“Open Innovation Journey” Webinar

25th Nov 2015

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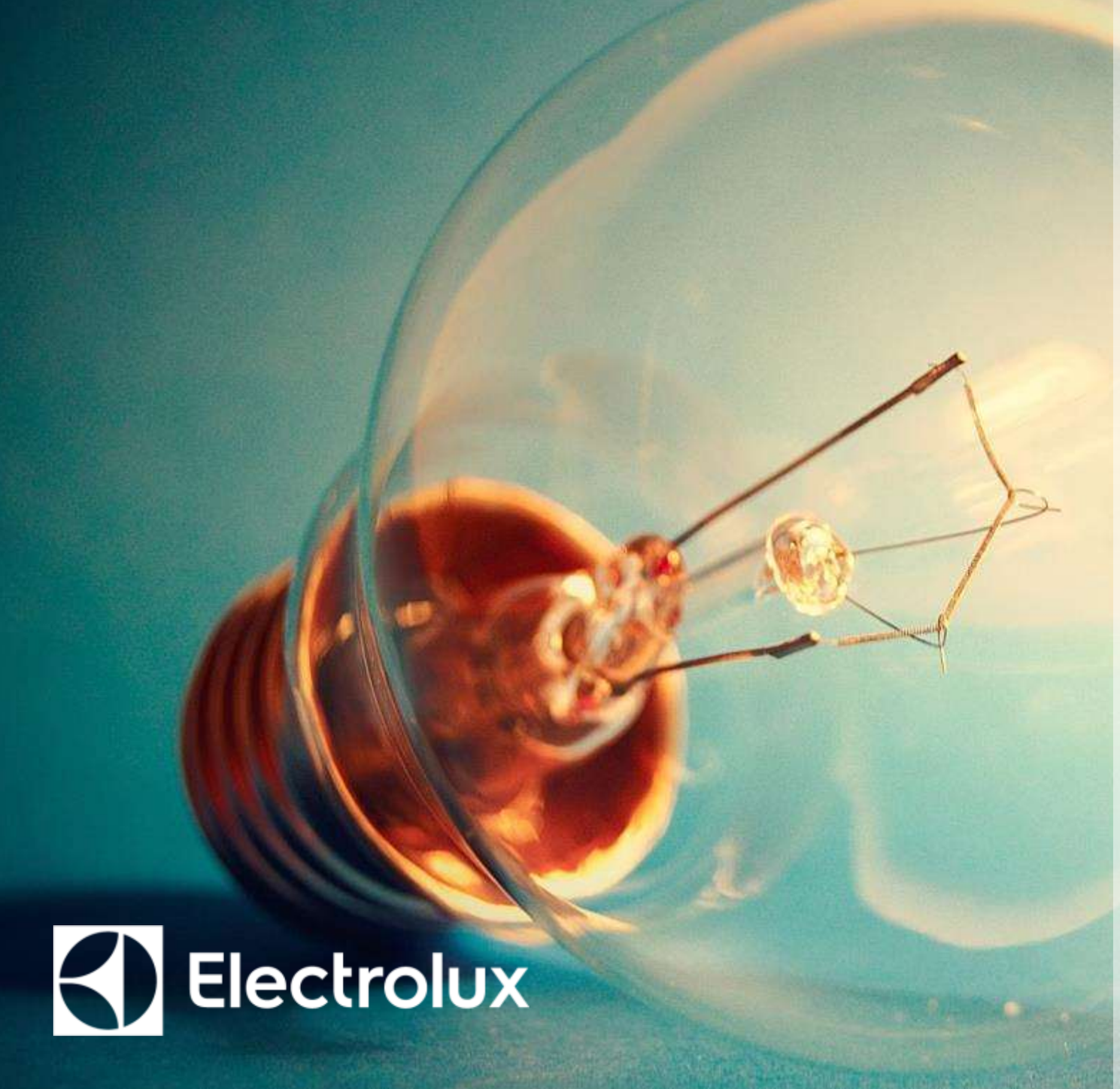
Laurea Magistrale in Economia e Management
Corso di Economia e Gestione dell’Innovazione Aziendale

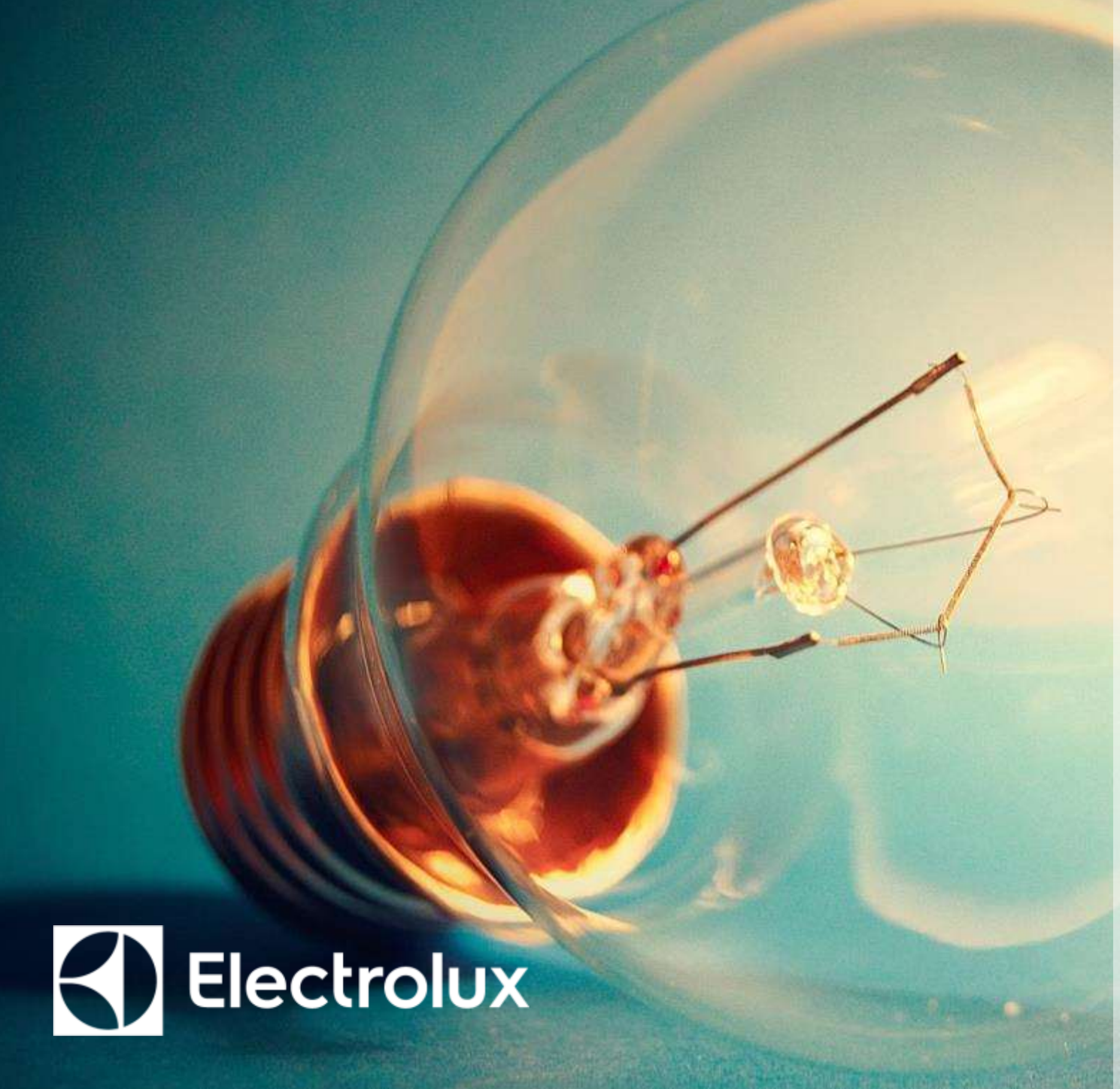
Electrolux



“Open Innovation Journey”
Webinar

What is open innovation?
Why do we need it?
How does it work?

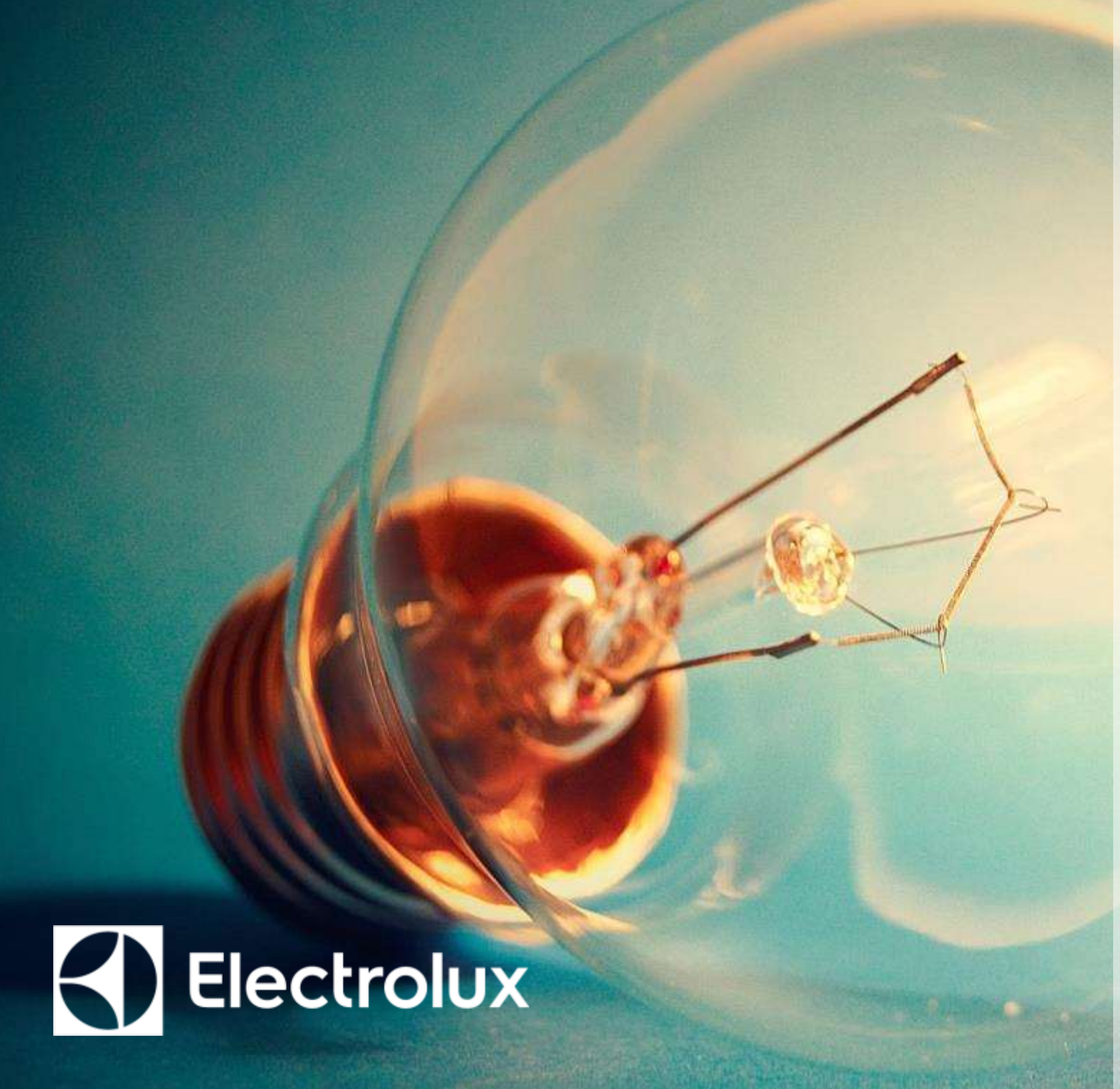
Electrolux



“Open Innovation Journey”
Webinar

Which are the proper methodologies & tools?
How can the model be translated into a strategy?

Electrolux

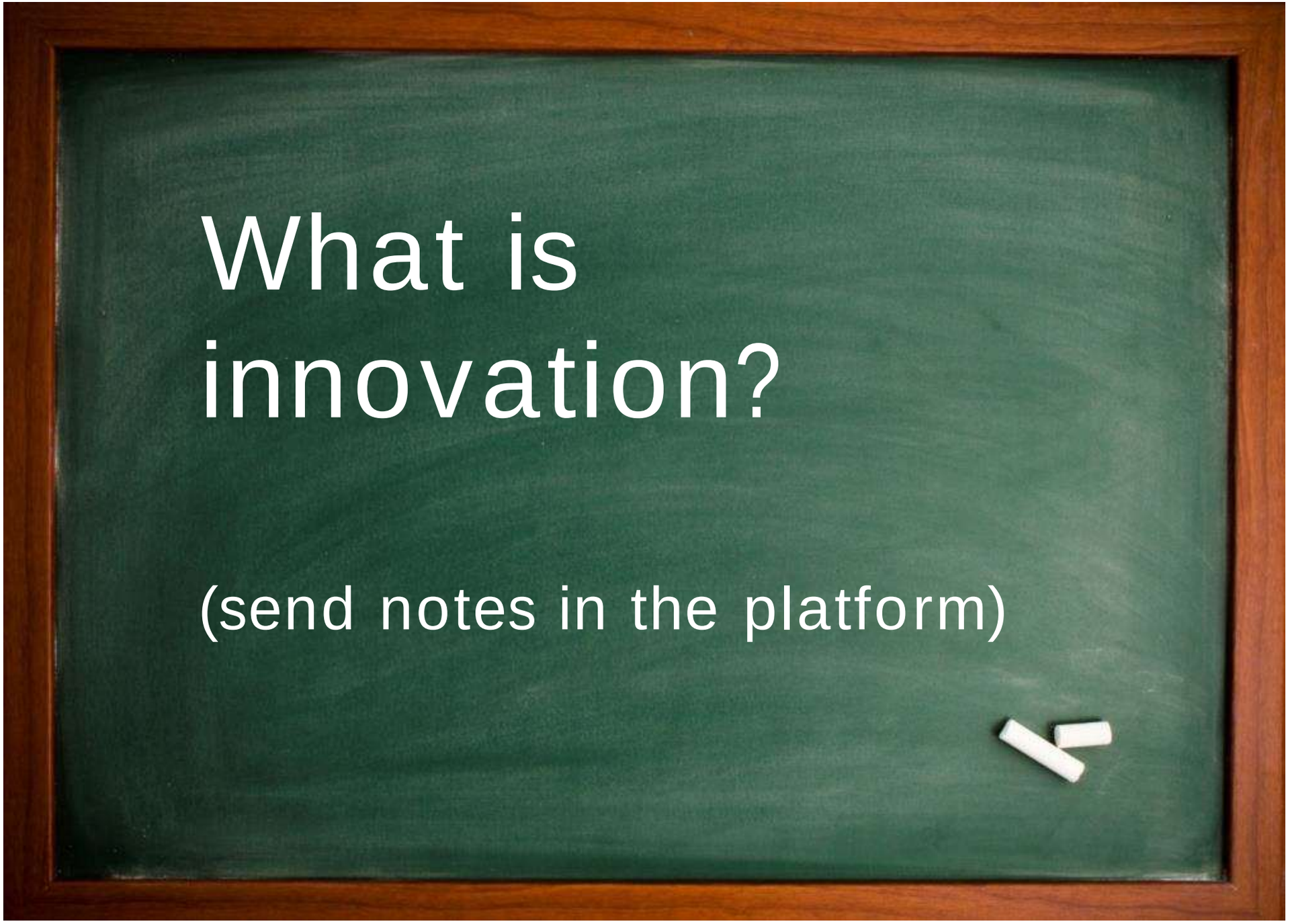


“Open Innovation Journey”
Webinar

Which are the parameters to evaluate innovations?
How to create alliances with non-traditional players?

Electrolux


Do you feel
an innovator?


What is innovation?
(send notes in the platform)


What is innovation?


Innovation is
a new value
for
consumers:
new product,
new service,
new experience


...new value
for which
customers
are willing to
pay
a premium
price

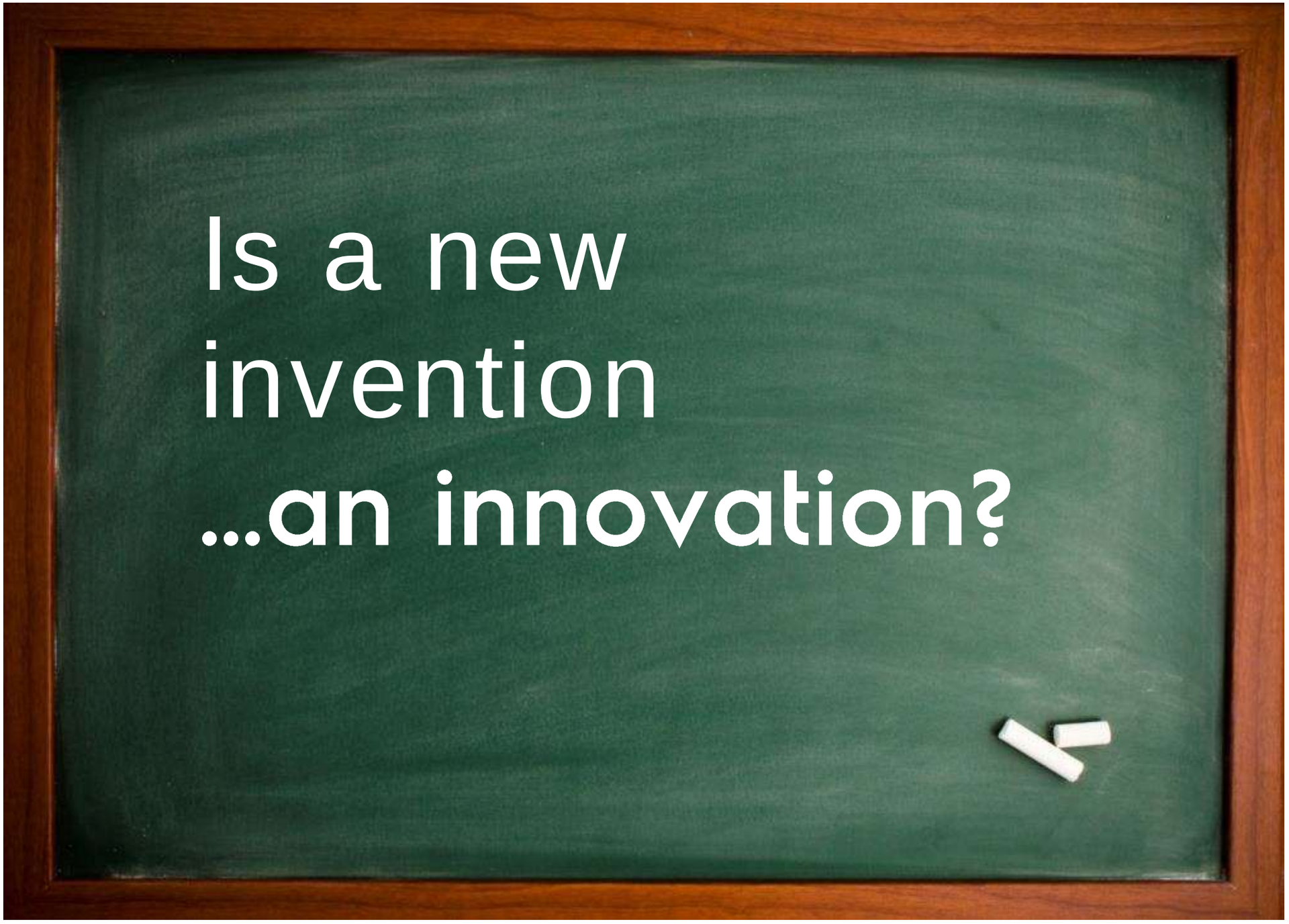
Innovation is new business:

the transformation of the consumer value into

economic value.


Is a new
technology
…an innovation?


“don’t fall in love
with Technology…
fall in love with Business!”


Is a new
invention
…an innovation?

“we don’t have
to control our IP
to create Innovation…”


How is
open innovation
born?


In the beginning of the twentieth century, companies created their R&D **“castles”**…

availability
and mobility
of workers

growth of VC market

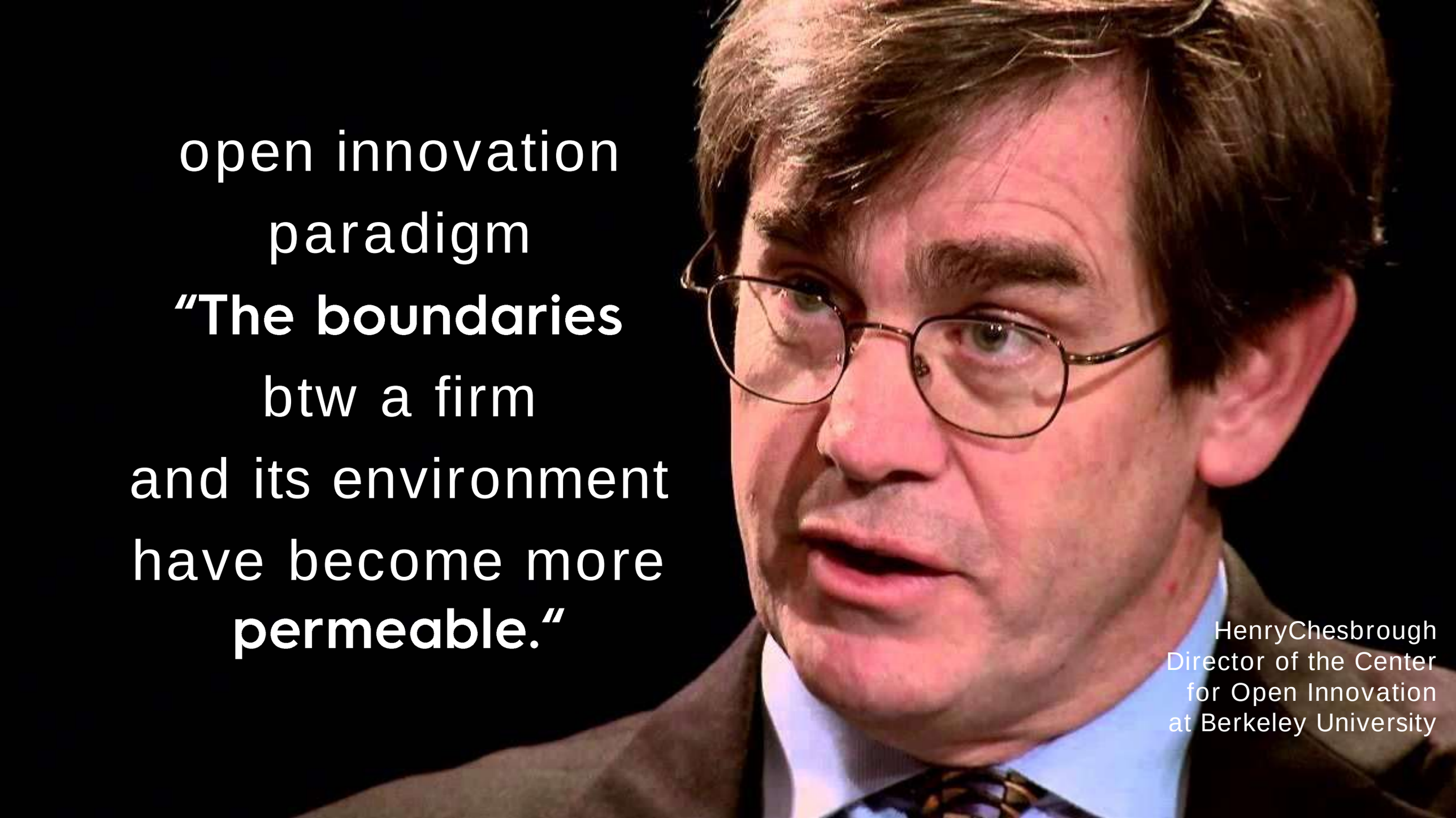
…4 factors emerged and prepared the way for open innovation paradigm…

ideas on the shelf

increased capability
of suppliers

today knowledge
is not anymore
locally concentrated,
not anymore enclosed
within the walls
of a company,
but diffused
and distributed,
a global product.


