



Open Innovation - An Open Invitation

Building an Innovation Eco-System

New communication technologies and ways of working are altering the well worn courses along which streams of knowledge and innovation flow.

Why Open Innovation?

Businesses can no longer afford to rely entirely on in-house research, but must also look outside to add further value to their market offering. This may be in the form of collaborations, licensing agreements or patent acquisitions. Similarly, poorly exploited internal inventions can be taken outside the company and brought to market to generate revenue through licensing, joint ventures or spin-outs.

Open Innovation offers many advantages:

- Accessing external knowledge - "Two heads are better than one"
- Access to new markets - Technology transfer to and from other industries
- Reduced time to market
- Reduced internal R&D costs and risks
- Sale or license of "non-profitable" Intellectual Property to create a source of income

Effective Open Innovation requires flexibility of thinking when looking for synergies (with researchers, with suppliers, with customers, with competitors) and the capacity to work with diverse external collaborators ensures sustainable benefits.

Our Approach

The Open Innovation - Open Invitation workshop provides the ideal springboard to help you get the most from Open Innovation, covering:

- Advantages of Open Innovation
- Types of co-operation (contracts, JV's, licensing)
- Case studies
- Maximising R&D resources
- Funding sources
- Management and safeguarding Intellectual Property
- Use of Open Innovation websites
- Managing risk

To build on the knowledge gained, one-to-one innovation mentoring is available to help adjust your internal processes and adopt a suitable business model.

- Map capabilities and technologies
- Review business processes
- Review skills / knowledge gaps
- Build and implement Open Innovation in the company

For more information

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