KM Conference 2018

20 - 23 June 2018, Pisa, Italy

Themes: Knowledge Management, Learning, Information Technology

Opening Keynote Panel

Knowledge Development and Integration among Motorsport Industries to Generate Applied Innovation

Panelists:

Riccardo Paterni (co-founder Synergy Pathways)

Francesco Sedea (co-founder and General Manager Aviorace)

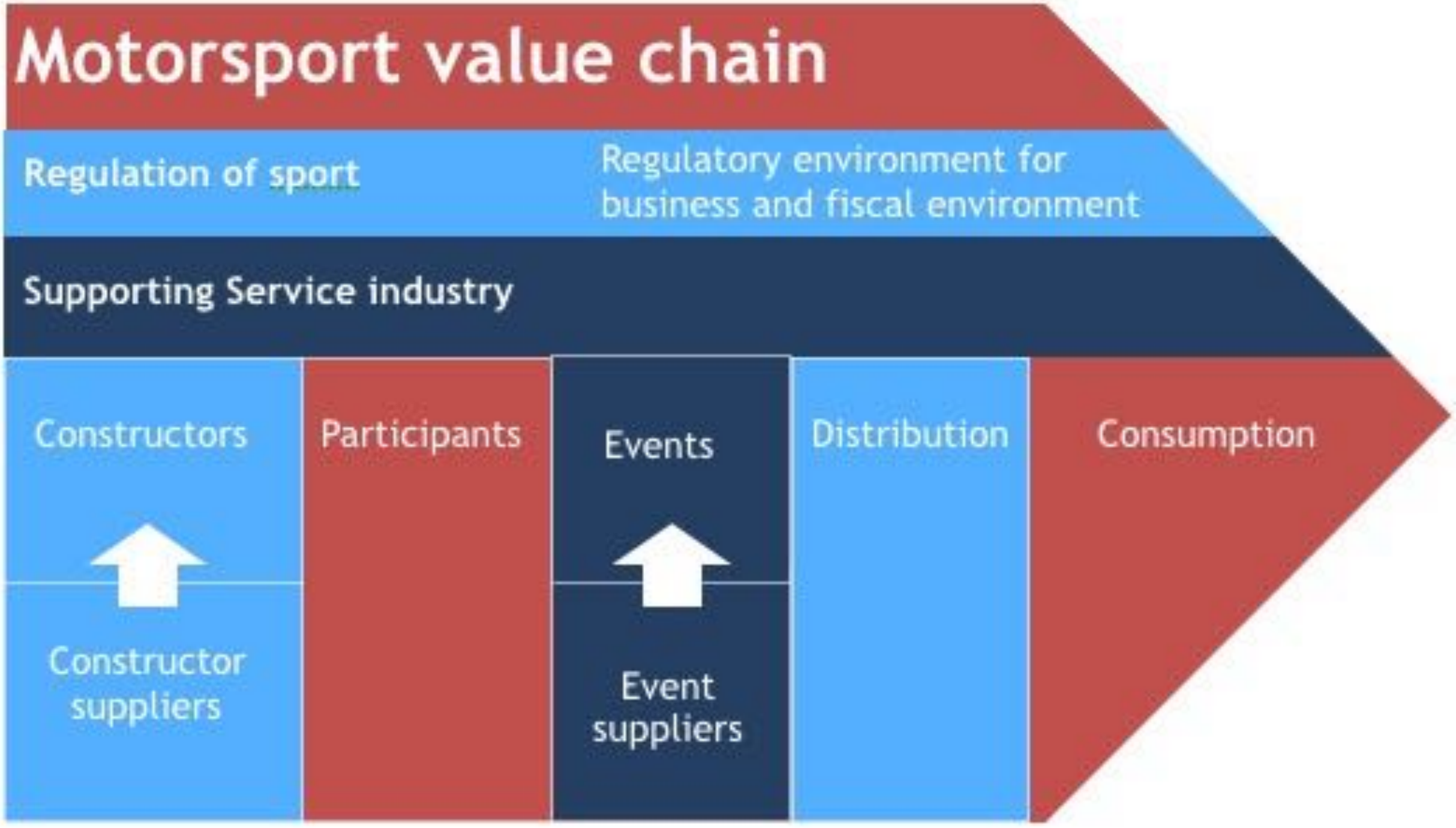
Giovanni Delfino (founder and CEO Autotecnica Motori)

The global **Motorsport Industry** comprises:

- ‘**motor**’: meaning the provision (construction and preparation) of cars and bikes and;

-‘**sport**’: meaning the infrastructure including clubs, circuits, promotion, insurance and so on which are needed to participate in, spectate, or view the sport.