Joy's Law:
"No matter who you are, most of the smartest people work for someone else."
Bill Joy
Sun Microsystems cofounder


open innovation
paradigm
“The boundaries
btw a firm
and its environment
have become more
permeable.“
HenryChesbrough
Director of the Center
for Open Innovation
at Berkeley University

open innovation is a world with new principles

Closed Innovation Principles	Open Innovation Principles
The smart people in the field work for us.	Not all the smart people in the field work for us. We need to work with smart people inside and outside the company.
To profit from R&D, we must discover it, develop it, and ship it ourselves.	External R&D can create significant value: internal R&D is needed to claim some portion of that value.
If we discover it ourselves, we will get it to the market first.	We don't have to originate the research to profit from it.
The company that gets an innovation to the market first will win.	Building a better business model is better than getting to the market first.
If we create the most and the best ideas in the industry, we will win.	If we make the best use of internal and external ideas, we will win.
We should control our IP, so that our competitors don't profit from our ideas.	We should profit from others' use of our IP, and we should buy others' IP whenever it advances our business model.


What is
open innovation?

open Innovation is a new way to do business, through the synergy between internal and external networks


open innovation is
about people


Why do we need
open innovation?


if we
don't use
global
knowledge,
someone
else
will do!

new technologies

additional
competencies

new
ideas

new & other markets

TTM
reduction

flexibility
of skills

access to
vital information for
decision making

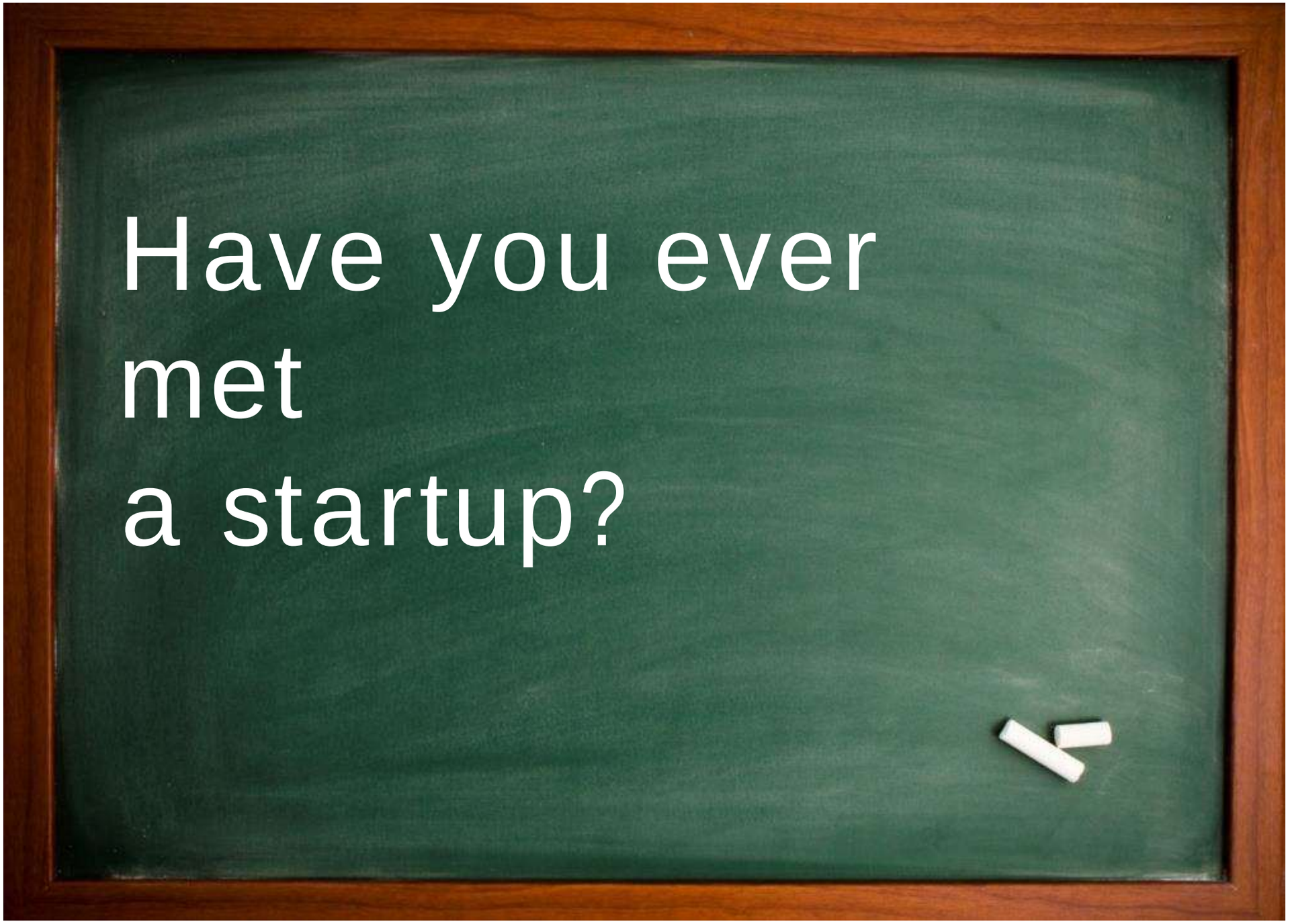
influencing innovation
in an ecosystem

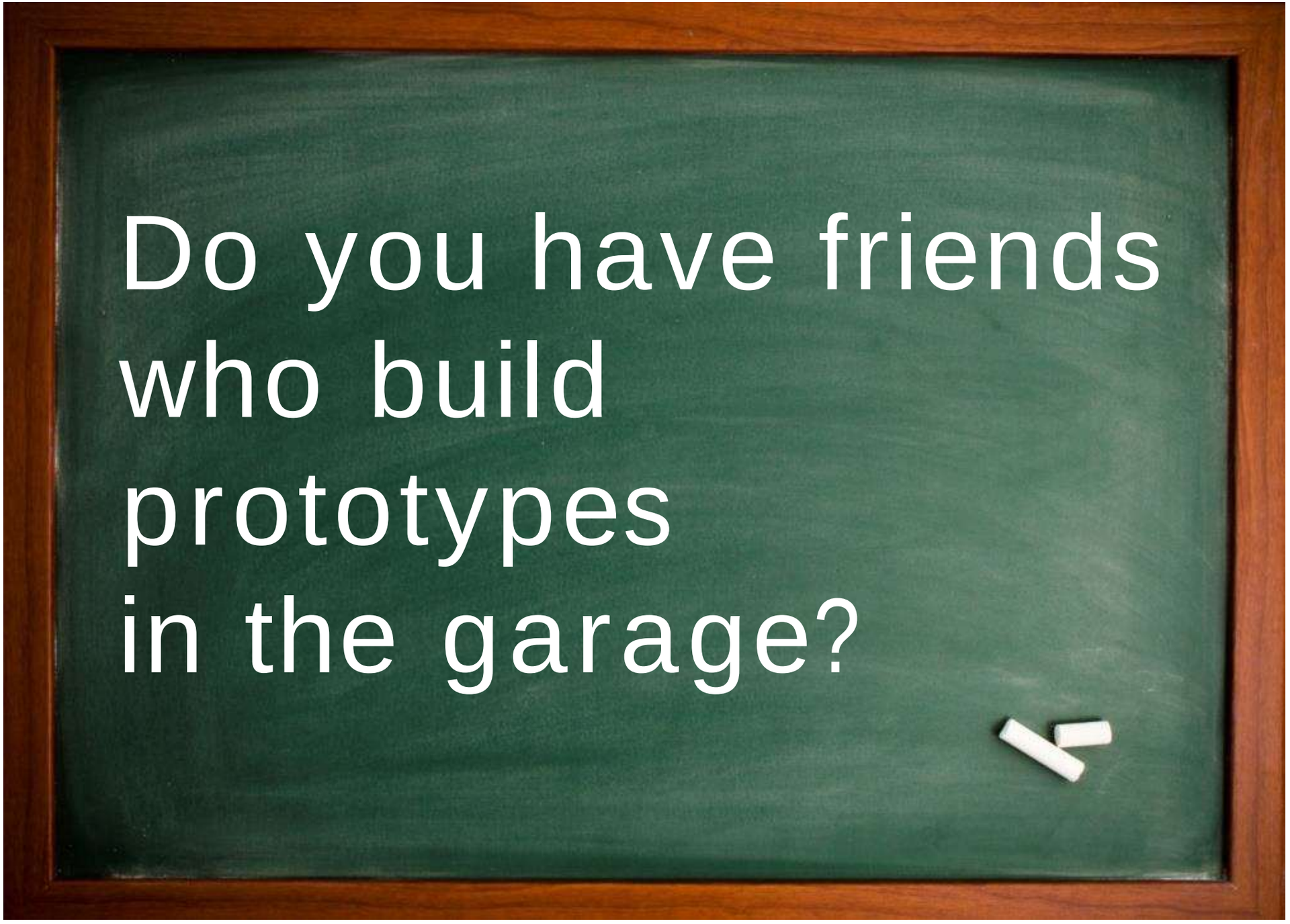

open innovation
to double
innovation power


How to discover and implement open innovation model?

open
innovation
is
everybody

learn by doing.
“Let’s Drive the Car while Building it!”


Have you ever
met
a startup?


Do you have friends
who build
prototypes
in the garage?


Which is
open innovation
role &
responsibility?

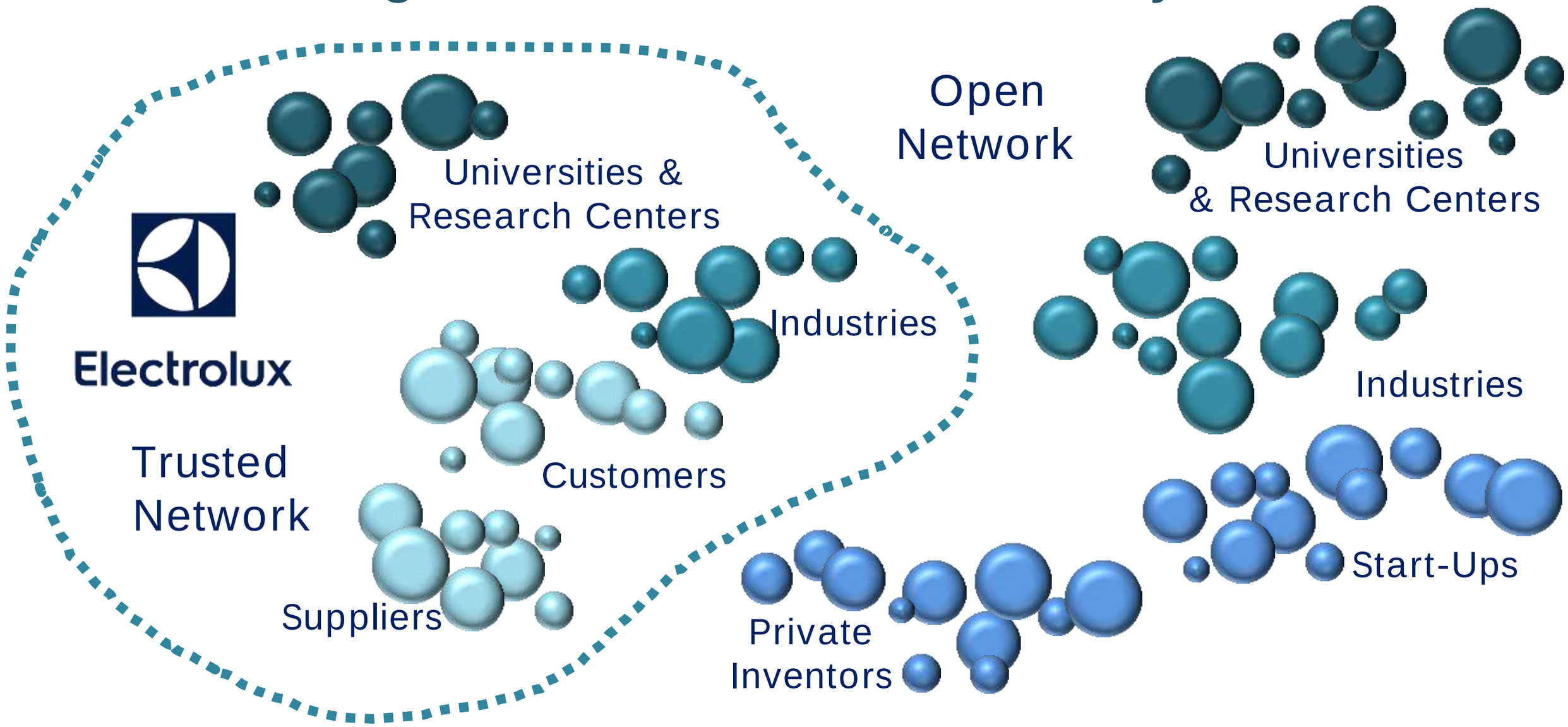
Role:

Bridge btw external network of Innovators and company stakeholders.

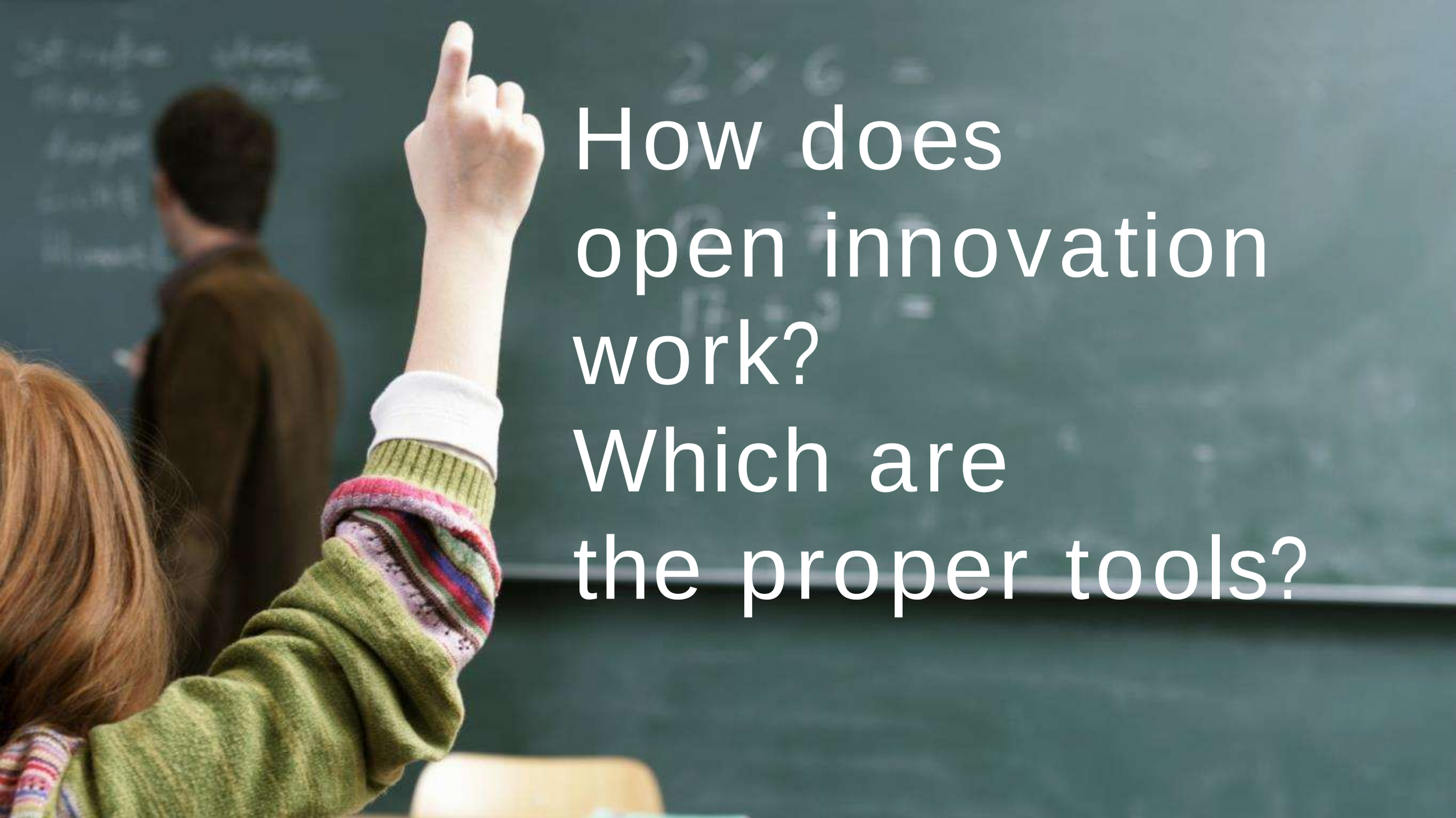
Responsibility:

Capture new innovative business solutions outside the company and promote internally.

Move beyond the trusted network, reaching innovators in new ecosystems.



Identify new business opportunities along the overall value chain of the company…


How does
open innovation
work?
Which are
the proper tools?


How can
open innovation
model
be translated into
a strategy?

The 3 Pillars Strategy


interfaces
network
platforms
targeted
challenges
inspired
ambassadors
mindset
experiences

Challenges


How to find
an answer to
a specific company
request?

from targeted challenges…

Wireless Sensor Temperature Measurement

example

RESPONSE DUE DATE: 9th November 2014 MANAGER: Oliver Worsfold, Ph.D.

Opportunity
licensing, product acquisition, proof of concept leading to scale-up to manufacturing, supplier agreement, R&D collaboration.

Timeline
Phase 1: Proof of concept of the System (System performance test)
Phase 2: Demonstrator of the System (Acquisition of a unit)
Phase 3: Industrialization Development (Co R&D for the system application)

Financials
Costs to be defined at each phase by negotiation

Keywords: Wireless, Temperature, sensor, household appliances

Targeted challenge - example

NineSights

Technology To License

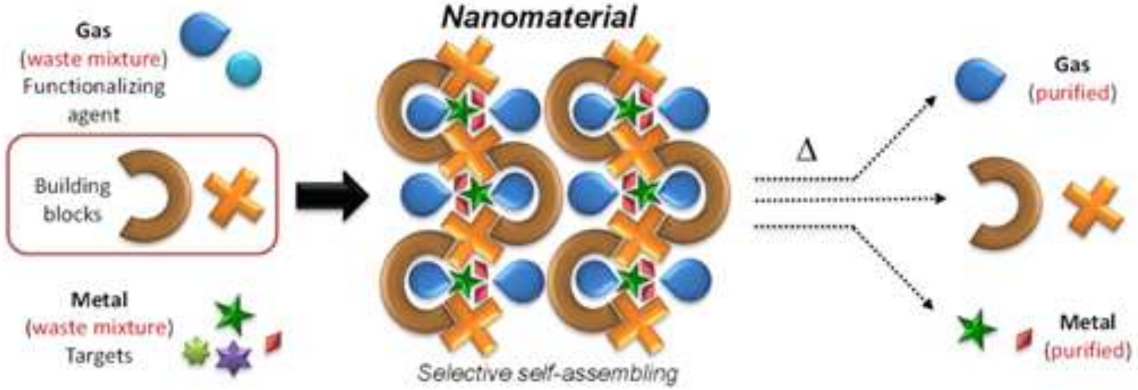
Licensing Selective Metal Separation Technology

Detailed Solution Description

This technology process is forming a spontaneous molecular network, whose formation and dissociation (reversible) is triggered by **introducing and expelling CO_2 respectively, leading to a cyclic capture and release system.**

CO_2 can spontaneously functionalize polyamines into polyanionic and thermoreversible chelating agents. In the presence of cationic partners such as metals, supramolecular materials can be obtained (see illustration below).

This self-assembling process into a dispersed organized solid or liquid requires an extremely high degree of complementarity between molecular building blocks. It is possible to **precisely define** (tailor) which element to retain from the mixtures.
This selectivity was demonstrated during fundamental studies and lead to the selective incorporation and capture of the building blocks from the starting mixture.



It was successfully demonstrated that:

- The yield of capture, or % of captured metal, can reach **99% in a single step on monometallic effluents.**
- Selective capture can be performed on bimetallic mixtures with 95% of captured metal and 95 % purity (sev
- ... 100/100/100/75% ... metal on tetrametallic mixtures, lea
  metal in the supernatant. The metal selectively left in solution can be tuned on demand.

Targeted challenge - example

SpecialChem
connect • innovate • accelerate

example


How to capture
solutions
ready in the pocket
of inventors?


...to inspired challenges

example

Electrolux

ZANUSSI | AEG | GRAND CUISINE | FRIGIDAIRE

The future role of the kitchen will be a complete experience embracing all senses and fully integrating kitchen appliances, food and entertainment.

Innovation is at the heart of a healthy home. Tomorrows appliances will utilise intelligence to manage the environment and so are we!

Thinking beyond the routine: Truly innovative concepts of treating fabrics and water management.

Inspired challenge - example

NineSights

REDUCING OUR ENVIRONMENTAL IMPACT

example

We're committed to reducing the impacts on the environment associated with the production and use of our products.

DRIVING SUSTAINABILITY, CREATING CHANGE

This is a huge challenge – and one we can't achieve alone. For example, we want to halve the water use and greenhouse gas emissions associated with our laundry products. But most of the water and more than half the greenhouse gas emissions associated with laundry product use come, not in our factories, but when the consumer does a wash. Similar challenges apply to our soaps, shampoos, and other home care and personal care products.

But though the challenges are great, so are the opportunities for innovation. Our laundry products are used 125 billion times a year. Small improvements – designing detergents that wash better at lower temperatures, and use less water to rinse - make a big difference.

[illegible] work with us to improve sustainability in the following fields:

CAN YOU HELP US BRING COST-EFFECTIVE ENERGY TO MILLIONS?

> Storing renewable energy

DO YOU HAVE A TECHNICAL SOLUTION FOR SUSTAINABLE WASHING?

> Sustainable washing

BE PART OF THE PACKAGING SOLUTION

> Better packaging

Inspired challenge - example


Are the next ones
targeted
or inspired
challenges?

Mens shaving and grooming innovations

As a world leader in shaving and grooming products, we aim to give men quality, control and precision for the perfect shave and self-expression.

We are constantly looking for innovative ideas, solutions and proposals for our men shaving and grooming products. We are eager to hear from you how to:

- Improve precision and guidance while styling hair and beard
- Enhance our users' experience by means of sensors and accessories
- Aim at better performance by using our products closer and closer, while being safer for the skin
- Pre-treat skin before shaving
- Take care of your skin along the day, and also after shaving
- Connect our devices with apps and sensors

We value all suggestions. Every proposal is explored and assessed for its potential – we hope to collaborate with you!

PHILIPS

Processed Food Stabilizers

example

Respond

« Back

Request Number: N619377 **Author:**

Need details

Description: ICL Innovation seeks technologies for controlling and improving the stability of processed food.

Background: ICL's business unit Food Specialties produces and sells phosphate specialties, chopping or brine additives, emulsifying salts and leavening acids, and a big variety of complex blends of various ingredients to the food processing industry. Our expertise is to create synergistic effects for our customers. Our products provide indispensable functions to the processing industry. They e.g. act as emulsion and color stabilizers, maturing agents, texture and taste improvers, freshness retainer, etc. We are mainly serving the following

ideatory

Discover Talent Find Challenges Start Compet

example

Electrolux Healthy Homes Challenge

Propose solutions that help add value to home-based experiences around cooking/eating, laundry, washing and air quality.

Learn More

example

Submit Now

Challenges
About Electrolux
OI Guidelines
Frequently Asked Questions

Download Idea Product Proposal

Download Idea System Proposal

Magnificent Coffee

Effortless Ironing

Food Processor

Fast & Efficient Cooking

example

ABOUT UNILEVER

On any given day, two billion people use Unilever products to look good, feel good and get more out of life. With more than 400 brands focused on health and wellbeing, no company touches so many people's lives in so many different ways. Our portfolio ranges from nutritionally balanced foods to indulgent ice creams, affordable soaps, luxurious shampoos and everyday household care products. We produce world-leading brands including Lipton, Knorr, Dove, Axe, Hellmann's and Omo, alongside trusted local names such as Blue Band, Pureit and Suave.

