivering new value is probably incalculable and the problem is the permeability of new ideas within existing organisations restricted by the power of legacy operations, cultural inflexibility and lack of peripheral vision.

This working paper provides examples of serendipitous innovation through discovery, proposing social innovation approaches based on connecting innovative SME's knowledge and capability through a systemic approach to knowledge brokering through utilising current functions within the University of Greenwich in a novel partnership to connect innovators and transform profitability. A simple Knowledge Application Culture model is introduced.