Motorsport value chain



source: ’Motorsport Going Global (Henry et all., 2007)

Motorsport Industry **Data**:

Global Turnover: above $ 100 billion *
(Formula 1 organisational and media rights sold at above $ 8 billion)

Global Audience Formula 1: approximatively 400 million - only behind FIFA World Cup and Olympic Games

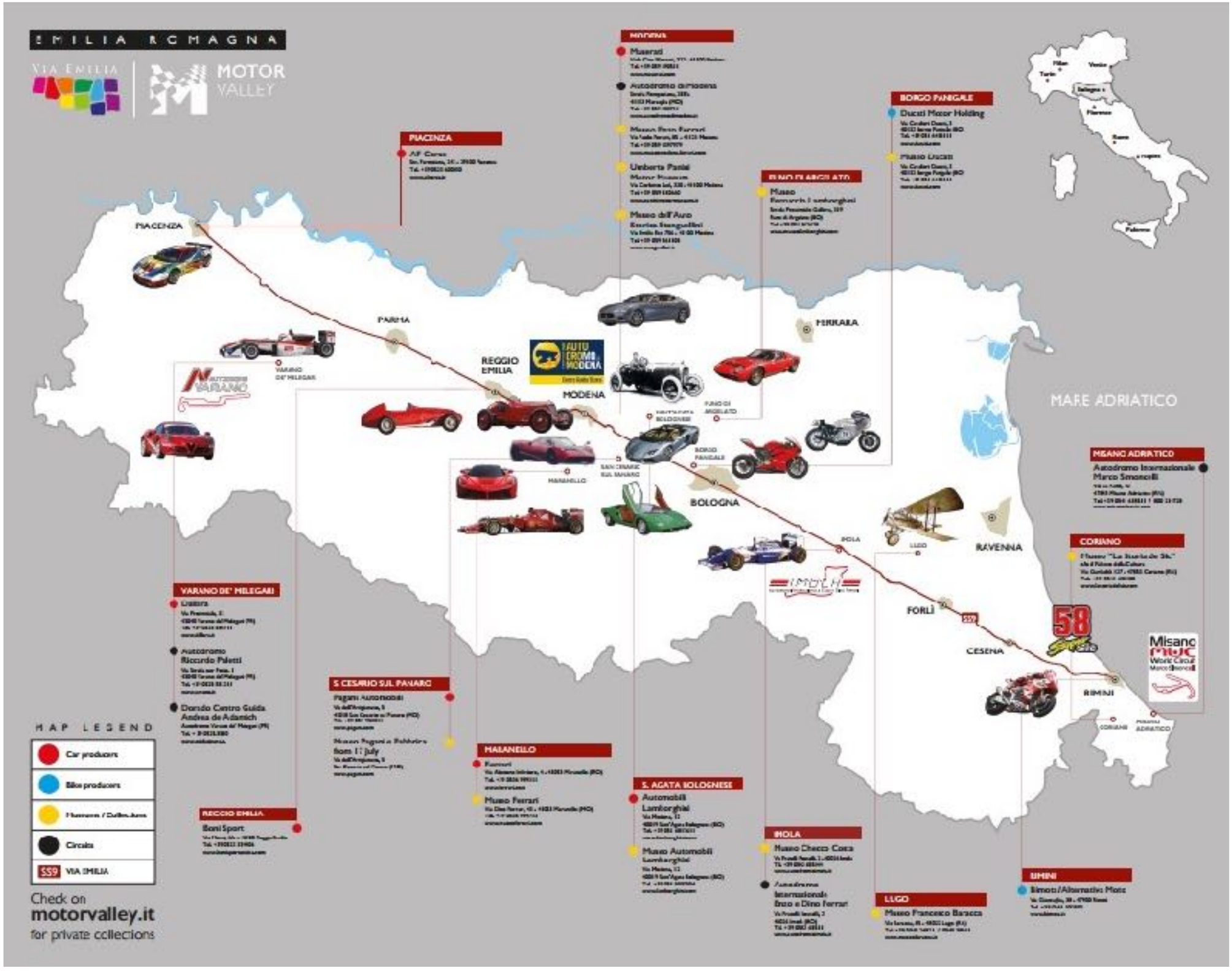
Global Motorsport events: 56 across 29 countries *