For us, sustainability is integral to how we do business. With 7 billion people on our planet, the earth's resources can be strained. This means sustainable growth is the only acceptable model of growth for our business.

Unilever Foundry is on a mission to collaborate with innovators to make sustainable living commonplace. Whether you're an established startup ready to scale-up, a creative, designer, or inventor there are many ways for us to collaborate. Partner with Unilever brands and functions to help solve some exciting business challenges. Our objective is to build and cultivate strategic partners for the future, with Unilever as a partner of choice.

We know that the world is full of brilliant people, with brilliant ideas – and we are constantly looking for new ways to work with potential partners through Open Innovation. We want good ideas to become reality quickly, whoever thought of them first. If you are working on a project that could match our ambitions, why not consider a partnership with us - so that we can build success together?

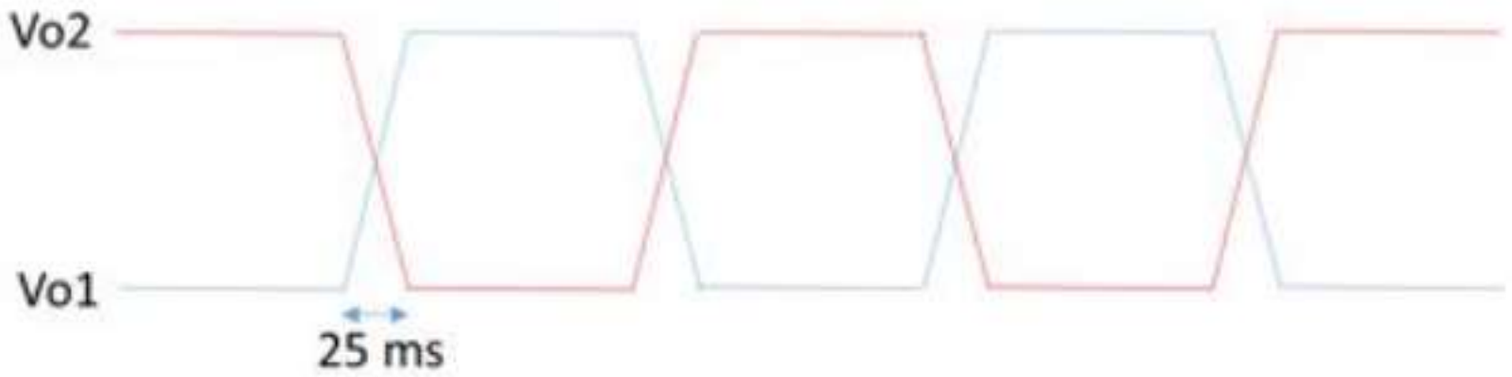
Small and Fast Switching or Controlling Device for Inert Gas Fl

example

RFP Title: **Small and Fast Switching or Controlling Device for Inert Gas Flows**

RFP Description: NineSigma, representing a global multi-billion manufacturing company, invites proposals for a small volume or mass flow control and switch device for purified inert gas.

Background: NineSigma's client aims to control and the flow of an inert purified gas (Ar, N, CO_2,...) in two lines (T1 and T2). The ideal solution will be able to control two flow rates in an alternating fashion between 2 previously determined flow rates Vo1 and Vo2, as depicted in the next figure. The switchover from one flow rate to 95% of the next flow rate should be achieved within 25 ms.



The next figure shows several architectures that can be followed to achieve the objectives in order of preference. Approach (a) consists of 2 controlling/switching devices, approach (b) 3 controlling and 1 switching device, and approach (c) 2 controlling and 1 switching device. Alternative architectures providing the same functionality are also welcome.

Surface Treatment Technology for Parts Used in Harsh Environments

example

Parts appearance (Surface treatment should be applied in colored portion)

RFP Title: **Surface Treatment Technology for Parts Used in Harsh Environments**

RFP Description: NineSigma, representing a leading manufacturer, seeks technology for significantly improving the durability (wear resistance, heat resistance, acids and alkalis resistance, etc.) of the surface of drilling components used in mechanically harsh environments, for the purpose of extending their operating lifespan. Of interest are breakthrough surface treatment technologies based on new principles, in addition to discontinuous improvements of existing technologies such as thermal spraying, carburizing and nitriding.

Background: The leading manufacturer, or the client of NineSigma, is engaged in the development of drilling components. In order to extend their lifespan, the client is seeking a surface treatment technology that enhances wear resistance and heat resistance. Incremental improvements on existing technologies would not provide sufficient performance. The client expects a discontinuous improvement to an existing technology or a breakthrough technology based on a new principle.

Developments of surface-treatment technologies are carried out for the purpose of realizing more functional materials. Intended applications are not only drilling parts, but also jet engine compressor blades and bearings. Therefore, the client has issued this open request to seek useful methods for fulfilling their goal from various fields around the world.

example

Energy@home

Incubatore Imprese Innovative Politecnico Torino

Smart Home Hackathon

Give life to your ideas and prototypes for the Smart Home and the Energy Efficiency

Information and Registration at:

http://gnammo.com/events/1657/smart-home-hackathon

SPONSOR

MEDIA E TECHNICAL PARTNER

Patented puncture-resistant tires

example

FIRST PUNCTURE-RESISTANT
"TUBELESS" TIRE *

Passenger car SUV tires	
	Motorcycle tires
Truck-LCV-HV tires	
	OTR agricultural quad tires

I am seeking companies interested in manufacturing and marketing an innovative and genuine puncture-resistant tire (and/or the other applications enclosed in my patents) and exploit the corresponding patents according to conditions which have to be negotiated and which could even be, for instance, a joint-venture.

It is intended for sale on the following markets : all sizes of tires (tubeless and/or tube type tires), either used or new, for both the worldwide used vehicles rolling stock and for the OEM.

Therefore it is a serious and profitable business opportunity for instance for both the tires manufacturers who want to add - as a variant - this new concept of puncture-resistant tires to their current products range and/or the companies involved in the manufacture and marketing of auto parts. Thus, these tires can be fitted on all vehicles : passenger cars, SUV, LCV, trucks, buses, OTR vehicles : 4 X 4, agricultural, quads, civil engineering, mining, military vehicles, and also aircrafts, 2 wheels, etc. : In that way it must be considered as **an all-purpose puncture-resistant tire system !** On the other hand, this system being independent from the tires - i.e. not included in their casing - **it does not modify their road holding and their original comfort.** Finally and considering also a very good side of the proposal, it provides a secured profitable business thanks to the exclusivity supplied by the corresponding patents.

" It is a real and exceptional business opportunity concerning both a major innovation and a new category of tires and accessories ! "

Partnering with Pfizer Worldwide R&D

example

At Pfizer Worldwide Research & Development (WRD), strategic partnerships are at the heart of fulfilling our purpose as we work to translate advanced science and technologies into innovative therapies and vaccines that significantly improve patients' lives.

Our External Research & Development Innovation (ERDI) team seeks to identify innovative science that forms the basis of new therapies and drives related collaborations that deliver value to Pfizer, our partners an patients.

ERDI is actively working to establish new partnerships with leading academic and biotechnology companies around the globe. As one of the world's premier biopharmaceutical companies, Pfizer is proud to offer our partners access to our world-class research scientists, cutting-edge capabilities in medicine and vaccine design, global network of external collaborations, and industry-leading manufacturing and commercial capabilities. We are confident that you will find Pfizer to be a great partner in developing high-impact medicines and vaccines that improve human health.

Within the Pfizer Gallery you will find specific needs that we hope to address by establishing new partnerships. For more information and areas of interest, please visit www.pfizer.com/wrdpartnering.

example

Contest #9170187

Converting *in situ* Materials on a Planet to Support Exploration

Challenge Summary | Terms & Conditions | Challenge Forum

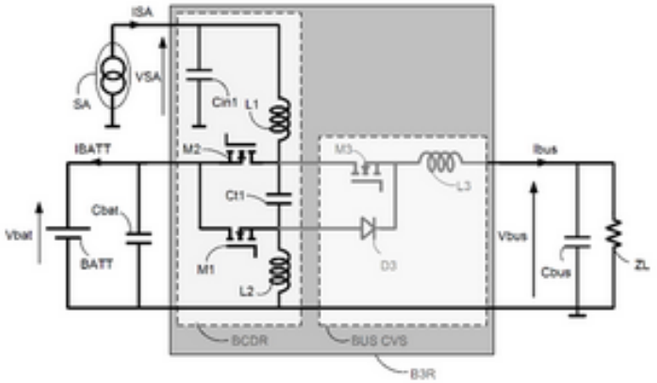
The U.S. National Aeronautics and Space Administration (NASA) seeks proposals for systems that will convert *in situ* materials into interlocking structural elements for construction that can support exploration on a planet. NASA's focus is to support extra-terrestrial exploration on the Moon or on Mars, but the technology could also be useful on Earth.

Electrical Power Conditioning Unit And System

Posted on: 29/09/2015 Deadline : 17/06/2016 Active users : 200

Summary of the technology

Electrical power conditioning Unit (PCU), in particular for regulated solar bus, to manage the energy from the power sources (e.g. solar arrays or batteries) and provide energy. This technology is able to continuously deliver power to the users in an appropriate form. This technology provides reduced complexity, greater flexibility, increased efficiency and/or reduced mass compared to common architectures.



Applications

The invention benefits the solar energy sector, and in particular systems with DC/DC solar array power conversion and battery required. It can be useful for all, but not limited to, devices that cannot be connected to the electric grid. The system could be used with other types of energy (ex. wind energy). Example of applications are: Solar energy powered vehicle, outdoor lighting/signals, meteorological and telecommunication stations, building, uninterruptible Power Supply (UPS) systems. The solutions provided by this technology can be complemented or extended with PAT_550 and PAT_585


Which are
the elements to
support challenges?
Is there a process
to manage
challenges?

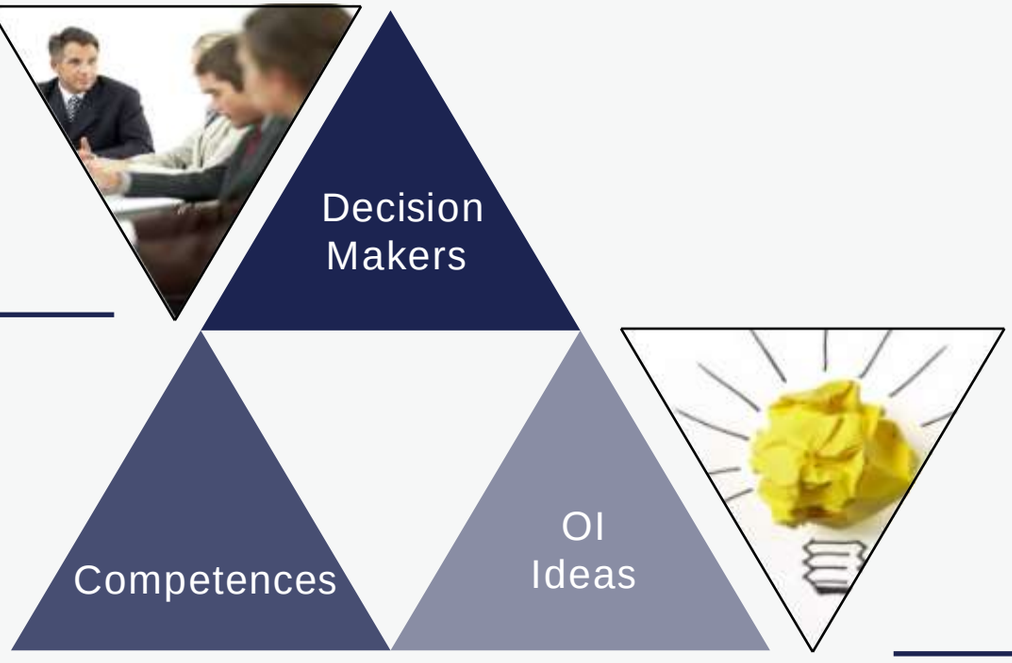
Challenges

- Elements -

How. The Triangle.

Decision Makers

- Steering Committees
  to filter & manage ideas



OI Ideas

- Proposals from external
  non-trusted networks

Competences

- Network of competences
  to understand & pre-filter ideas

Challenges

- Process -

EE | BAU

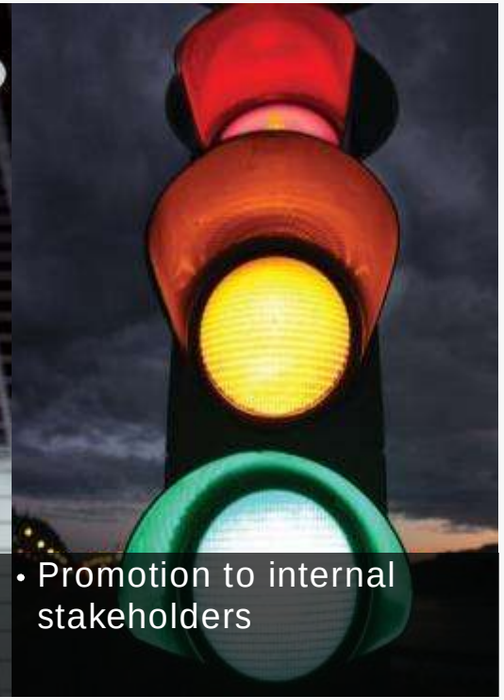
Focus | Launch | Scout | Screen | OIB

- Specifications
- Strategic Areas

- Networks Selection
- Challenges Launch

- Ideas Identification
- Ideas Clustering
- Data Collection

- Deliverables Analysis
- One-Page Preparation



- Promotion to internal stakeholders

Challenges

- Process -

EE				BAU
Focus	Launch	Scout	Screen	OIB

Output:
OI Ideas Portfolio

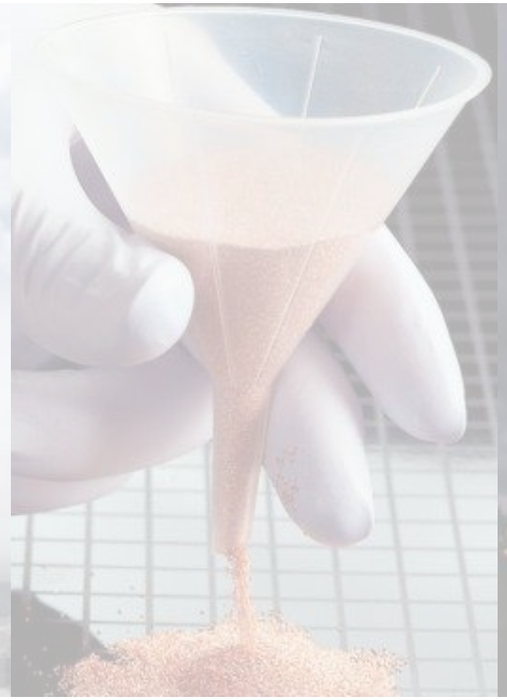
Output of «Challenges» process is
the OI Ideas Portfolio


How to align with my internal departments about their expectations?

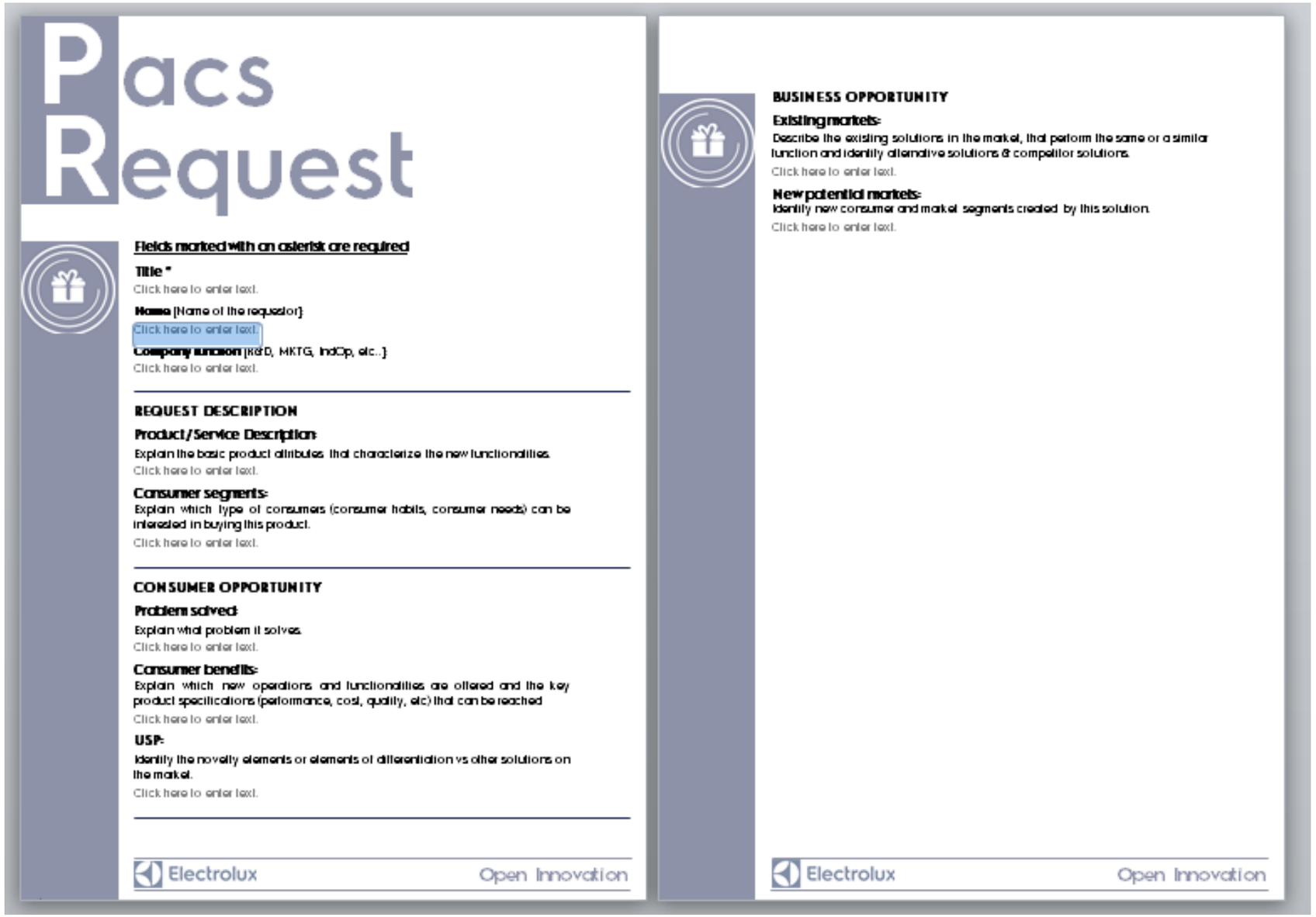

How to translate their needs into guidelines to drive challenges?

The Challenges Process
«Focus» Step

Focus | Launch | Scout | Screen | OIB


tool



Pacs Request

Fields marked with an asterisk are required

Title *

Click here to enter text.

Name [Name of the requestor]

Click here to enter text.

Company function [R&D, MKTG, IndOp, etc..]

Click here to enter text.

REQUEST DESCRIPTION

Product/Service Description:

Explain the basic product attributes that characterize the new functionalities.

Click here to enter text.

Consumer segments:

Explain which type of consumers (consumer habits, consumer needs) can be interested in buying this product.

Click here to enter text.

CONSUMER OPPORTUNITY

Problem solved:

Explain what problem it solves.

Click here to enter text.

Consumer benefits:

Explain which new operations and functionalities are offered and the key product specifications (performance, cost, quality, etc) that can be reached

Click here to enter text.

USP:

Identify the novelty elements or elements of differentiation vs other solutions on the market.

Click here to enter text.

Electrolux Open Innovation

BUSINESS OPPORTUNITY

Existing markets:

Describe the existing solutions in the market, that perform the same or a similar function and identify alternative solutions & competitor solutions.

Click here to enter text.

New potential markets:

Identify new consumer and market segments created by this solution.

Click here to enter text.

Electrolux Open Innovation

Ideas Request Forms →

NINESIGMA

Request for Proposal

NineSigma – Connecting technology seekers with solution providers around the globe

REQUEST #

Transparent easy-to-clean solution for Stainless Steel

RESPONSE DUE DATE: [4 weeks after launch]

MANAGER:

SOLUTION PROVIDER HELP

EMAIL: worldwide@ninesigma.com

PHONE: +1-216-283-8901

Opportunity
licensing, product acquisition, proof of concept leading to scale-up to manufacturing, supplier agreement, R&D collaboration.

Timeline
Phase 1 – Proof of concept description 2-3 months
Phase 2 – Supply of a demonstrator 6 months

Financials
Both phases to be negotiated based on technology status

Keywords: *easy-to-clean; scratch resistance; coating; stainless steel; surface treatment; passivation; hydrophobic; hydrophilic*

Request For Proposal Description

NineSigma, representing a **Global leader in household appliances** invites proposals for a technology to apply an easy-to-clean solution on stainless steel (SS) gas hobs having the following capabilities:

- scratch resistance improved vs non-treated SS;
- resistance to yellowing improved vs non-treated SS;
- transparent so to keep a metallic look;
- easy-to-clean vs non-treated SS;
- corrosion resistant;
- food grade material.

The successful technology should:

- be compatible with conventional burner layout and design of gas hobs:
  - minimum dimensions: 400mm x 520mm
  - maximum dimensions: 920mm x 550mm
- be applicable to common stainless steel grades at different thicknesses:
  - AISI 430, brush Scotch Brite
  - AISI 430, brush #4
  - AISI 304, brush #4
  - AISI 201, brush #4
- be highly temperature resistant:
  - withstand 300°C max temperatures
  - withstand mechanical stresses caused by up to 200°C temperature differential between two points on the hob surface
- be robust:
  - resist impact: as measured by a hammer test (for example IEC 60060-2-75)
  - scratch resistant: as shown by a pencil test hardness of 9H
  - anti-fingerprint
- be reliable:
  - no yellowing for long time exposure to 300°C
  - should cover the entire hob surface
- allow full removal of heated, burned, or carbonized grease or organic spills by simply wiping with mild detergents:
  - no stain should be left after cleaning
  - no stain should be left when cleaning food burned on for 30 minutes at 300°C
- durability:
  - maintain full easy clean performance for at least 10 years in normal use
  - maintenance free
- food contact compliance:
  - the material has to fulfill the Standards for Materials in Contact with Food: the European Directive EC 1935/2004 and the American FDA (Food and drugs administration)
- have a proper cost for a commercial environment:
  - target cost on a 600mm x 520mm component should be less than €10/unit
  - investment for an in-house application plant should be less that 1M€, including all the equipment required for stainless steel transformation from sheets (protected by a plastic foil) to the final component ready for the assembly

Background

Hygiene in kitchen is becoming more and more important and there is a need to improve the efficiency in cleaning the kitchen surfaces. One can see that easy-to-clean ovens, non-stick pans and utensils are popular with consumers, and a last frontier in ease of kitchen maintenance is the hob surface. Due to the nature of hobs functions, under extreme temperature requirements, the challenge is to have a reliable material that can last for a long time.

The client produces several thousand pieces a year and wants to implement this solution as a standard in its product portfolio. Moreover, the client is interested in implementing the process and the related technologies in the in-house facilities.

This easy-to-clean solution would provide an innovative modern solution while keeping the well-appreciated aesthetic of stainless steel.

Therefore, the client is looking for solutions from different fields with the aim of transfering the ideas to household appliances.

Possible Approaches

New material or concept

Anticipated Project Phases or Project Plan

Phase 1 – Proof of system performances according to technical and cost targets/specifications

Phase 2 – Application development

NOT LOOKING FOR

- *Electrochemical, galvanic treatment*
- *PVD, CVD treatment*

Criteria for Moving from Phase 1 to Phase 2

A demonstration of the proposed solution highlighting how the technology meets the specifications. Dedicated samples may be required to run the feasibility analysis.

