Land–Grant Model…

Seminal Minds & Primary Data

ANECDOTES

Land-Grant Colleges
In the midst of the early industrial revolution, why did America commit vast human and financial resources to production agriculture? American agriculture is still #1 globally!
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IBM
Why did IBM hire 300+ mathematicians rather than software coders and engineers?

Economic Modeling
Why do we always look to some other organization or group as the problem when we are ineffective?

Lead-Users
What is one characteristic that is common to many, if not most, serial inventors?

Land-Grant Colleges

In 1912, there was **not** one County Extension Office in any of the 3,142 counties in the U.S. By the end of 1914, every county had an office with at least one Extension Agent funded originally 1/3 by the county, 1/3 by each state and 1/3 by the Federal Government. The county agents and state Experiment Station were managed by the Land-Grant College in each state. What are the pre 1913 functions/results that the justified this huge investment for production agriculture during the emergence of the industrial economy of the U.S? "Hot house farmers," Ag faculty, were trained in the basic sciences and spent time literally in the field with their student's parents identifying unperceived needs.

IBM's Field Staff…300+ Mathematicians

Five plus years ago, Fast Company Magazine published an article about a female executive at IBM who has been allowed to identify and train 300+ mathematicians as field agents. This network had generated over one billion dollars' worth of new business in the previous year. Why did she do this?

Economic Modeling in the late 20th Century

In the early 1990's, the economic modeling in agricultural economics was erratic; therefore, useless for government policy makers and corporate decision makers. Dr. James Bonnen, former member of JFK's Council of Economic advisors, was asked by his peers to determine what changes could be made at the National Statistical Society to improve the data collection process. After two years of analysis, Dr. Bonnen determined that statisticians were doing a great job of data collection. However, graduate programs needed to train future economists to build their models on primary data collected in the field firsthand.

Lead-Users Research by MIT Professor Eric von Hippel

Dr. von Hippel in the 1970's had concluded from his research that, *"The most effective transfer of technology occurred between industries rather than within an industry."* A group of Harvard University researchers in 2007 reinforced Dr. von Hippel's hypothesis when they completed a longitudinal study on www.INNOCENTIVE.com , a crowd-sourcing innovation company with 200,000+ innovators created by the Lilly pharmaceutical company in the late 1990's. It was lead-users from disparate disciplines that provided the solutions.

In 1998, Dr. von Hippel concluded, based upon research with 3M Corporation, that the most effective product developers were "lead-users." Why? See 1998 article from Harvard Business Review.

So what is the principle that we can derive from these four anecdotes that might be useful to the www.TheConsortia.org when integrating intellectual property?

Principle: *Seminal minds educated in a basic discipline must also be skilled at gathering primary data on a problem or solution for the unperceived needs.*

William Wilkie
wwilkie@TEC-Search.com
501.226.5575