Thousand of yearly events at the national and regional level all over the world

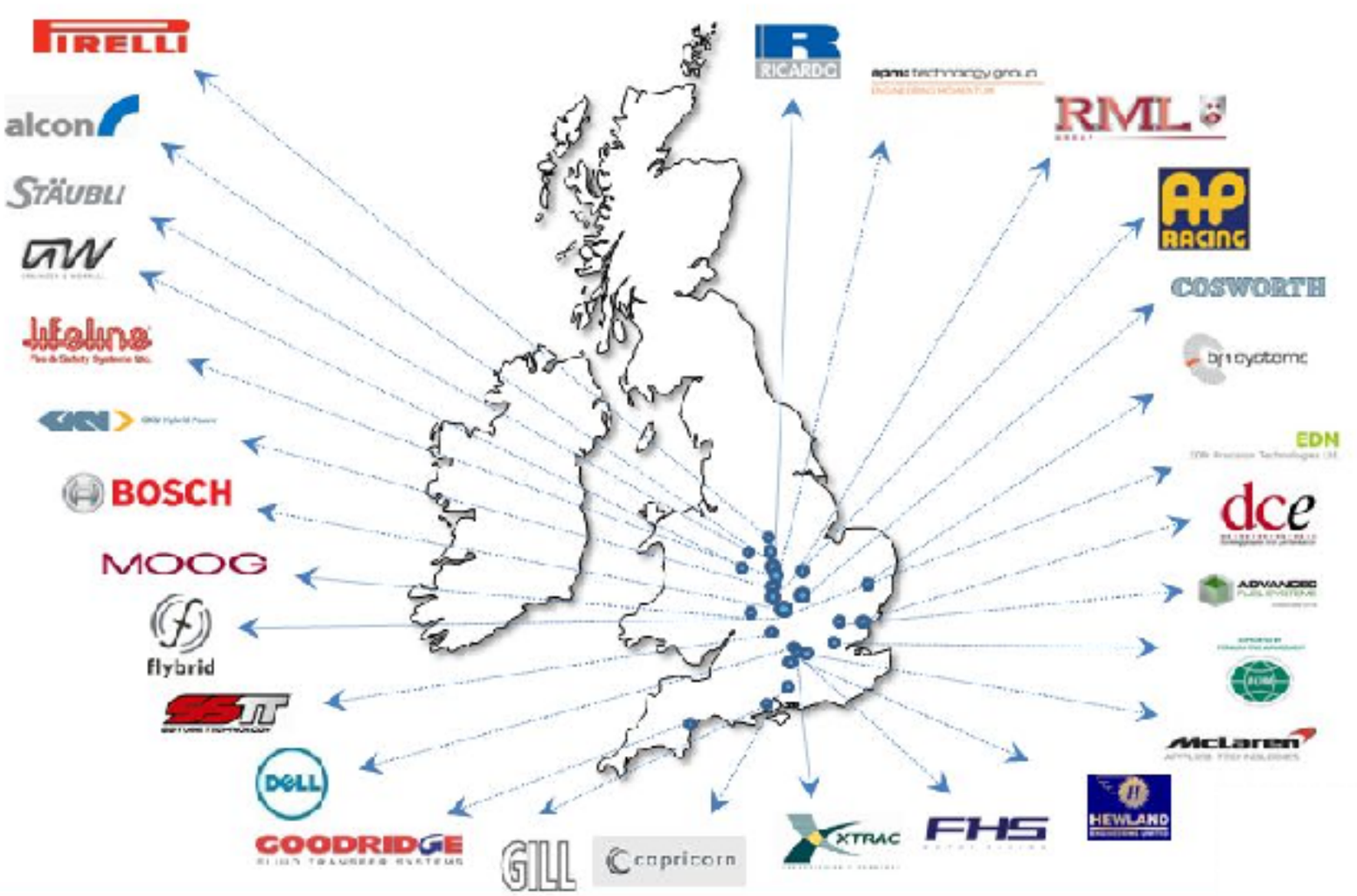
source: ’Motorsport Going Global’ (Henry et all., 2007)