Appropriate Responses to this Request

Responses from companies (small to large), academic researchers, other research institutes, consultants, venture capitalists, entrepreneurs, or inventors are welcome.

For example:

- **Representatives of companies** with theoretical and practical expertise in gas mixing or software / hardware development (algorithms) technologies
- **Companies or researchers** with a pump, mixer or other technology that can provide a solution ready for testing and transfer to commercial use.
- **Academic or industrial researchers** with theoretical and practical expertise in the field of modeling, refrigeration and /or heat pump systems for example.

Appropriate responses will use the proposal template and address the following:

- Description of technology / technical solution
- Supporting data as required.
- Proximity to market
- IP / freedom to operate situation.
- Short profile of organization.

Submitting a Response

All proposals should be submitted online at NineSigma, the NineSigma open innovation community, according to the instructions in the Proposal Template. Supplemental files may be submitted in addition to the proposal document.

For assistance, plea
Provider Help Desk (PhD

Request Guidelines

Non-Confidential Disclosure

By submitting a response you represent that the response does not and will not be deemed to contain any confidential information of any kind whatsoever.

Response Evaluation

NineSigma's client will evaluate the response using the following criteria:

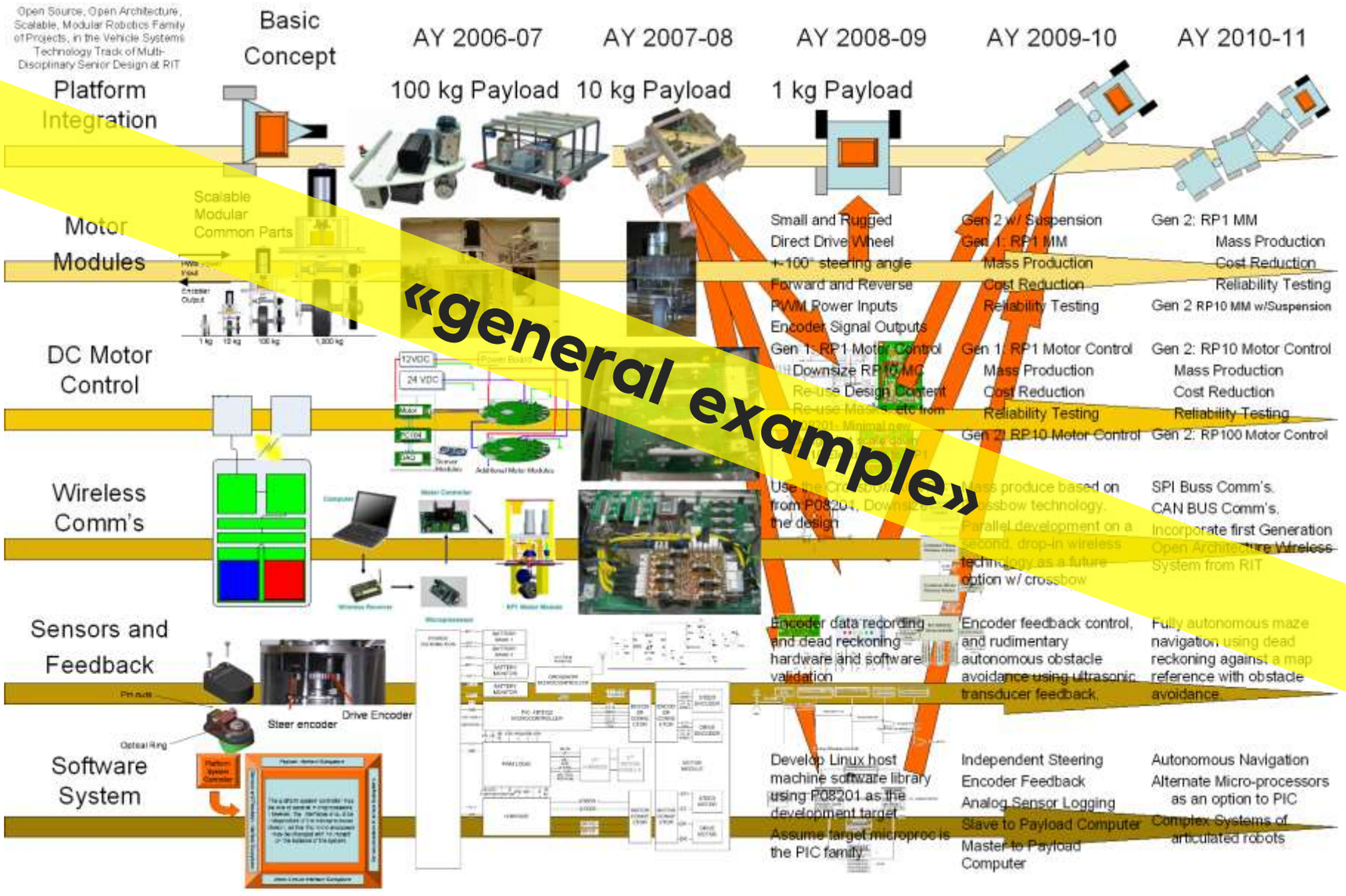
- Overall scientific and technical merit of the proposed approach
- Approach to proof of concept or performance
- Potential for proprietary position (i.e., is the technology novel or protectable)
- Economic potential of concept
- Respondent's capabilities and related experience
- Realism of the proposed plan and cost estimates

Response Selection

By submitting a response, you acknowledge that NineSigma's client reserves the sole and absolute right and discretion to select for award all, some, or none of the responses received for this announcement. NineSigma's client also may choose to select only specific tasks within a proposal for award. NineSigma's client has the sole and absolute discretion to determine all award amounts. NineSigma will contact respondents with highly responsive proposals for next steps, or the client may contact respondents directly.

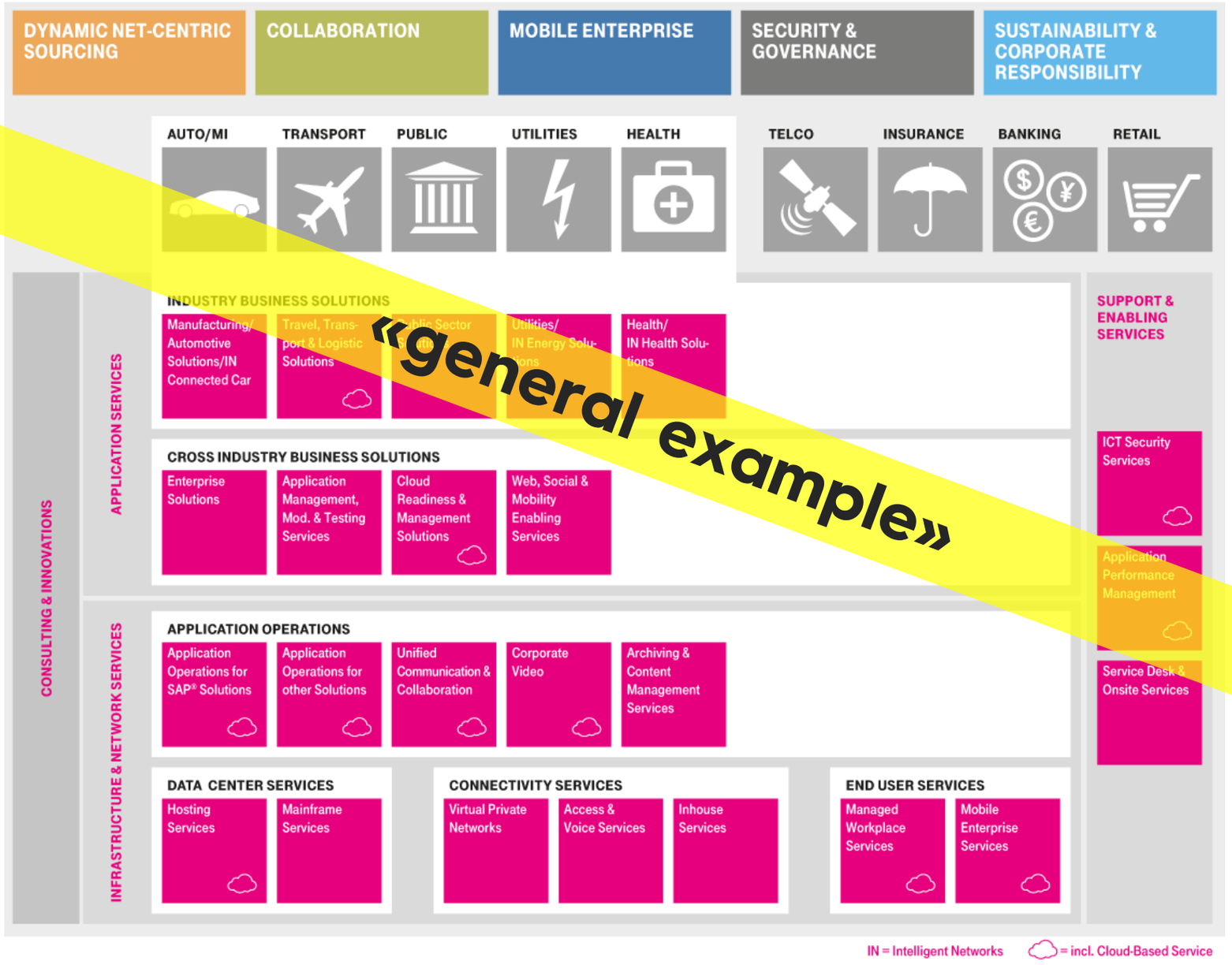
example

→ Specs for Targeted Challenges



«general example»

Technology Road Map →



Product Portfolio Road Map →

tool

Major Appliances

Kitchen: Food Preparation

7. Water treatment

- Ne
  pr

Major Appliances

Kitchen: Food Preservation

4. Instant Chilling

- Solutions to quick chill food & beverage

Major Appliances

Kitchen: Food Preparation

14. Sanitization

- Solutions to imp
  system (e.g. foo

Major Appliances

Kitchen: Food Preservation

2. Food Sensor Freshness

Any solutions to detect the food freshness

- Invasive Solution
- Non-Invasive Solution

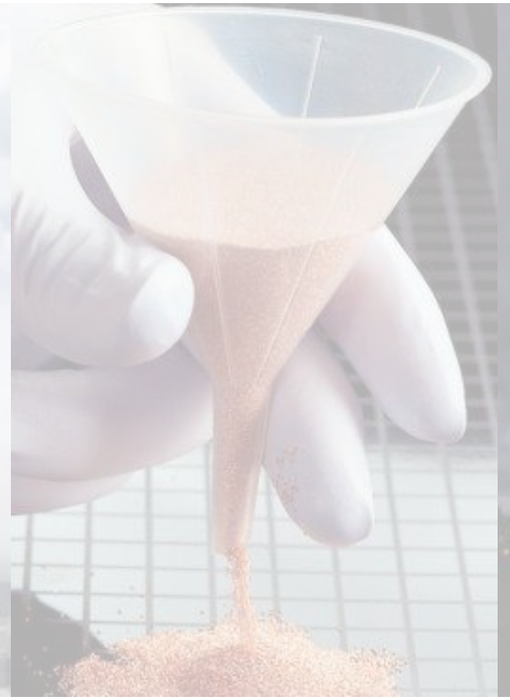
→ Focus Areas


How to launch the right message to external networks?

The Challenges Process
«Launch» Step

Focus | **Launch** | Scout | Screen | OIB




Electrolux

Electrolux is today a recognized **global leader** in home and professional appliances,selling more than 50 million products to customers in 150 markets around the world every year.

Electrolux has been doing business **since 1919** and had sales of SEK 109 billion in 2013, employing over 61,000 people.

Electrolux develops and designs its products based on extensive **consumer insight** and the **expertise** of professional users.

ZANUSSI AEG GRAND CUISINE FRIGIDAIRE

Tomorrow's Kitchen Needs

The future role of the kitchen will be a complete experience embracing all senses and fully integrating kitchen appliances, food and entertainment.

Tomorrow's Healthy Home Needs

Innovation is at the heart of a healthy home. Tomorrows appliances will utilise intelligence to manage the environment and so are we!

Tomorrow's Laundry Needs

Thinking beyond the routine: Truly innovative concepts of treating fabrics and water management.


How to
understand
value of ideas?

The Challenges Process
«Launch» Step

Focus | Launch | Scout | Screen | OIB

Challenges

- Process -

Focus | Launch | Scout | Screen | OIB

HOW - Activities: PACS Ideas – Filtering Deliverables – The Circular Process

Offer Description

- What it is
- Who it is for
- What problem it solves

Consumer Opportunity

- Consumer Benefits
- USP

Alliance Viability

- Partner Objectives
- Capabilities
- IP Model
- Alliance Model

Business Opportunity

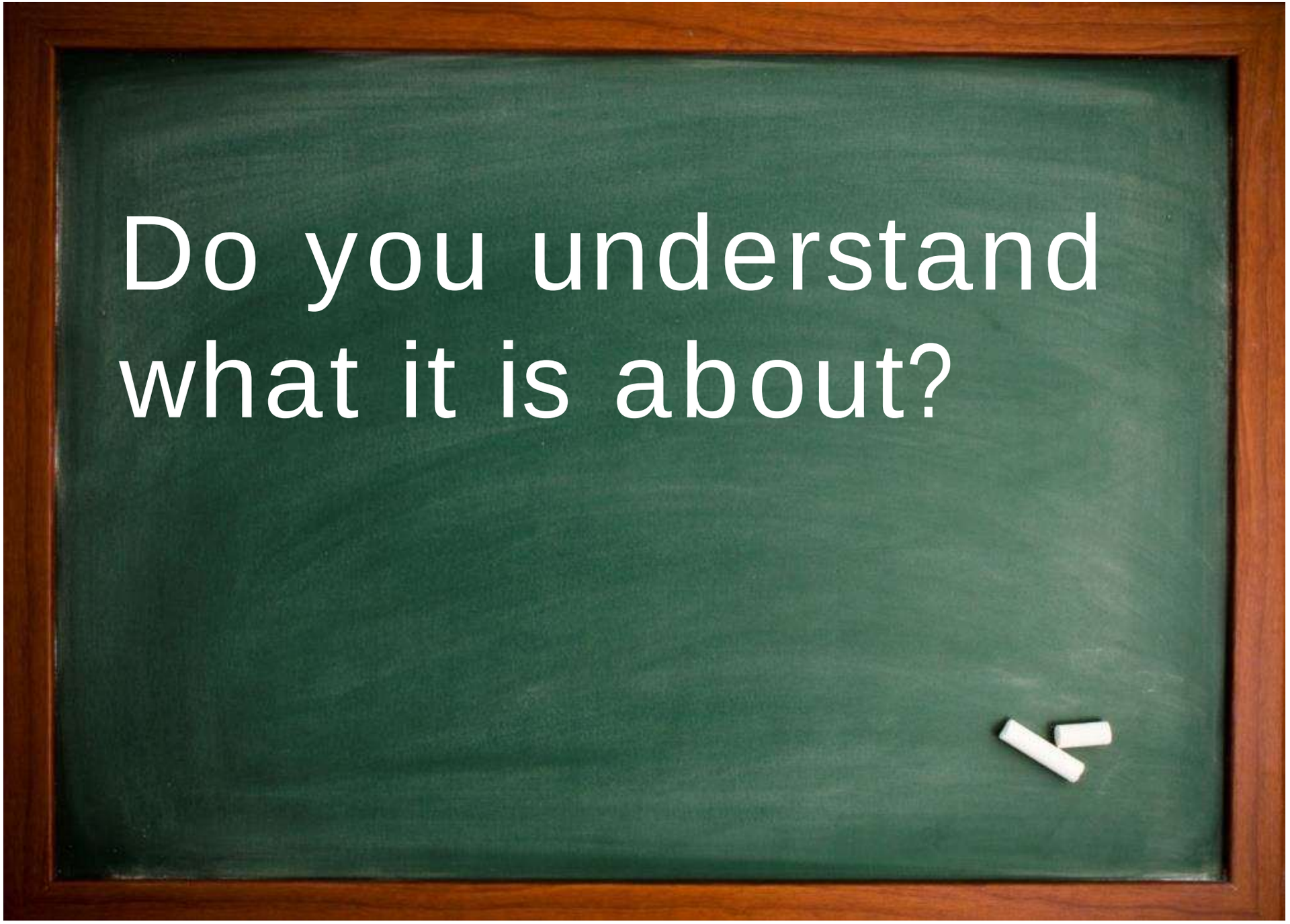
- Market Opportunity
- Strategic Fit
- Business Model

• Offer Description

Example: Multifunctional Toaster

Offer description

Innovative toaster with different functions


Do you understand what it is about?

• Offer Description

Example: Multifunctional Toaster

Offer description

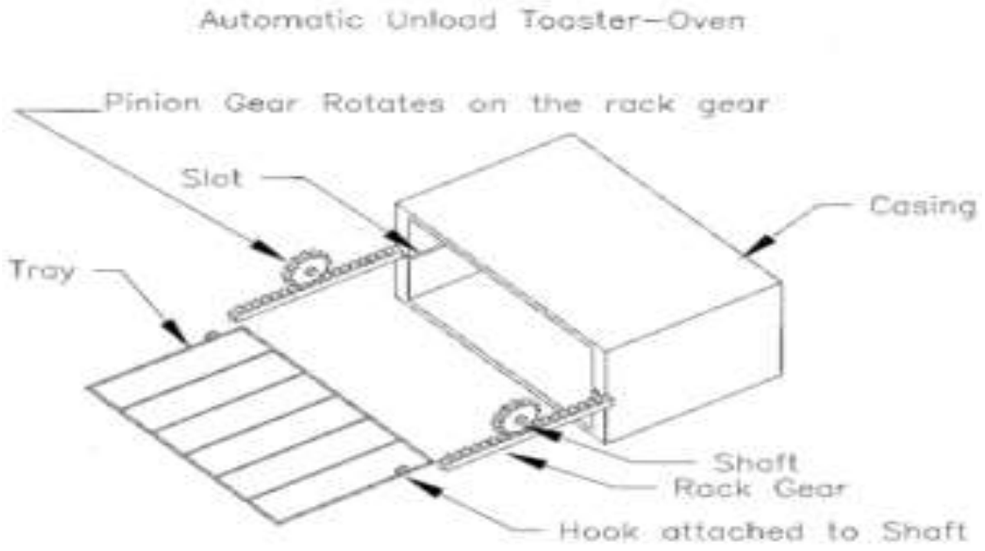
“ American Breakfast” is a new toaster that prepares egg and sliced bread in only 4 minutes providing a complete breakfast for those consumers that have limited time in the **morning”**

• Consumer Opportunity

Example: Innovative Toaster

USP

“the innovative automatic toaster”



Consumer Benefits

- Efficient
- Compact
- Nice design


Do you see
the value
for consumer?

• Consumer Opportunity

Example: Multifunctional Toaster

USP

short cut the breakfast preparation having one product serving more food

“a complete Breakfast in one go”

Consumer Benefits

Rational Benefits

- Serve breakfast in 4 minutes only
- 2 accessories in 1 product

Emotional Benefits

- Easy to use also for Children
- Tasty and nutrients breakfast
- Toast & Egg are served contemporarily

• Business Opportunity

Example: Multifunctional Toaster

Market Opportunity

•Mature market for Traditional Toaster
•Blue Ocean for Multifunctional Devices



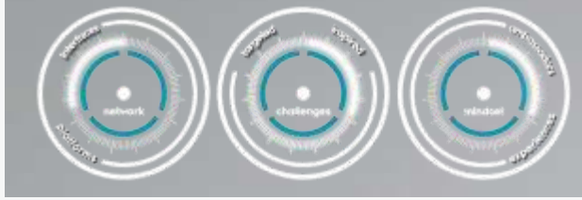



Strategic Fit

- Culinary enjoyment
- Compact living
- Effortless living

- Multifunctional objects

Business Model
traditional



Challenges

- Value Creation -

Value is created through alliances with new innovators in non-trusted network

Challenges

- Value Creation -

To deliver innovation with non traditional partners.

- Co-development
- Joint ventures
- Mergers & acquisitions
- Informal relationship
- Research Contract
- In-licensing
- Out-licensing
- Co-branding
- Incubation of start-up
- Spin-off business

Challenges

- Value Creation -

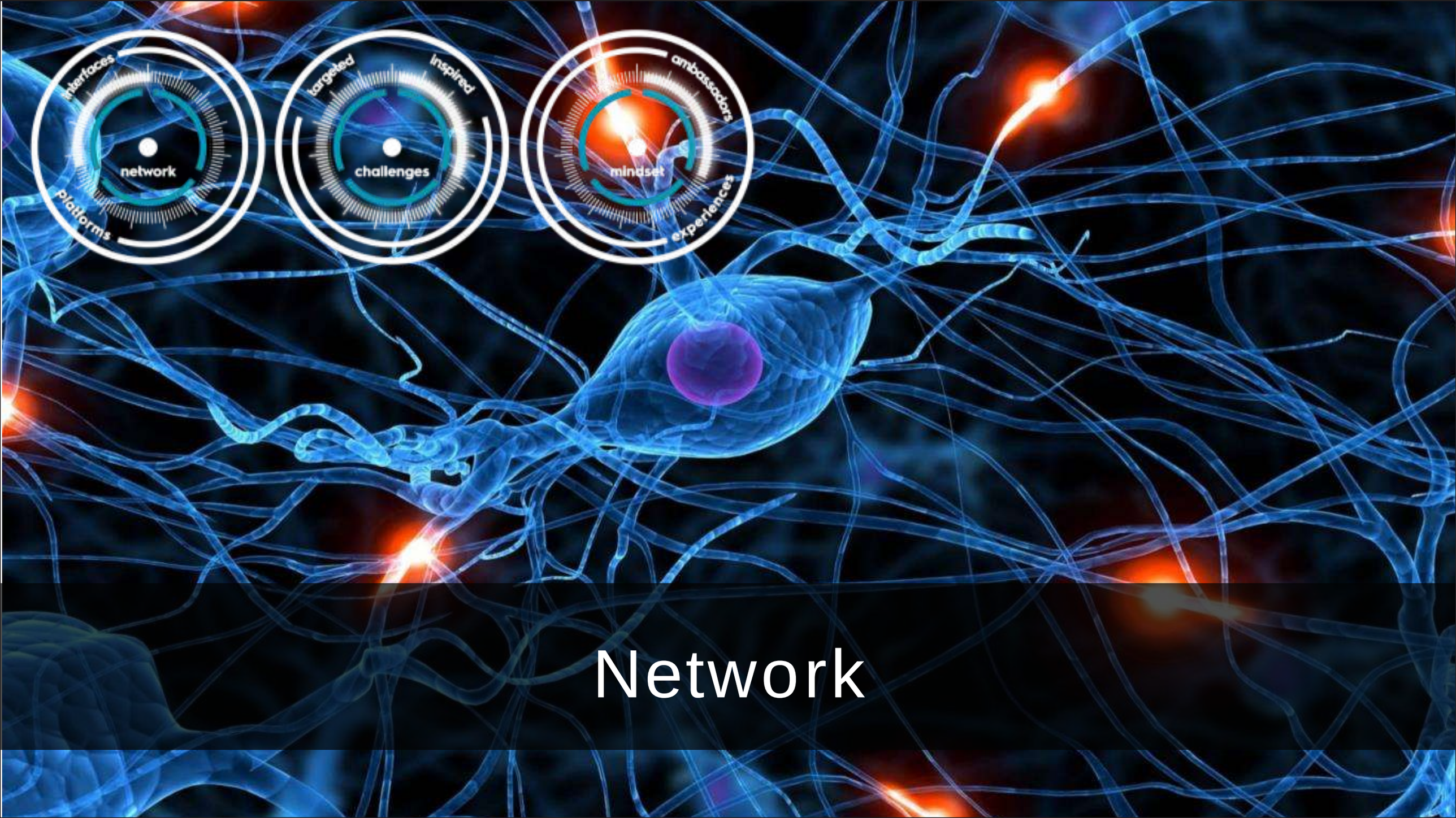
To deliver complex alliances, crucial is to understand the elements of Alliance Viability

