

NEOinnovation

Northeast Ohio is poised for global leadership in innovation, with six research universities, ground-breaking medical research facilities, generous financial support, innovative companies, world-renowned museums, and leaders in art and music. The mission of the Center for Regional Economic Issues (REI) at Weatherhead School of Management is to promote discussion, idea-sharing, and collaboration among all of these entities for the purpose of developing a regional network of innovation. Together, the people of northeast Ohio can achieve new heights, not only in improving the regional economy, but in world leadership and global impact.

In keeping with that mission, REI is proud to introduce *NEOinnovation*, a new electronic magazine that reports on the leaders in innovation in the northeast Ohio region. *NEOinnovation* will help people in the region and around the world keep informed about new ideas and opportunities for technology transfer, collaboration, and growth based in northeast Ohio. *NEOinnovation* is about all types of innovation, including research, technology, medicine, economics, issues, and policies. Although the coverage will be local, the focus will be on new ideas that have the potential for worldwide influence.

NEOinnovation will be about more than just new ideas, because innovative ideas are only as good as the context in which they are created. Many factors influence their potential for adoption, among which are economic forces, ethical and privacy issues, public acceptance, competition from other technologies, ease of use, market need, demographics, and fit with other innovations and current technologies. For a new idea to take hold, all of these stars must come into alignment to provide an underlying framework of support. That is why *NEOinnovation* will examine all aspects of innovation. Not only will we describe the innovation, how it works, and its significance, but we will also discuss what must happen in order for the innovation to be adopted—what forces could cause it to take off, and what forces could stand in its way. Through REI, *NEOinnovation* has access to a rapidly growing network of experts who can provide insight on all of these issues.

Each month, *NEOinnovation* will bring research out of the laboratory, describing not only how cutting-edge science works, but also its significance and market potential. Feature articles will focus on a single category of innovation and examine these factors in depth.

Examples of articles include:

- ✚ The outlook for neural prosthetics
- ✚ Bioethics and genetic research
- ✚ Simulation and gaming in research

Shorter stories in departments will cover specific innovations, such as a new type of biofuel process, microelectromechanical mirror, ultrahard steel, or patient outcome assessment method.

Clifford F. Lewis, Editor of *NEOinnovation*, holds a B.S. degree in Engineering from Case Western Reserve University, and M.A. and Ph.D. degrees in Experimental Psychology from Kent State University. He has previously served as Editor of *Materials Engineering* magazine.