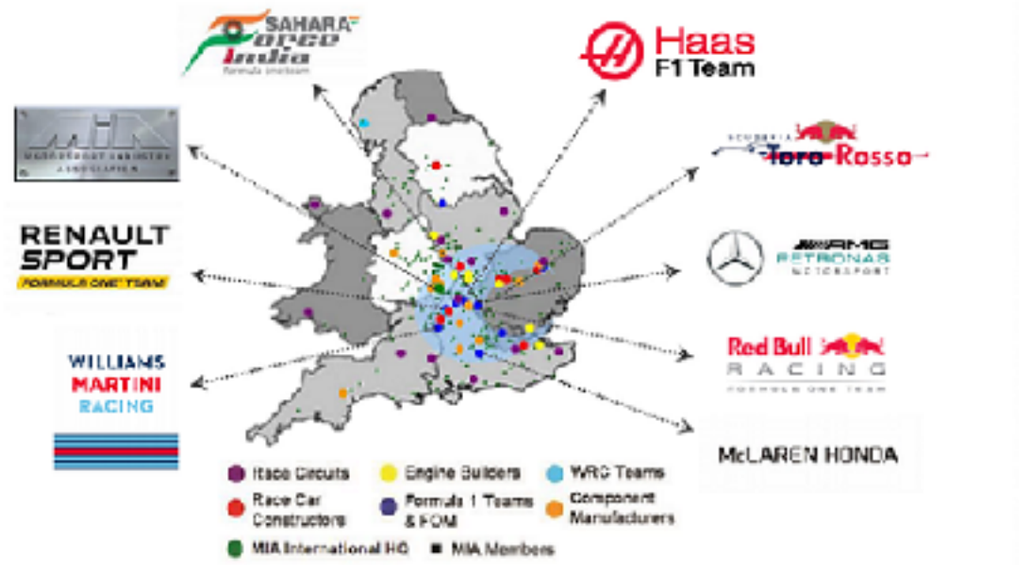
Key Historic and Current **Global Regions**
for Motorsport Industry presence and development:

Italy and **United Kingdom**



- since early 1920s / traditional mechanical craftsmanship and racing focus
- very active from a supercar manufacturing / racing and tourism point of view
- turnover over 7 Billion Euro; 11.000 employees (2013 data)





- since 1950s / aviation industry technology / former military aviation airfields
- turnover over 10 Billion Euro; 41.000 employees (2012 data)

Motorsport Industry key **factors of development**:

extreme performance / competition driven by default

change as a variable of **competitive advantage** by tradition

consistent performance achieved only through an effective **synergic mix of**:

highly skilled Human Capital
(theory, practice, speed of effective application)

high level of Capital Investment
(technological research & development key driver to competitive advantage)

dynamic organisational structured flow
(effective leverage on Small & Medium Enterprise characteristics)

Motorsport Industry **know-how leverage**:

marked systematic in-built capabilities to
share know-how with other industries

concrete understanding and implementation of innovation
(innovation as the actual effective application of original thinking to create value: solving problems, satisfying needs)