Partner Objectives

IP Model

Capabilities

Alliance Model

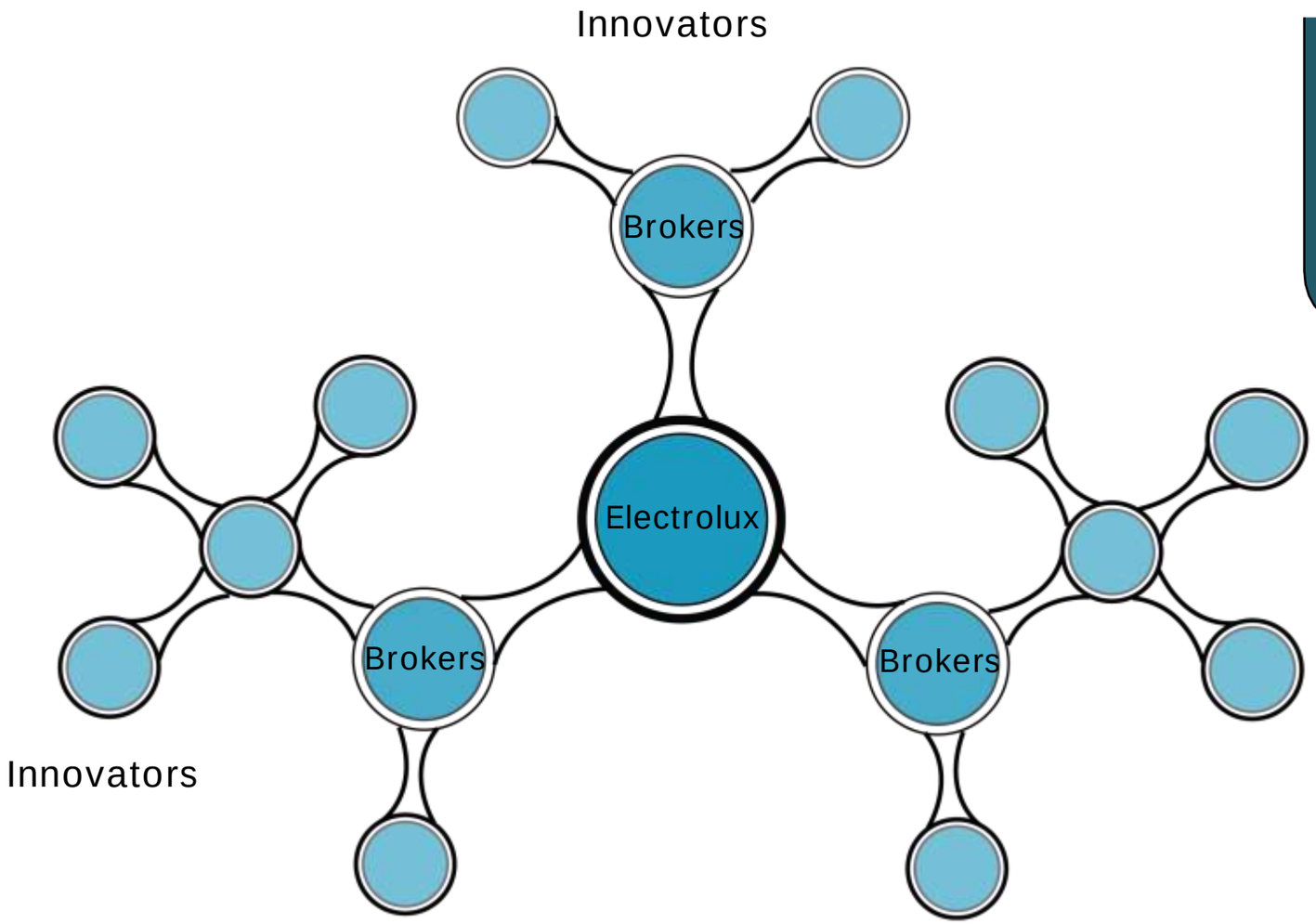

interfaces
network
platforms
targeted
inspired
challenges
ambassadors
mindset
experiences

Network

Build alliances with intermediate partners to reach innovators.

Brokerage Alliances

Innovation Alliances



from OI platforms…

BlueThink

CREAX

expernova

GEN3 PARTN

example

ideaCONNECTION

ipresearch

Innovia TECHNOLOGY

INNOCENTIVE

innomantra TRANSFORMING IMAGINATION

NINESIGMA

OIS Open Innovation Services

PRESCOUTER

PHLburg Technologies, Inc.

SpecialChem connect • innovate • accelerate

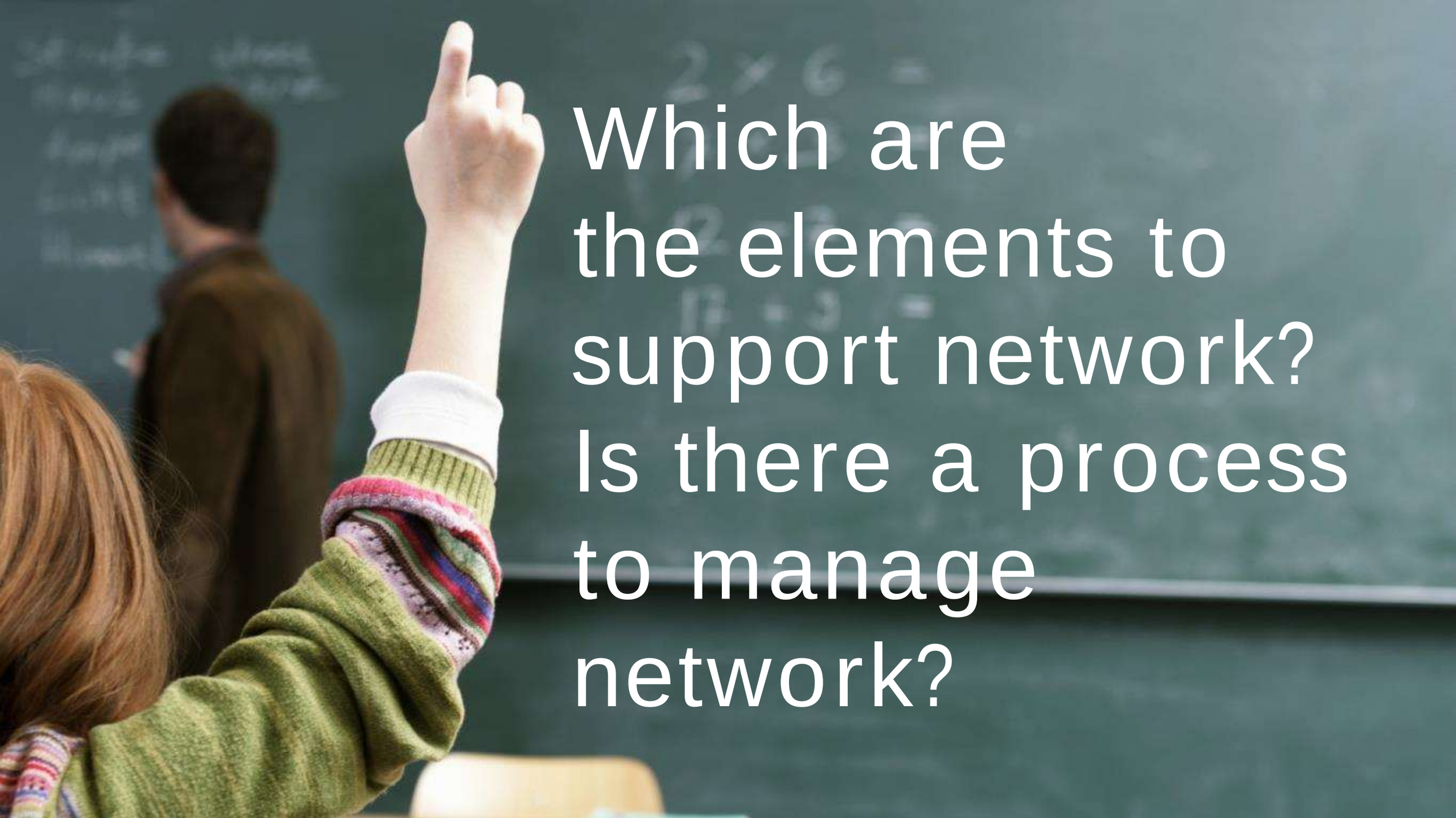
skipso Powering the Cleantech Revolution

Platforms – example: scouting companies

...to OI interfaces

example

Interfaces – example: banks & investors


Which are
the elements to
support network?
Is there a process
to manage
network?

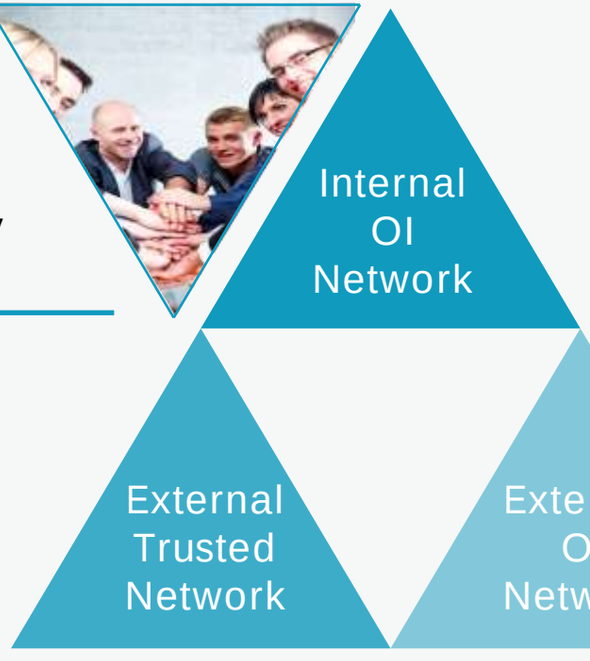
Network

– Elements -

How. The Triangle.

Internal OI Network

- Company Departments
  who propose ideas
  from internal or external creativity



External OI Network

- New Innovators
  who propose ideas
  for existing and new businesses

External Trusted Network

- Trusted Innovators (*)
  who propose ideas
  from running and new collaboration

(*) Suppliers Innovation is the most important element of this network

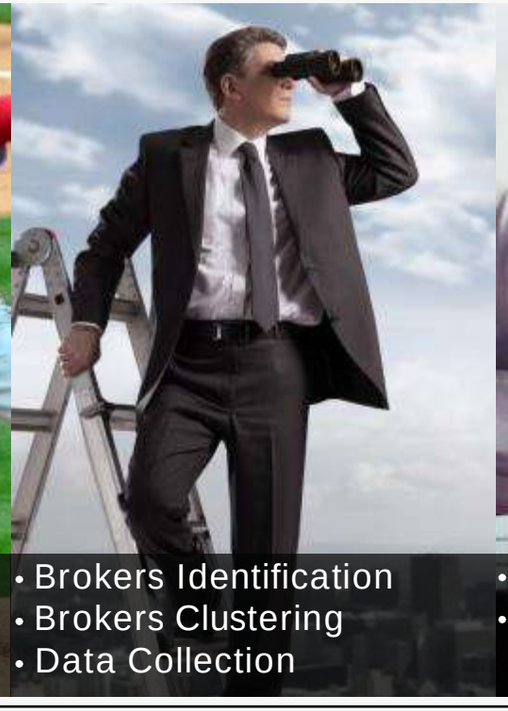
Network

- Process -

Creation of Brokers Portfolio → **Challenges**

Focus	Launch	Scout	Screen	OIB
• Evolutions • Strategic Areas	• Networks Selection • Research Plan	• Brokers Identification • Brokers Clustering • Data Collection	• Deliverables Analysis • One-Page Preparation	• Promotion to OI Team





Network

- Process -

Creation of Brokers Portfolio → **Challenges**

Focus → Launch → Scout → Screen → OIB

Output:
OI Brokers Portfolio

Output of «Network» process is
the OI Brokers Portfolio

Network

- Process -

Focus | Launch | Scout | Screen | OIB

HOW - Activities: Brokers – Filtering Deliverables – The Circular Process

Who: Ecosystem
- Industrial
- Academic
- StartUps
- People
- Investors
- Institutions
- Media
- OI Partners

How: Mechanism
- Comunication with innovator
- Interaction with network

How: Business Model
- Flat Fee
- Success Fee

What: Challenges
- Targeted
- Inspired

How: Services
- Web
- Communities
- Databases
- Pitches
- Scouting
- Workshops
- Speed Dates
- Crowdsourcing
- Education
- Fairs
- Crowdfunding
- Word of mouth


Who are
open innovation
brokers?

Network

– Elements -

How. The Typologies.

Brokers can have different DNAs


Industrial

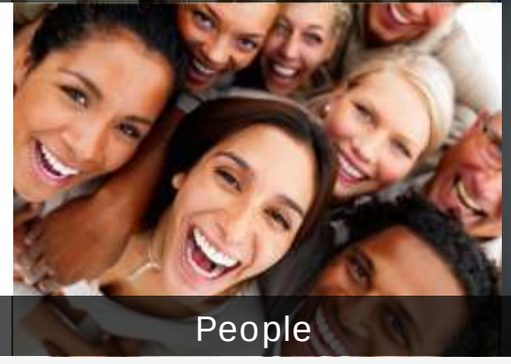

Academic


R&D


Start up


Financial

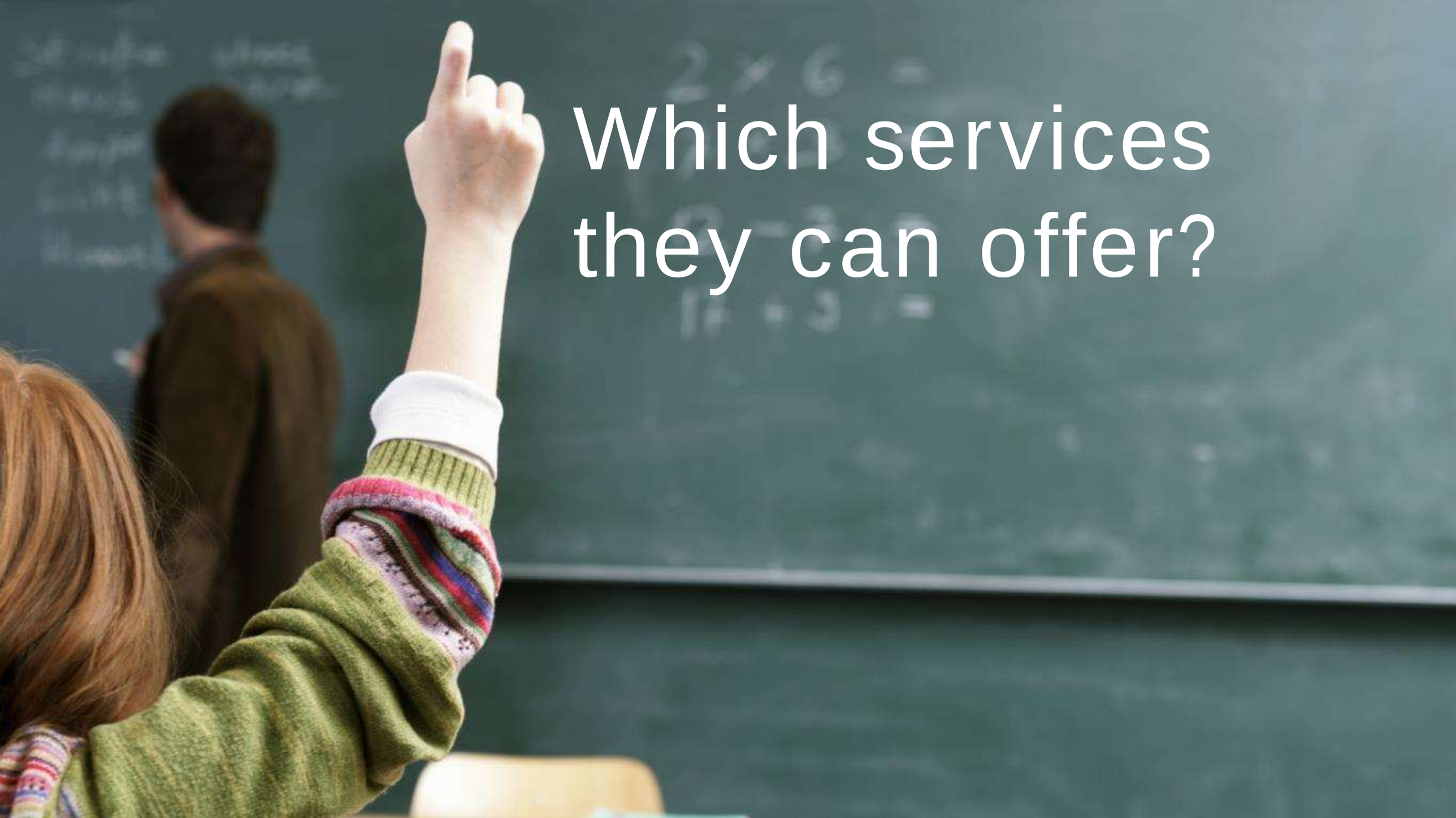

Media


People

Entrepreneur


Institutions

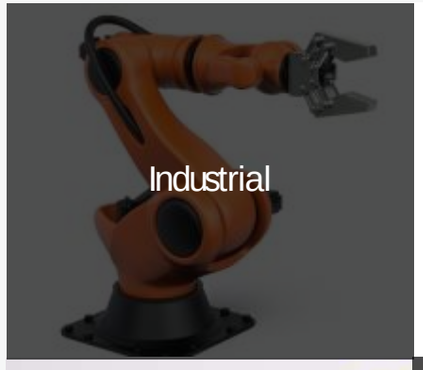

OI Players

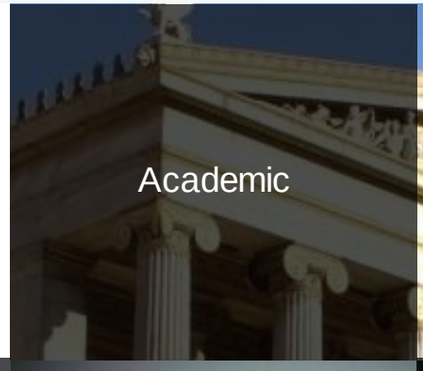

Which services they can offer?

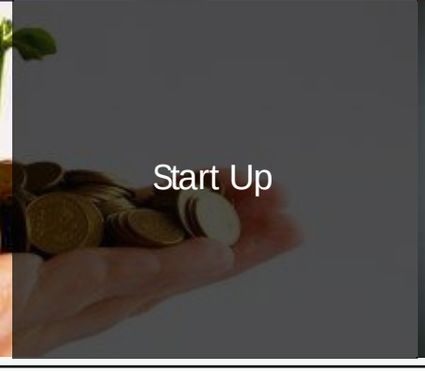
Network

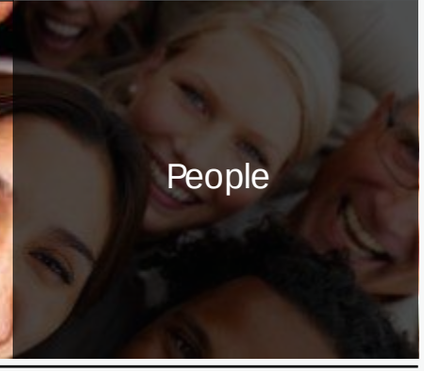
- Value Creation -

Who:
Value is represented by the access to new innovative ecosystems







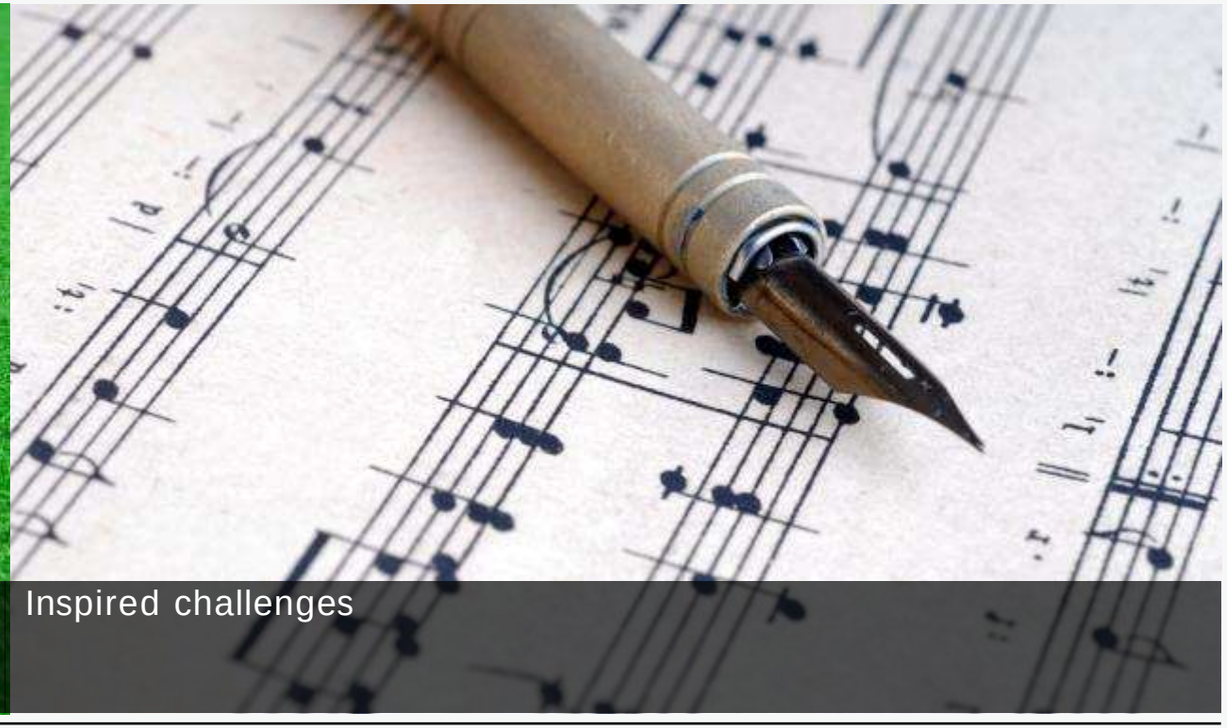


Network

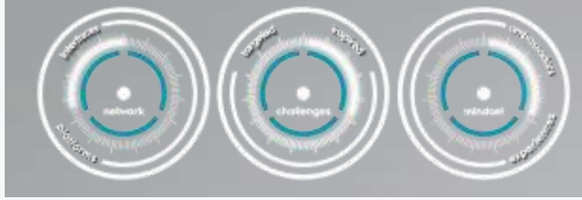
- Value Creation -

What :
Value is represented by the opportunity to launch both types of challenges

Targeted challenges



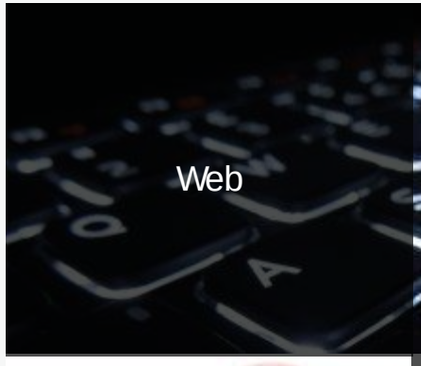
Inspired challenges

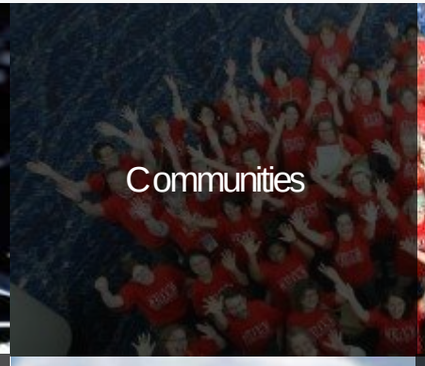


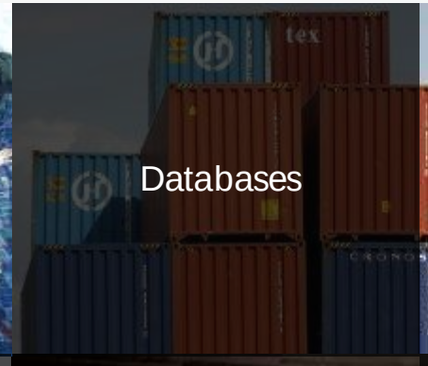
Network

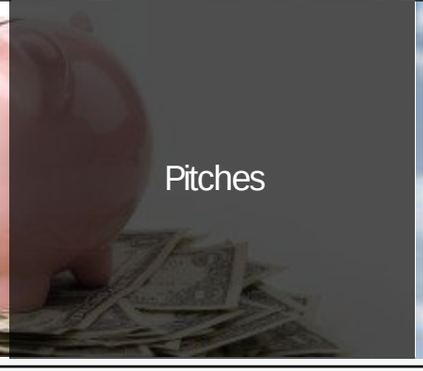
- Value Creation -

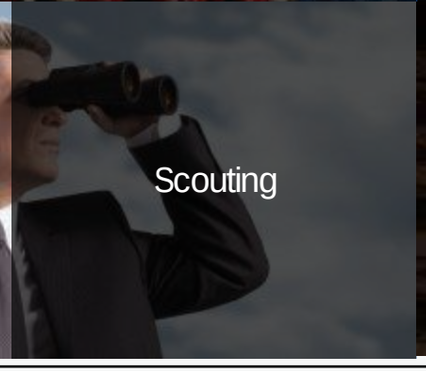
How:
Value is represented by a differentiated offer of services









