
APS1012 Management of Innovation – Final Team Projects, Fall 2011**Innovation USA**

America's need for a sustainable society in North America sparked the Second Industrial Revolution. This change brought transformation to the world's economic power structure: America began to take over Britain's role as a world leader in the late 19th century and continued to dominate in the 20th century until the end of the Cold War. The fact that the United States of America could accomplish such a feat is explained by its innovative abilities within five critical pillars of success:

- **Education:** World leader from the 19th century, ensuring that every individual had the right to adequate education
- **Infrastructure Development:** Focus on establishing efficient, effective, safe and comprehensive transportation networks connecting the entire nation
- **Immigration:** Attracting large quantities of skilled and employee-based immigrants eager to establish themselves and contribute to America's development
- **Research and Development:** Government funding during the Cold War with Soviet Russia was rewarded by many innovative technological developments
- **Political Policies:** Policies in place throughout the 19th and 20th centuries continually addressed and acted on the questions: What world is America living in? And what must America do to grow and sustain itself in the world?

At the end of the Cold War America became complacent about its status in the world and over the past 20 years the United States has neglected its traditional pillars of success, leading to the major crisis today. With America at a standstill and other nations such as Brazil, Russia, India, and China pursuing their own ambitions, there has been a distinct shift in global economic power. In particular China has focused money and time into areas of research and development, infrastructure development, education, and political policies to dominate in the rapidly evolving global market.

America is now mired in a national crisis. Not only must America restore investment to its traditional five pillars, it must also compete with rapidly emerging nations which are seriously threatening America's title as the world's dominant global innovator. In response to this ever-growing threat President Obama has come up with a sustainable plan aimed at reinvigorating a country that has fallen so far behind.

In the years to come, the success of the United States will ultimately be measured on how well the nation can overcome three major challenges:

- **Adapting to Globalization and Changes in Technology.** Essentially Americans must learn to do more with less. Policies and education must educate current and future Americans to adapt to new sustainable ways of life
- **Getting out of Debt.** It is essential that a strict financial plan be put in place to eliminate the government's debt to China and other nations
- **Energy and Climate -** The need for a new energy plan. It is critical that Americans become less dependent on crude oil and begin to exploit renewable energy resources

Recommendations are presented on ways that Obama's administration and the USA can resolve their ongoing challenges and bring themselves back to where they once were:

- **Restructuring the education system:** The current education program requires better teachers in the classroom and a sense of empowerment from all students. The education system must inspire Americans with greater interest and engagement in today's rapidly changing society, therefore better responding to the challenge of IT and globalization.

- **Getting out of debt:** America needs to cut spending on military and medical programs. Good top-down leadership is required to foster a culture of innovative sustainability amongst Americans, to use only “what they need” instead of “what they want”.
- **A New Energy Plan:** Future research and development is required to support renewable energy. Currently solar energy and wind energy is available on the market, and some incentives are in place to encourage Americans to incorporate the technology. However, advancements are required before this technology will displace the dependence on crude oil.
- **Investing in Infrastructure:** America’s current infrastructure networks are at a critical state and must be renewed and revitalized.