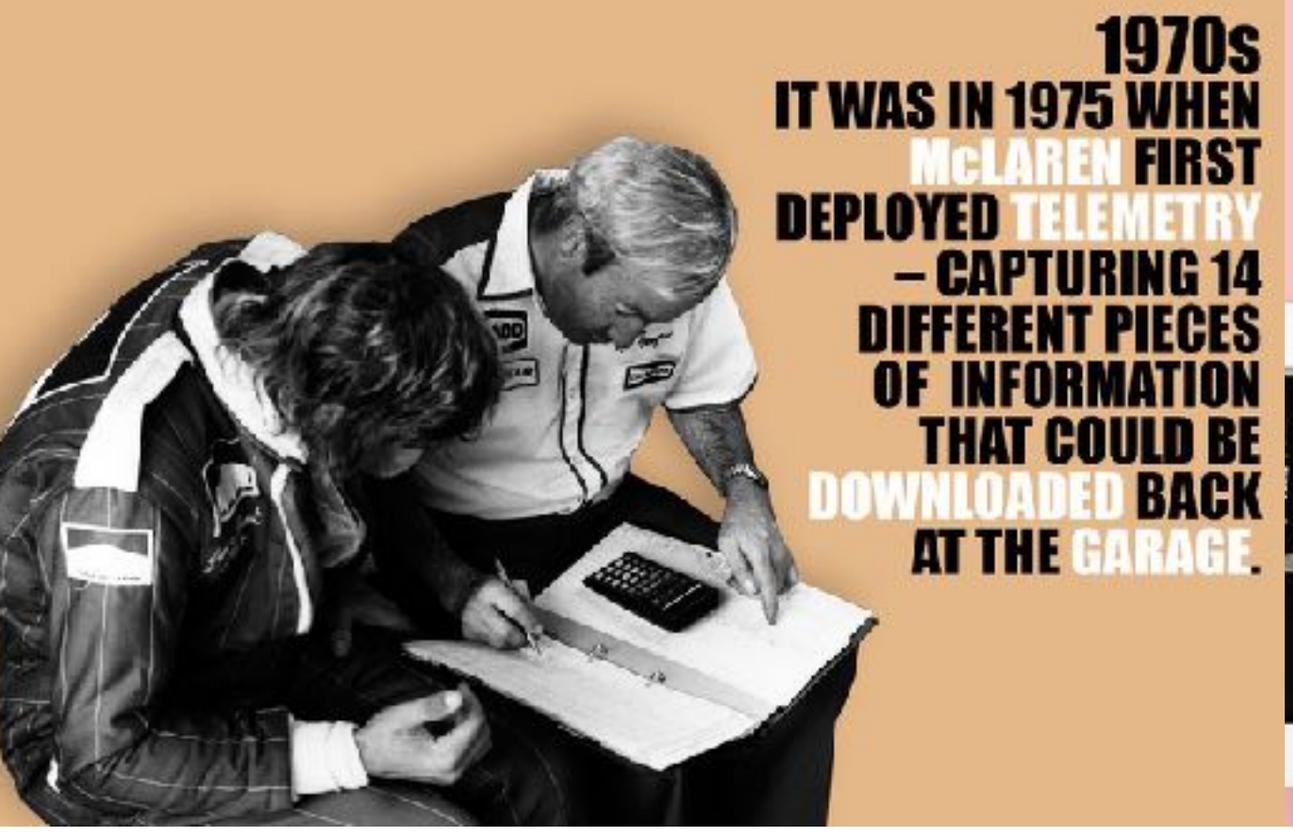
Marked systematic capability to **share know-how with other industries**

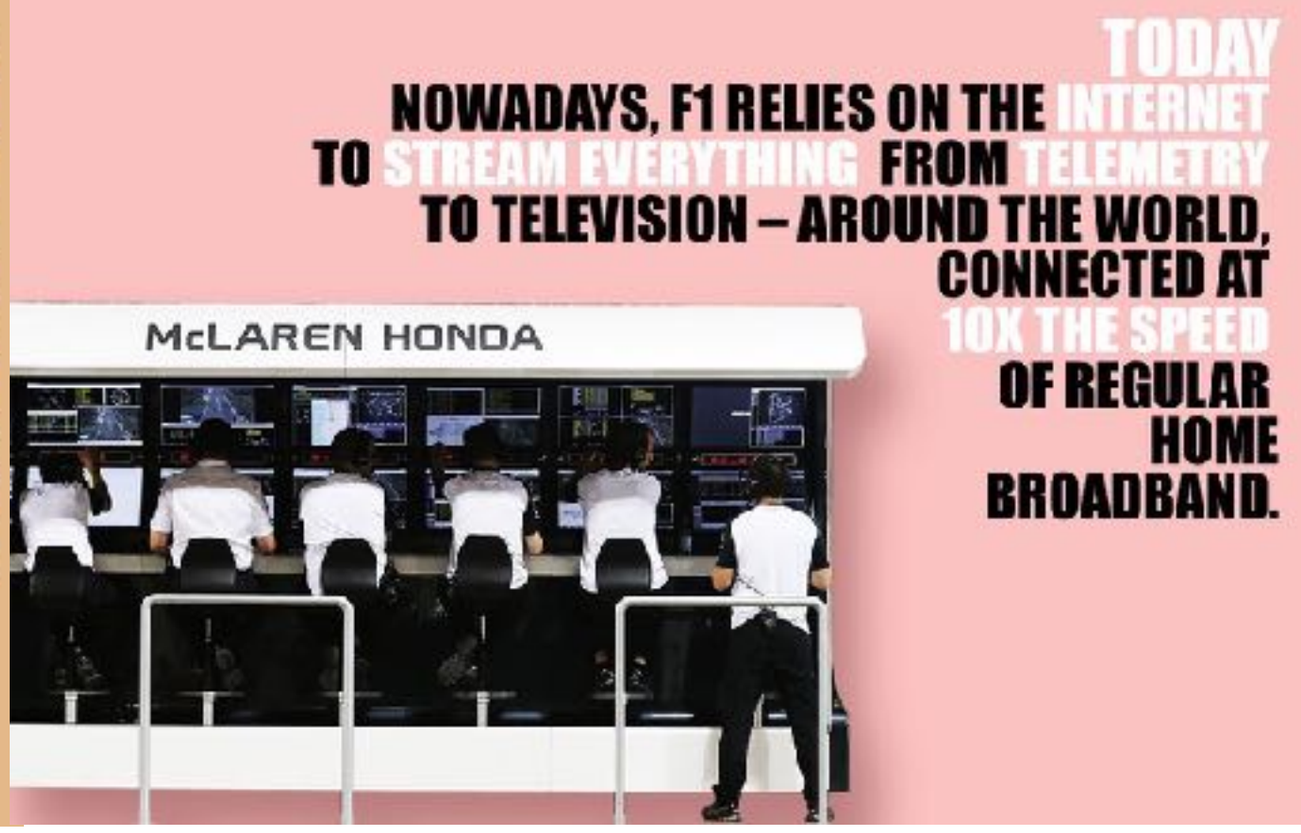
KNOW-HOW CONTINUOUSLY DEVELOPED, UPDATED AND INNOVATED ON RACE TRACK COMPETITIVE FIELDS ALLOWS FOR TECHNOLOGICAL AND PRACTICAL APPLICATION IN OTHER INDUSTRIES