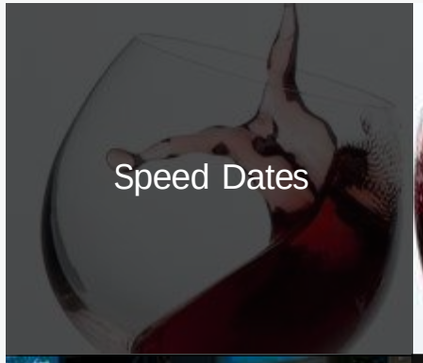


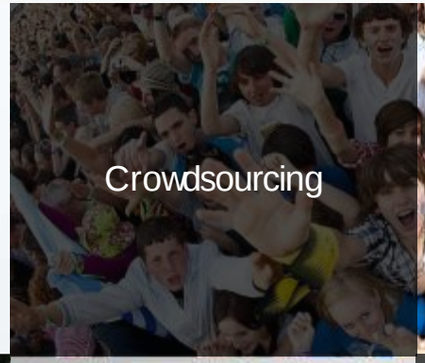
Electrolux

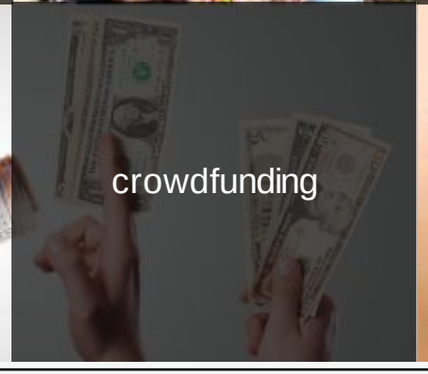
Network

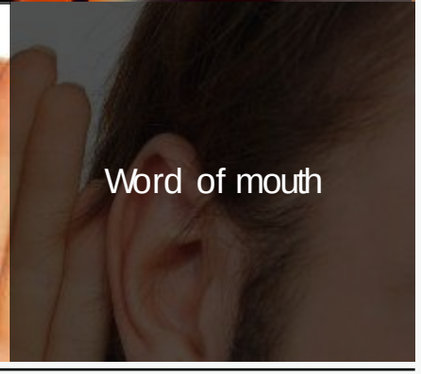
- Value Creation -

How:
Value is represented by a differentiated offer of services










Any
examples?

Network

- Value Creation -

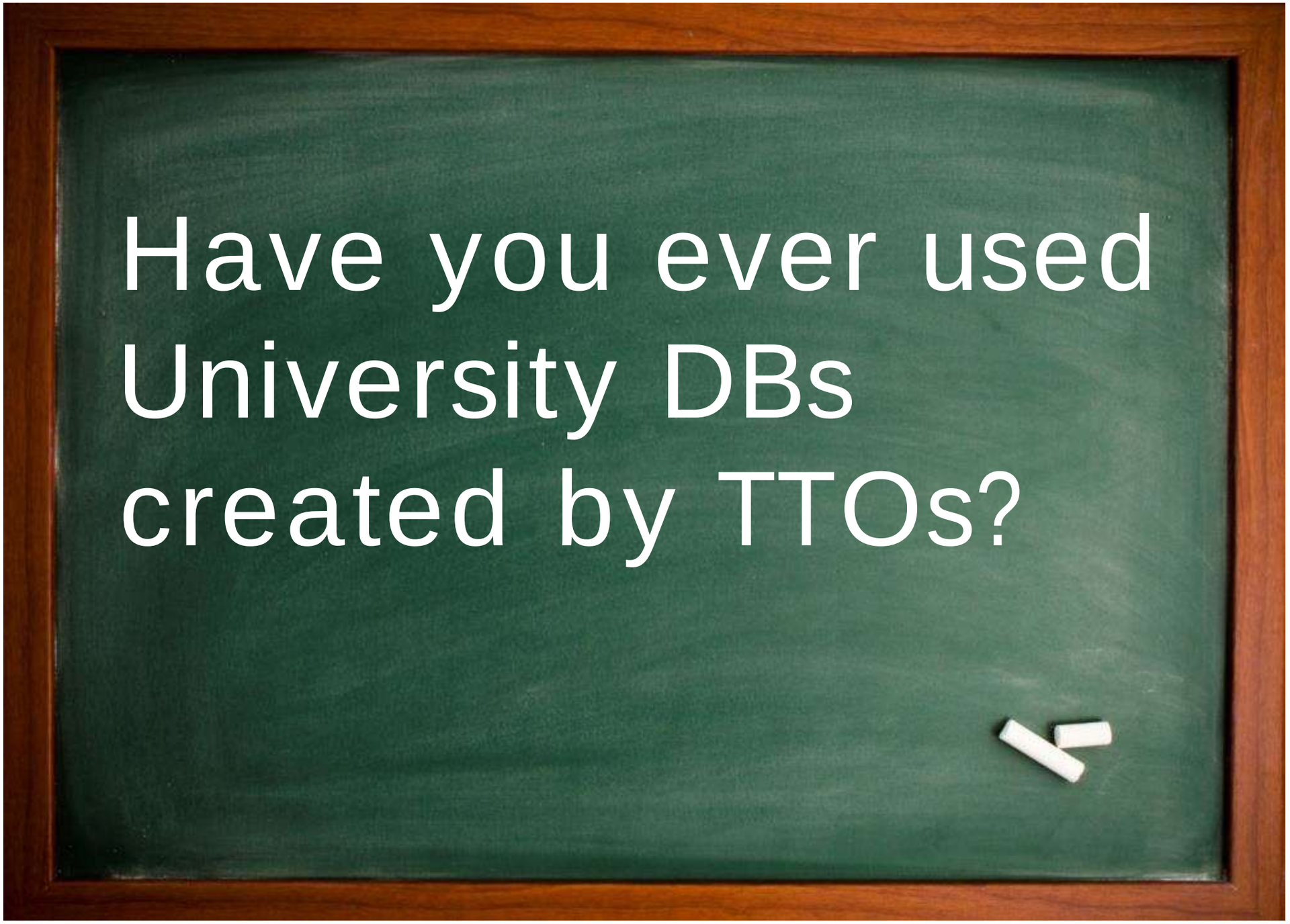
How:
Value is represented by a differentiated offer of services

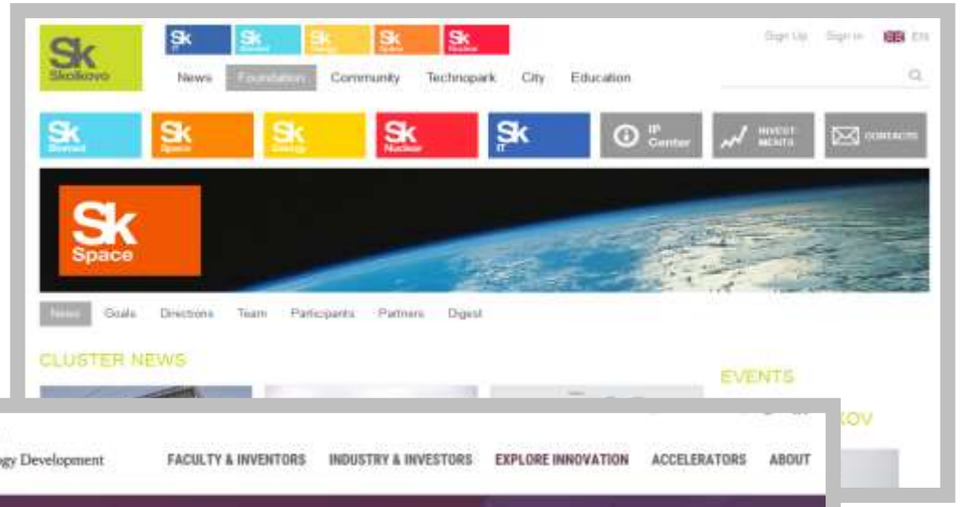
Pitches

Scouting

Workshops

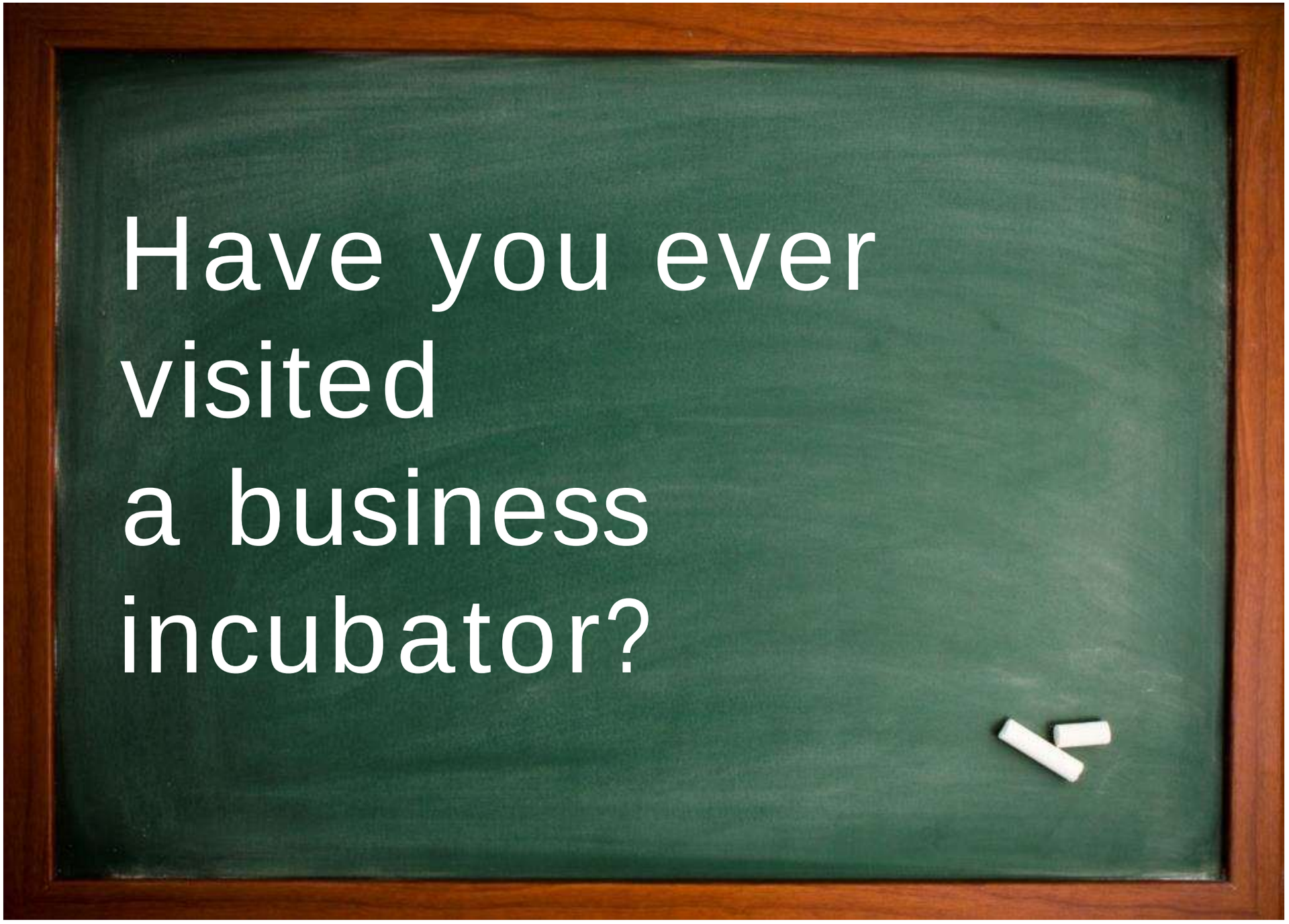
Electrolux


Have you ever used
University DBs
created by TTOs?



Databases

Academic


Have you ever
visited
a business
incubator?

创新工场
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Investing in China's top entrepreneurs

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Ad Tech

HelloSponsor

HelloSponsor
Modernizing the sponsorship industry
(AngelPad #8)

HelloSponsor is a platform enabling brand advertisers to find, buy and track offline sponsorships at scale. Brands spend billions of dollars annually on consumer events without any technical... read more

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Startups

STARTUPS

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VESTIDOS AMADOS

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Start-ups
Gründungsideen werden geboren, Unternehmen entstehen - eine Übersicht

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Start-ups
Coaches und Experten
Netzwerk und Kontakte
Förderung
Start-up Jobs

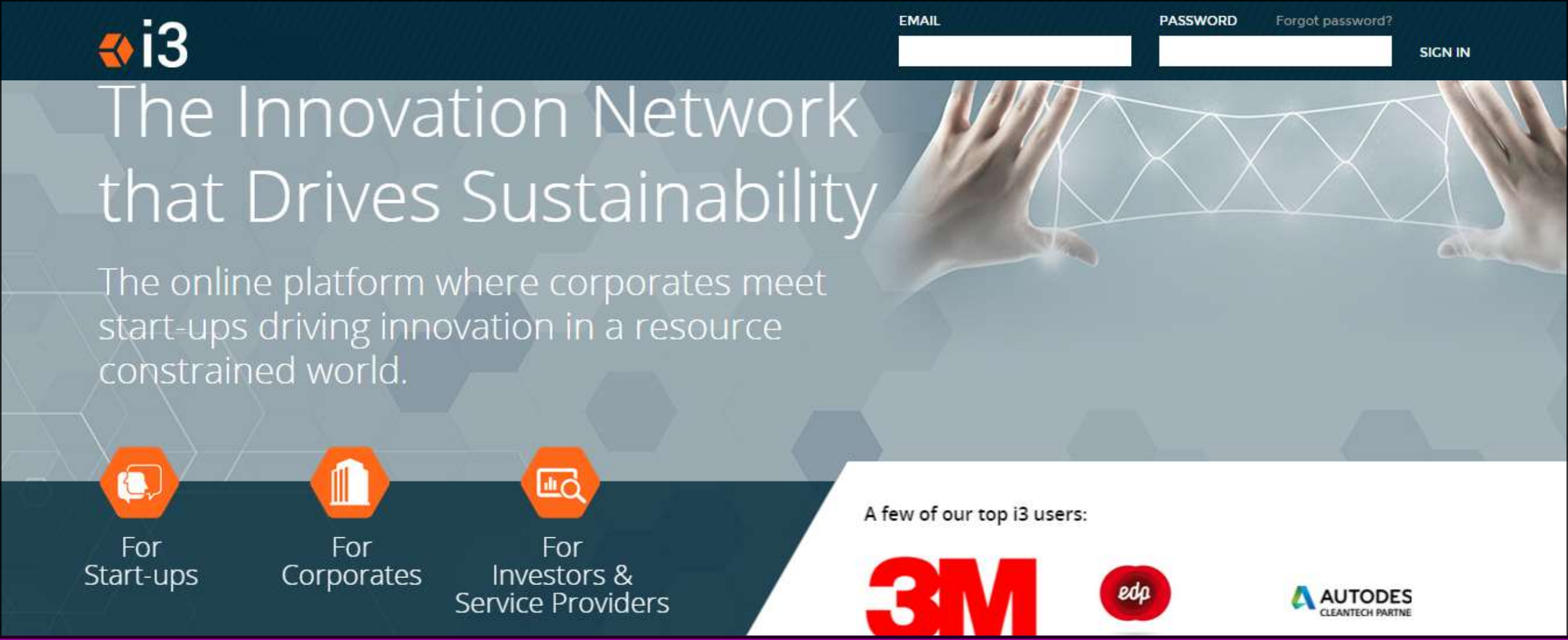
Gründungsjahr Fachgebiet Hochschule

Suche

Jahr	Firma	Fachbereich
2008	123 skins	Sonstiges
2012	3D-berlin	Multimedia-Anwendungen
2014	3YOURMIND	
2008	acuros GmbH	Medizintechnik
2009	aeroix GmbH	Luft- und Raumfahrt
2010	Agora Internet GmbH	Internetportale
2008	AiDrones	Luft- und Raumfahrt

Databases

Accelerators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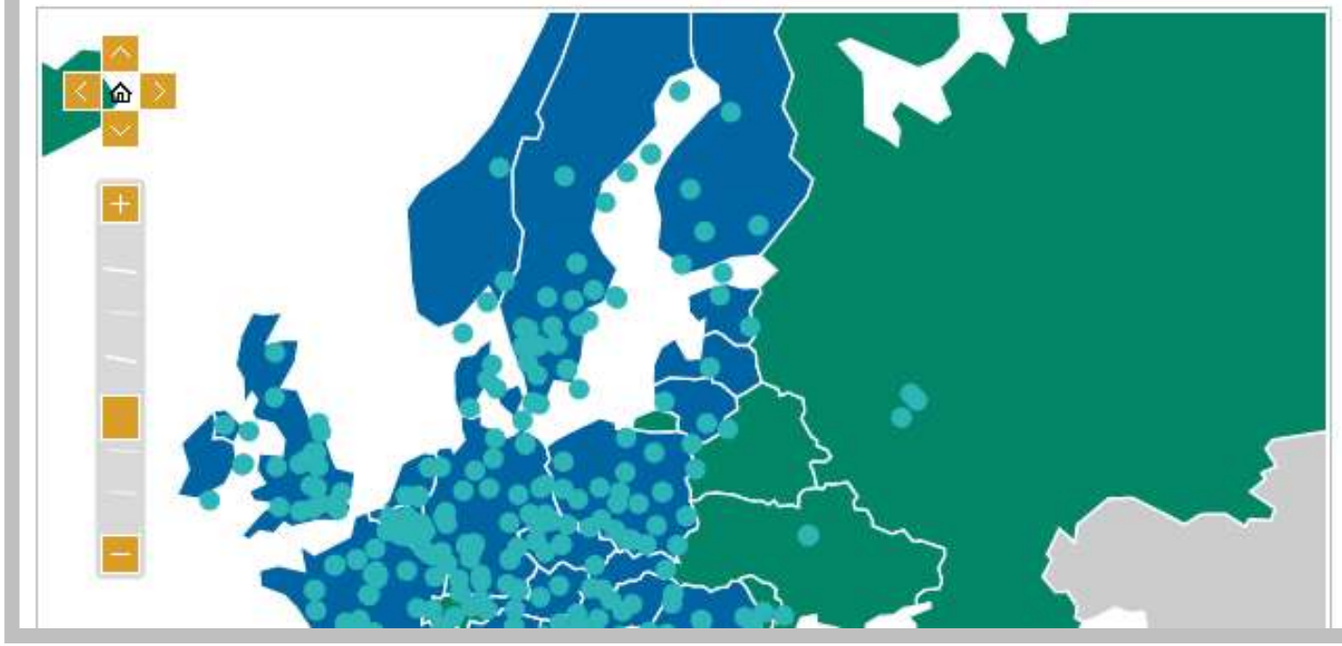
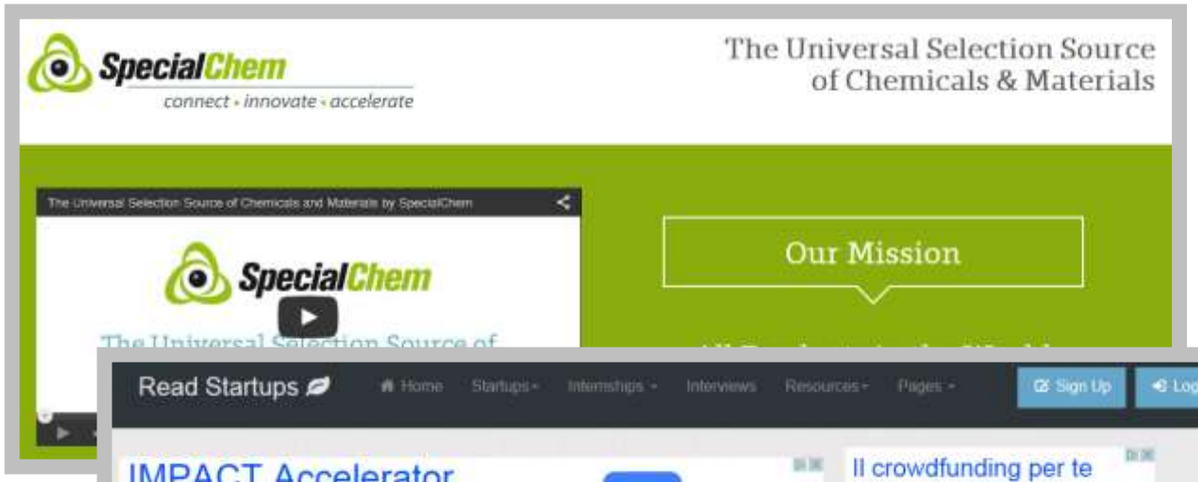


Institutions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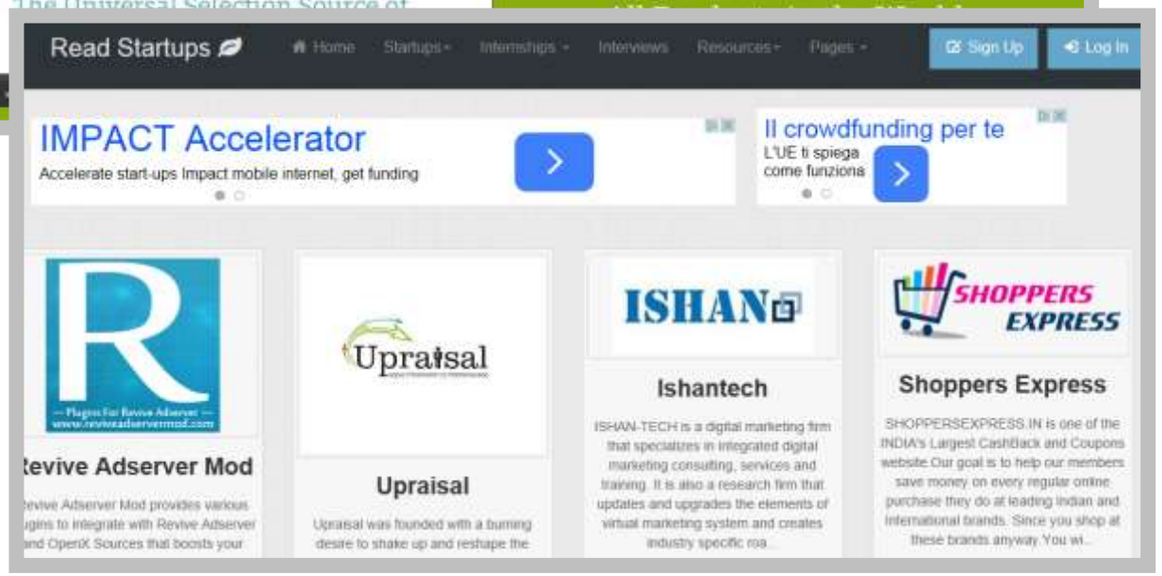
The Universal Selection Source of Chemicals & Materials
Our Mission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Accelerate start-ups Impact mobile internet, get funding
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Upraisal
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ISHAN-TECH is a digital marketing firm that specializes in integrated digital marketing consulting, services and training. It is also a research firm that updates and upgrades the elements of virtual marketing system and creates industry specific roa
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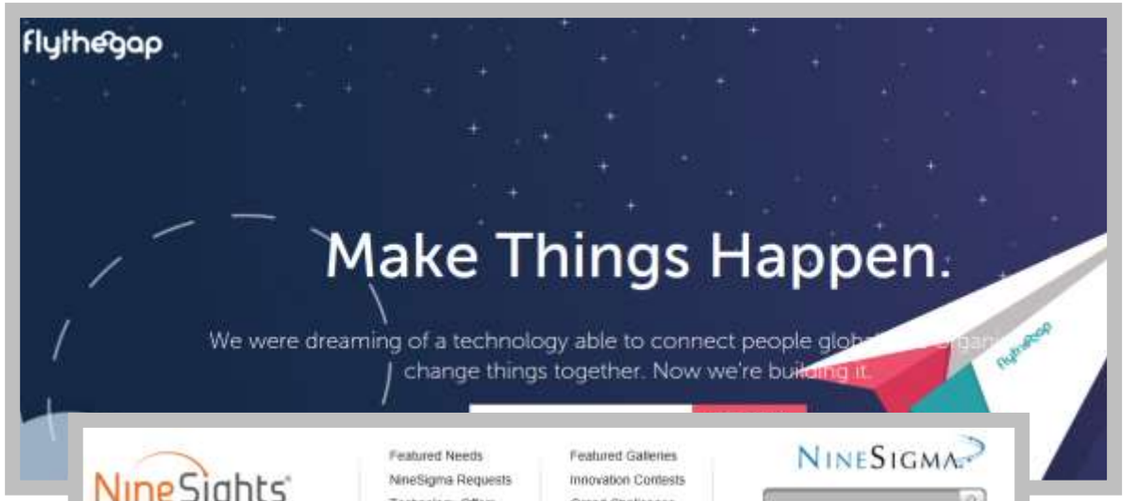
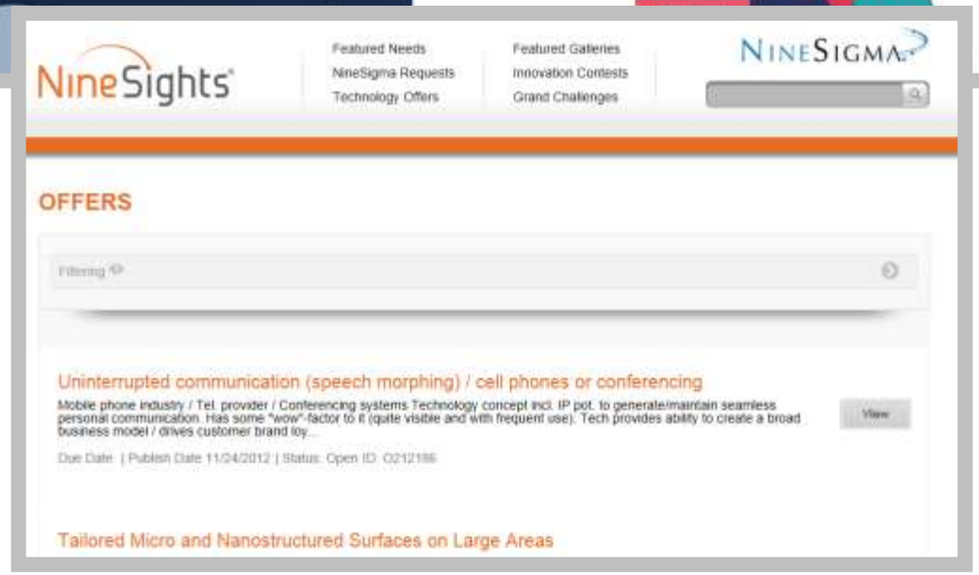
SHOPPERSEXPRESS.IN is one of the INDIA's Largest Cashback and Coupons website.Our goal is to help our members save money on every regular online purchase they do at leading Indian and International brands. Since you shop at these brands anyway.You wi


flythegap
Make Things Happen.
We were dreaming of a technology able to connect people


NineSights
Featured Needs
NineSigma Requests
Technology Offers
Featured Galleries
Innovation Contests
Grand Challenges
NINESIGMA
OFFERS
Uninterrupted communication (speech morphing) / cell phones or conferencing
Mobile phone industry / Tel. provider / Conferencing systems Technology concept incl. IP pot. to generate/maintain seamless personal communication. Has some "wow"-factor to it (quite visible and with frequent use). Tech provides ability to create a broad business model / drives customer brand loy...
View
Due Date: | Publish Date 11/04/2012 | Status: Open ID: O212186
Tailored Micro and Nanostructured Surfaces on Large Areas


Databases

OI Players


Have you ever
attended
an investor pitch?


...and on tv???

Network

- Value Creation -

How:
Value is represented by a differentiated offer of services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International Venture club
CLEANTECH
INNOVATION PROGRAMMES
Europe Unlimited
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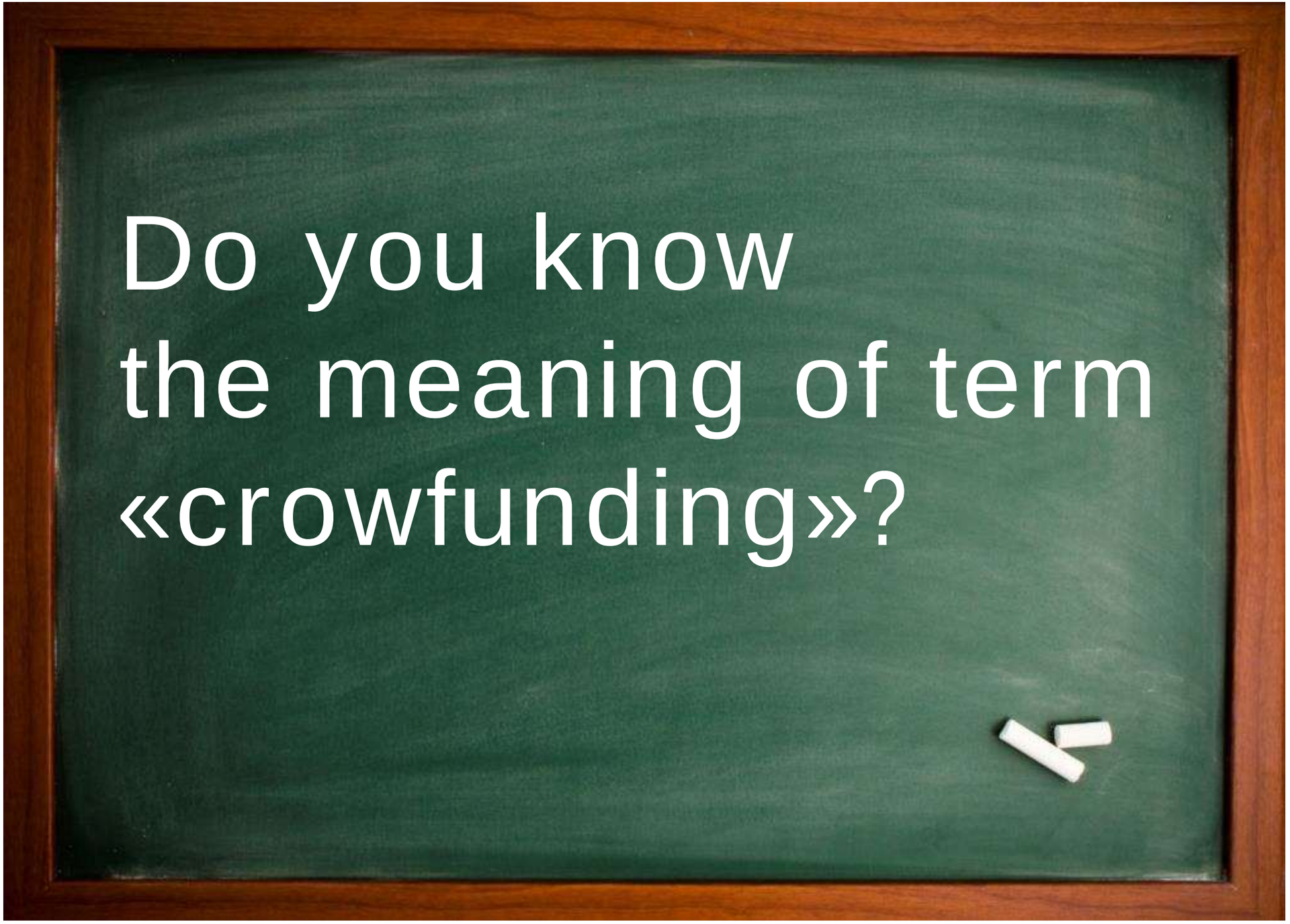
SUBMIT your idea
WHAT we do
WHO we work with
Think Big. Start Small. Scale Fast.
Competence: learn the ropes from tutors & mentors and improve your business plan
Connections: network with incubators, accelerators, research centers & science parks
Capital: engage with committed venture capitals, business angels & corporate investors


Pitches

Financial

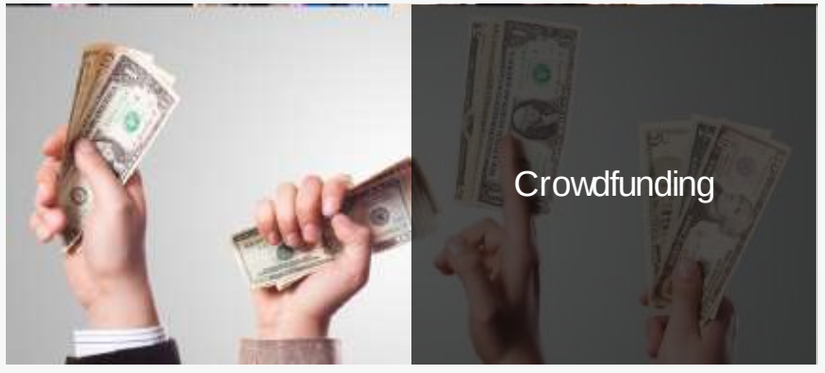

Do you know
the meaning of term
«crowfunding»?

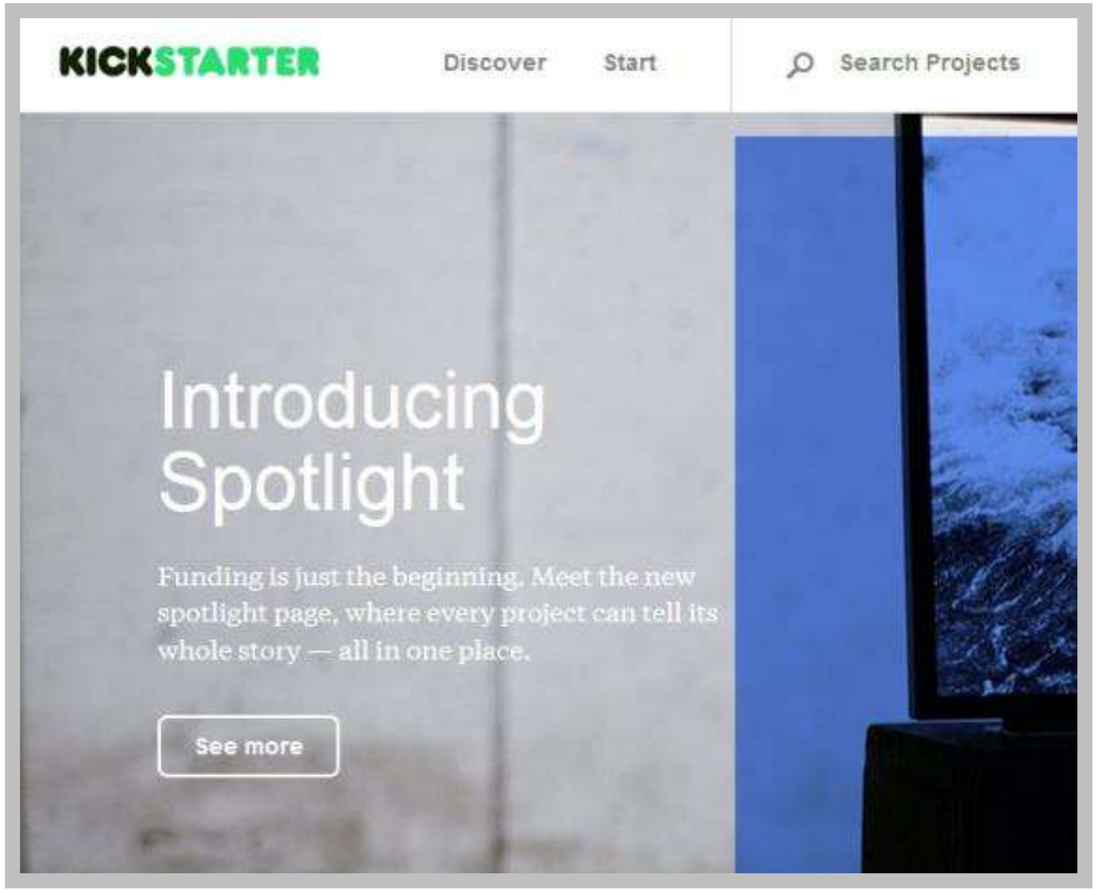

Do you know
«Kickstarter»?

Network

- Value Creation -

How:
Value is represented by a differentiated offer of services

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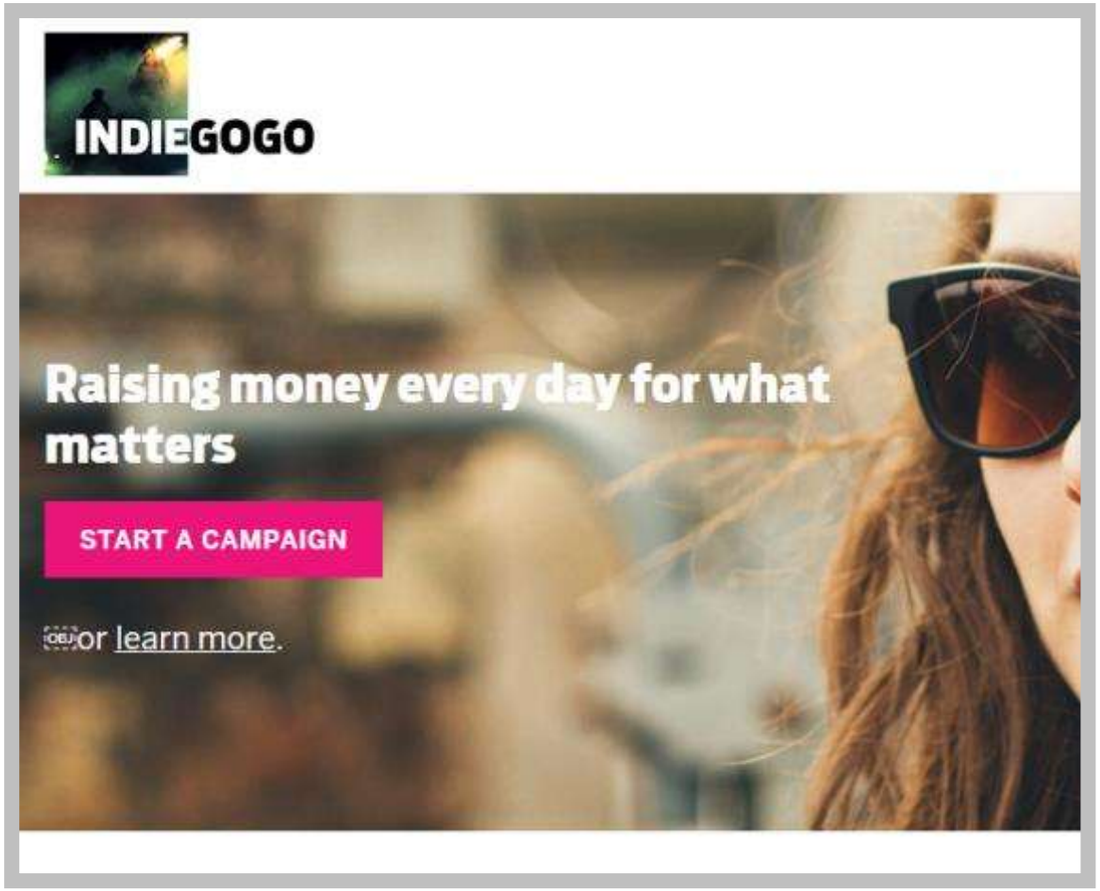
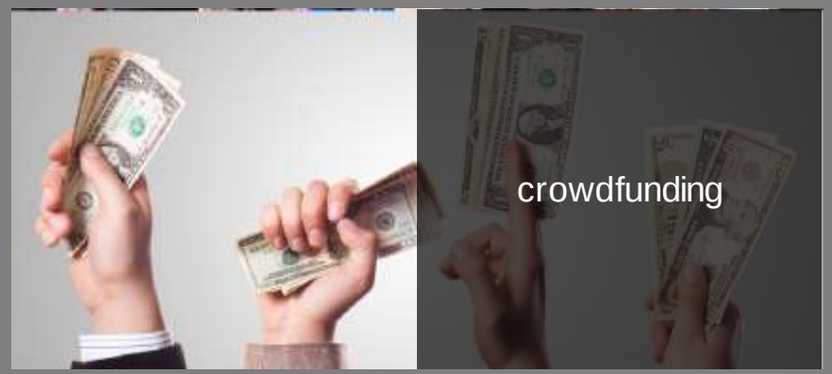

INDIEGOGO
Raising money every day for what matters
START A CAMPAIGN
or learn more.


crowdfunding

OI Players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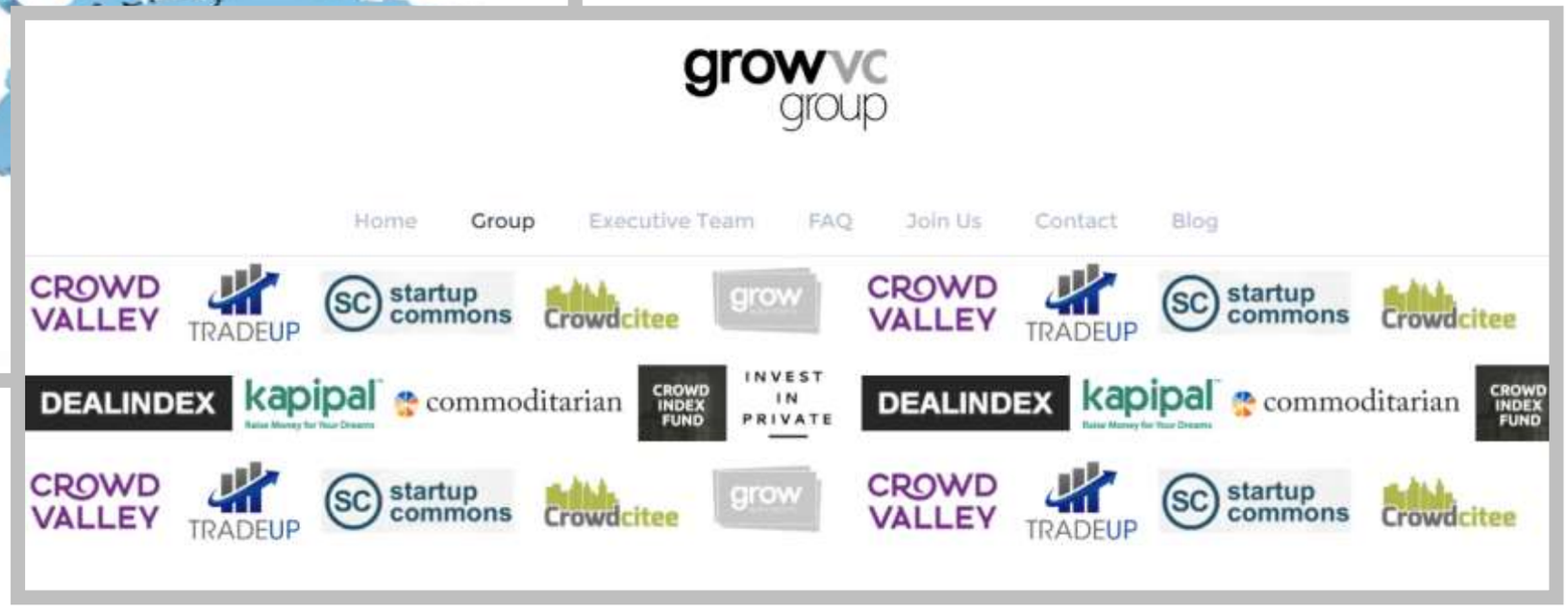
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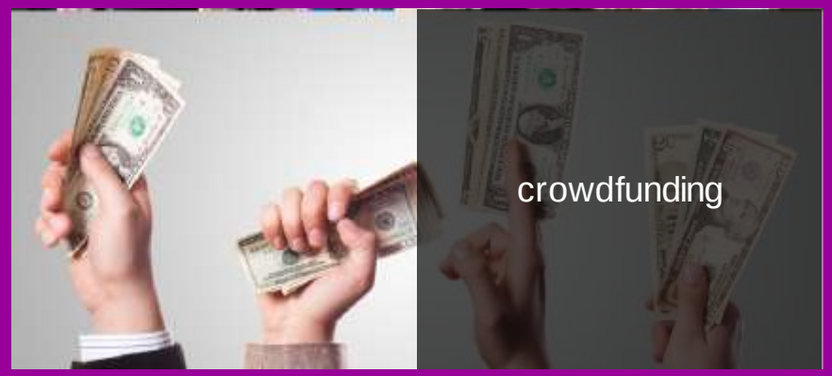
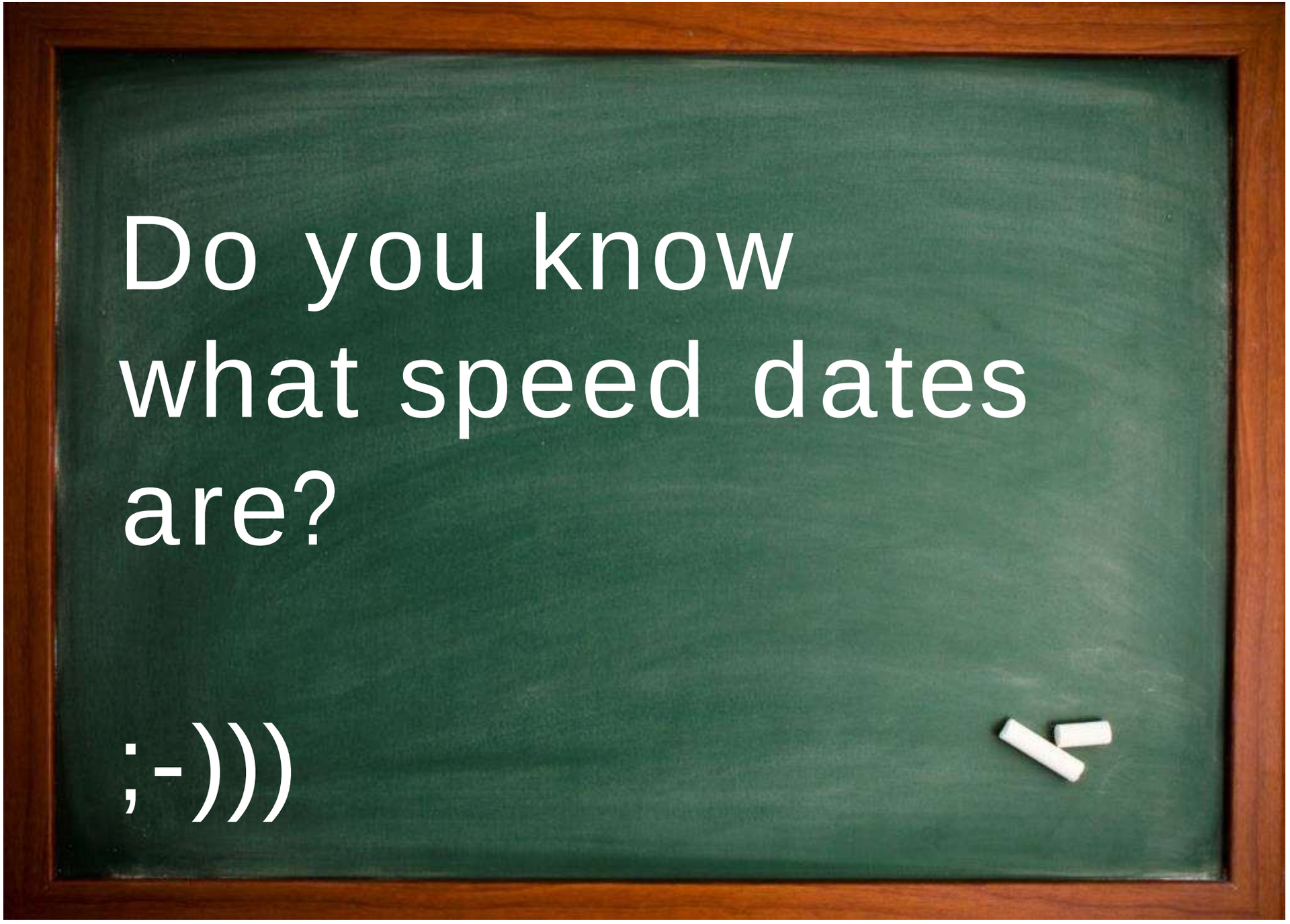

crowdfunding

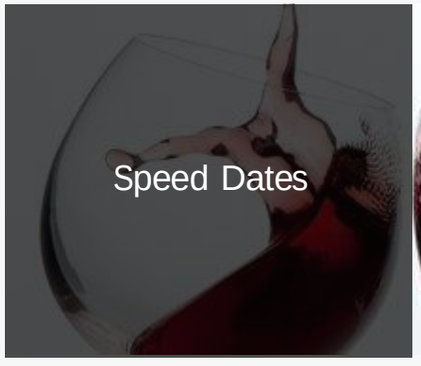
Financial


Do you know what speed dates are?
;-))))