Case Study

McLaren APPLIED TECHNOLOGIES

United Kingdom





Experiences and technology developed on racing tracks utilised in other industries: **Health & Wellness**

McLaren APPLIED TECHNOLOGIES

gsk GlaxoSmithKline

Sensors used by McLaren

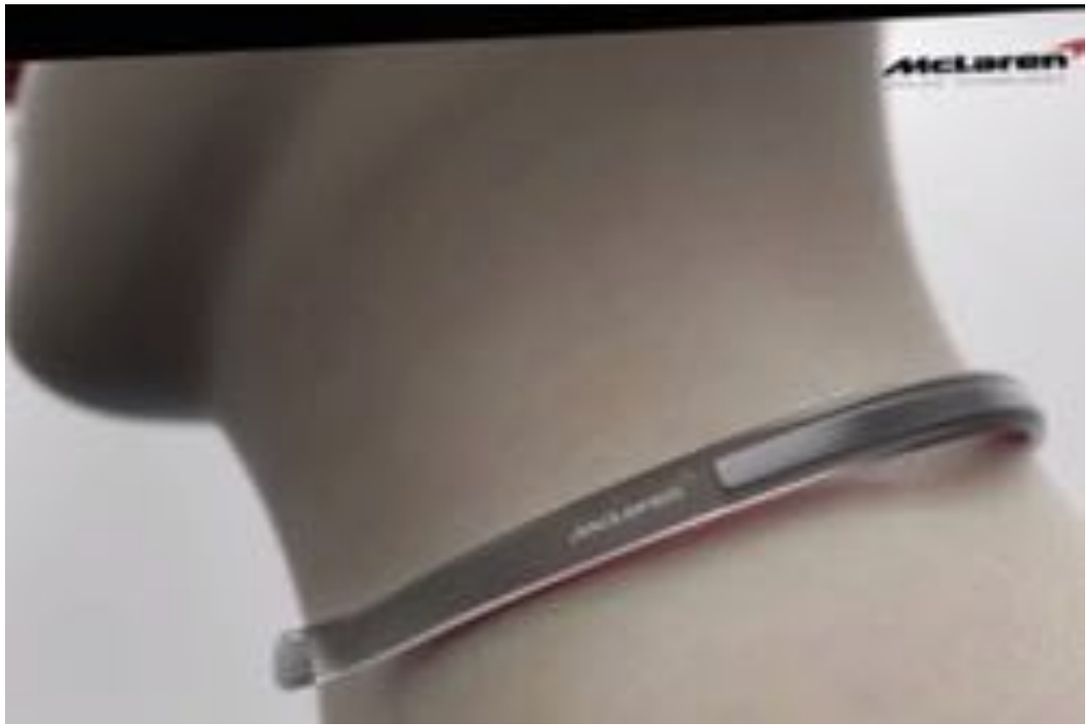
More than a billion data points

200+ sensors on every racecar

Biosensors used by GSK

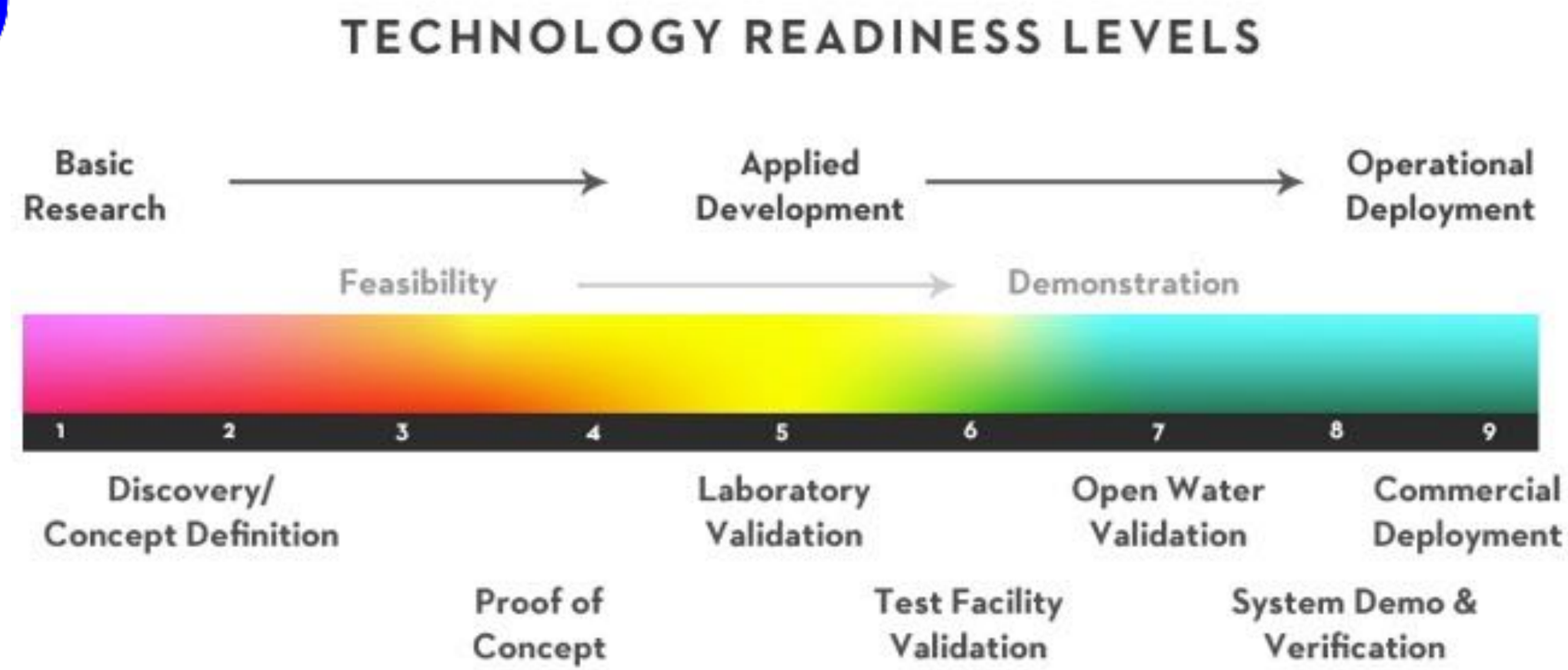
Wearable sensors on patients to study vital signs

Measurement of motor activity in a range of diseases



Concrete understanding and implementation of innovation

INNOVATION: APPLYING ORIGINAL THINKING TO CREATE VALUE
(SOLVING PROBLEMS, SATISFYING NEEDS)



MOTORSPORT SYNERGIC MIX (HUMAN AND TECHNOLOGICAL FACTORS) ENABLES FOR AN EFFICIENT AND EFFECTIVE ACCELERATED EXECUTION OF THE 4 TO 7 PHASES

Concrete understanding and implementation of innovation

Case Studies

AVIO RACE

AUTOTECNICA MOTORI