Network

- Value Creation -

How:
Value is represented by a differentiated offer of services

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INVESTORS
International Venture Club


Speed Dates

Financial


Borsa della Ricerca
La borsa
Le iniziative
Il network
Media relations
Contatti
Il Progetto - A chi si rivolge - I numeri del 2014 - Il Promotore -
Il Progetto
La Borsa della Ricerca è un'iniziativa ideata per costruire un network tra i ricercatori (gruppi, dottori di ricerca o spin-off) e R&D managers, attraverso un format di interazione originale in grado di favorire concretamente il trasferimento di tecnologia ed innovazione.
L'iniziativa nasce all'interno del Progetto Desmo, l'incubatore di progetti ideato per realizzare iniziative in grado di avvicinare il mondo accademico e quello delle imprese.
Attraverso strumenti innovativi online e offline, incontri, progetti che sfruttano format originali, networking e condivisione, tutti i partecipanti alla Borsa della Ricerca possono ottenere con rapidità ed efficacia un risultato concreto.
Il portale della Borsa ha l'obiettivo di stimolare e supportare la nascita di connessioni costanti tra università ed aziende.
Attraverso il portale si crea una continuità di relazione durante tutto l'anno, fornendo informazioni e servizi e promuovendo eventi fisici e virtuali che mantengono vivo il network del progetto.
La Borsa della Ricerca è quindi un progetto multicanale in continua evoluzione che accoglie le diverse sollecitazioni di tutti gli interlocutori coinvolti e cresce continuamente grazie all'interazione ed ai contributi dei partecipanti.


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SINGAPORE PRESS HOLDINGS
SPH Plug & Play Accelerator is a Media and Technology-themed accelerator program to be launched in Singapore in 2015 with a goal of investing in promising Start-Ups

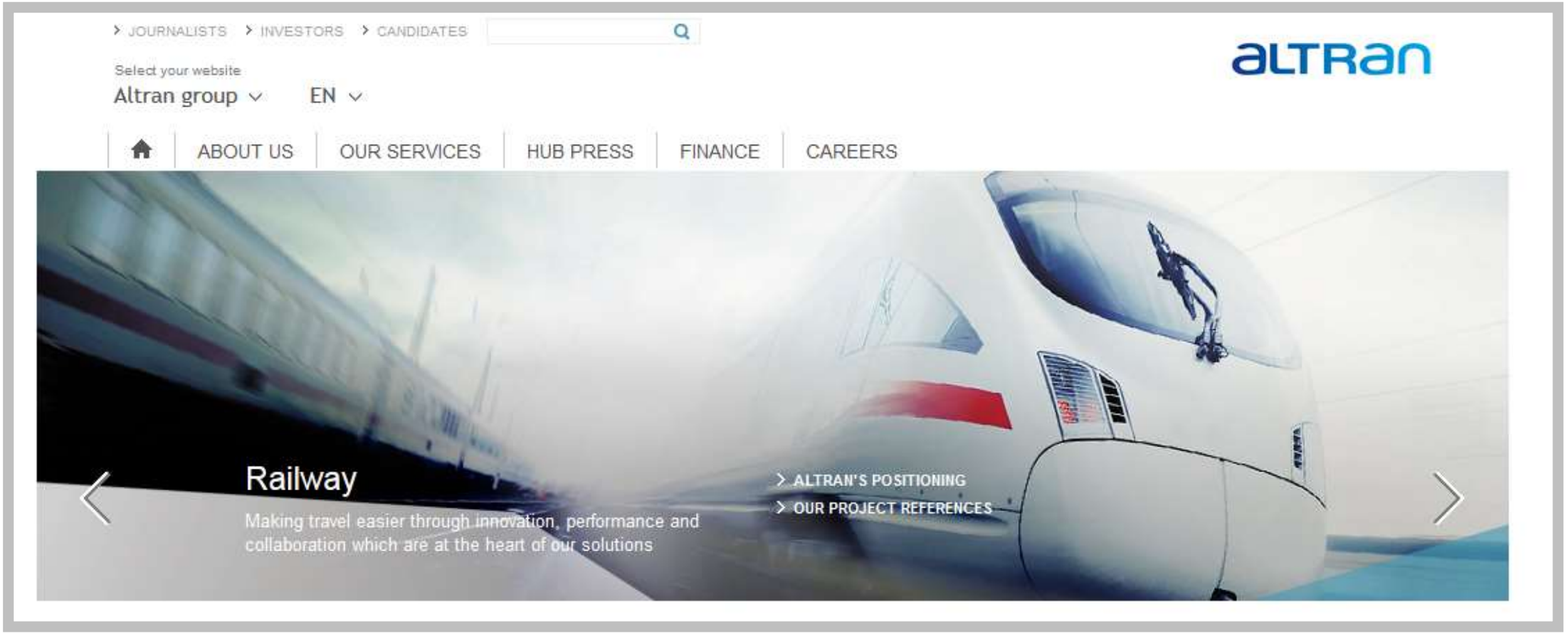

Speed Dates

OI Players

Network

- Value Creation -

How:
Value is represented by a differentiated offer of services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OAKLAND

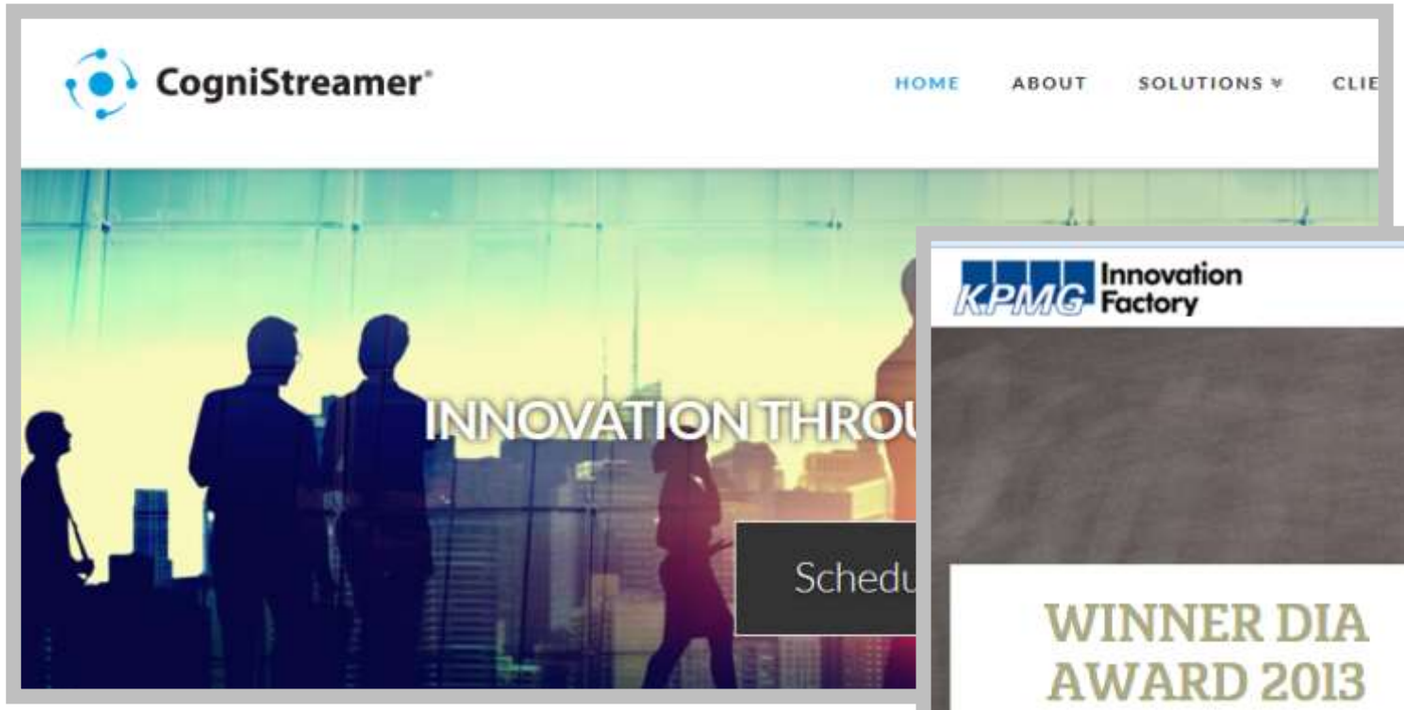
OI Players

Network

- Value Creation -

How:
Value is represented by a differentiated offer of services

Electrolux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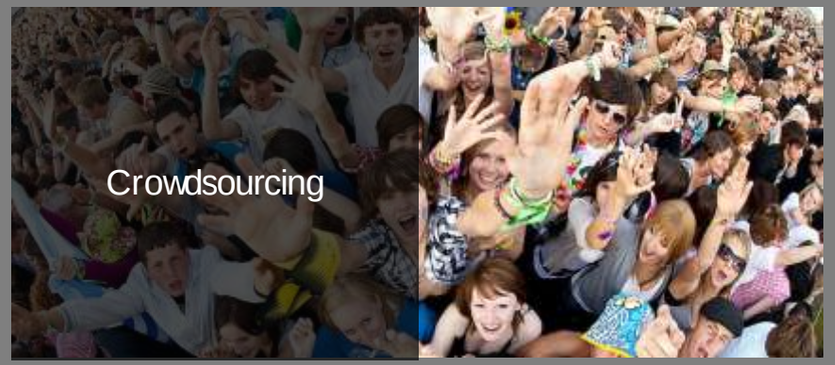
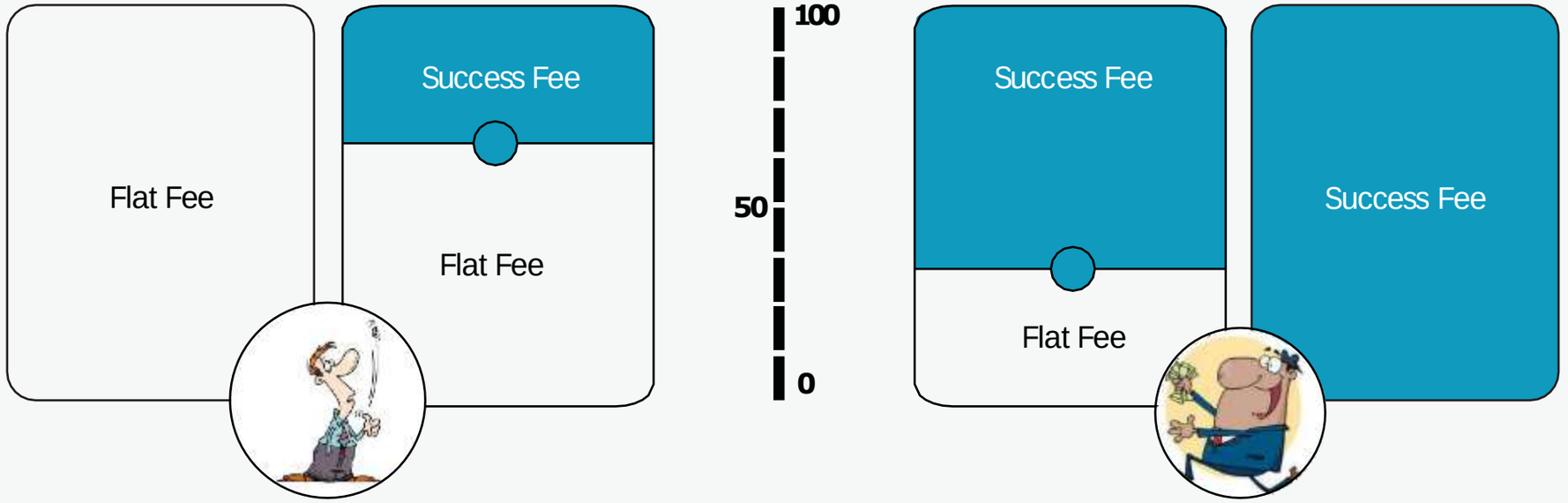

Crowdsourcing

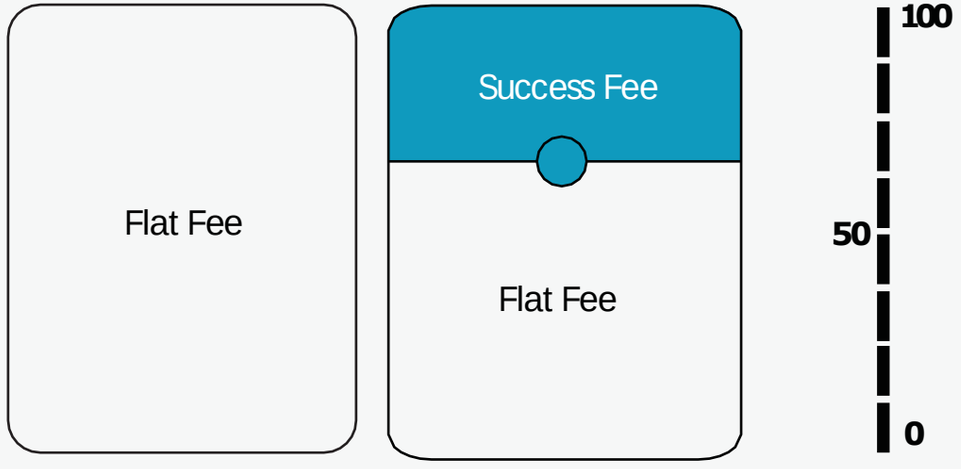
OI Players


Which is
their
business model?

How:
Value exchange is driven by a calibrated business model



How:
Value exchange is driven by a calibrated business model



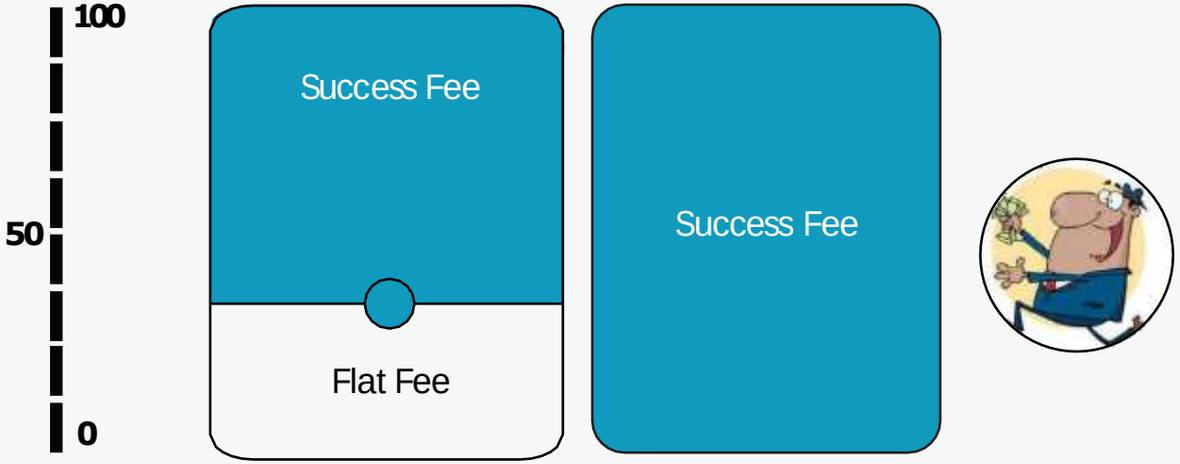
Flat Fee is required to

- Activate access to innovative networks, where value of innovators is clear & strong
- Implement specific activities required by my company to launch OI challenge

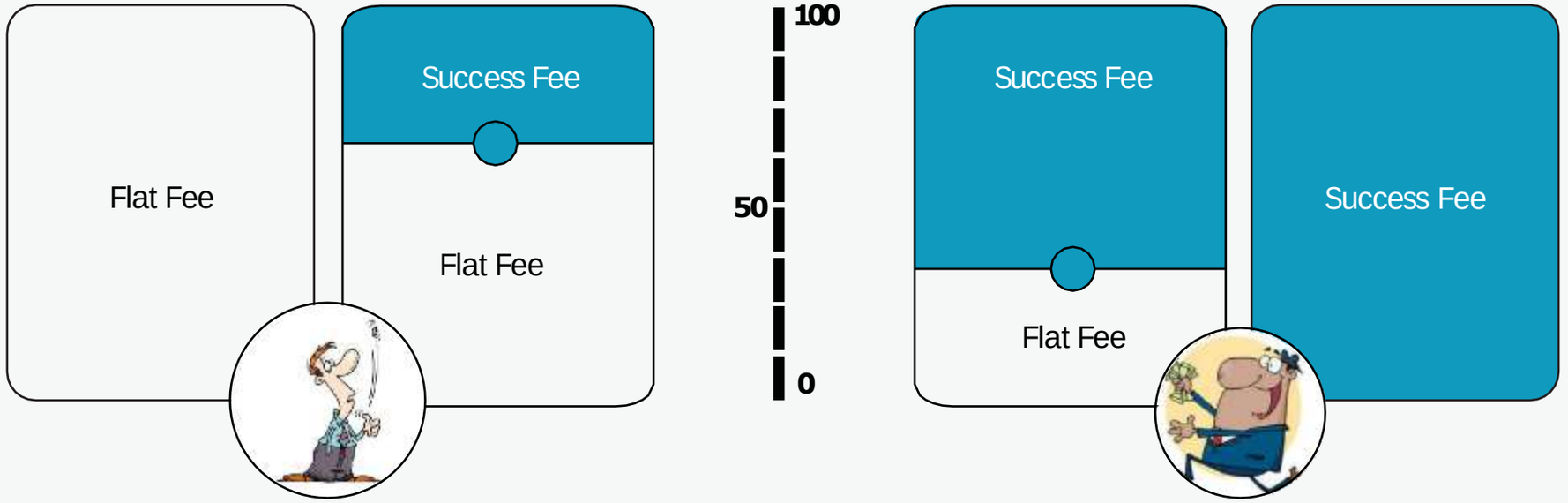
How:
Value exchange is driven by a calibrated business model

Success Fee can be driven by

- Money Deal with 3rd parties (innovators)
- Project activation in my company prj mngt process
- Project financials (sales)



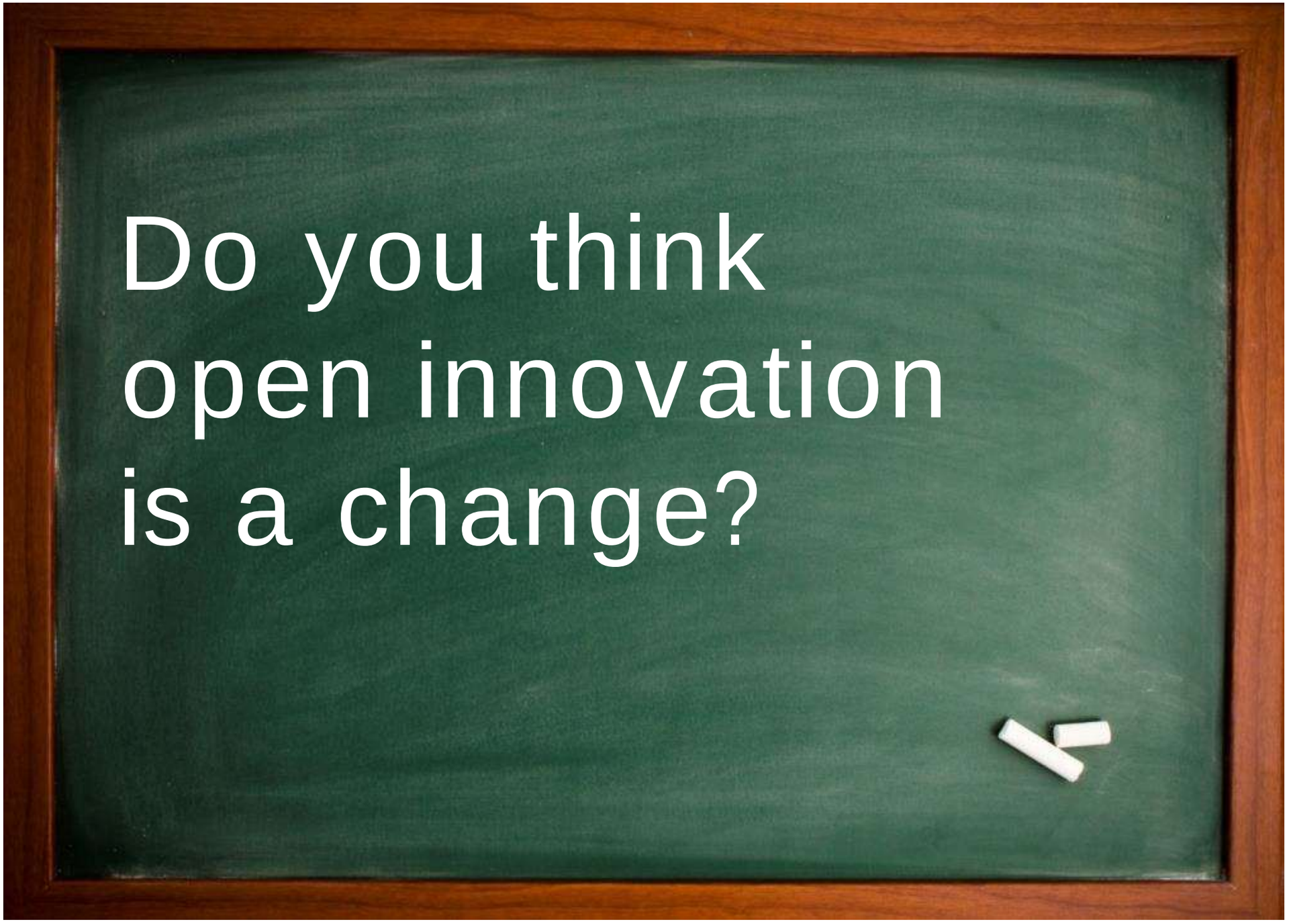
How:
Value exchange is driven by a calibrated business model



Traditional OI Business Models

Trend

New OI Business Models


Do you think
open innovation
is a change?

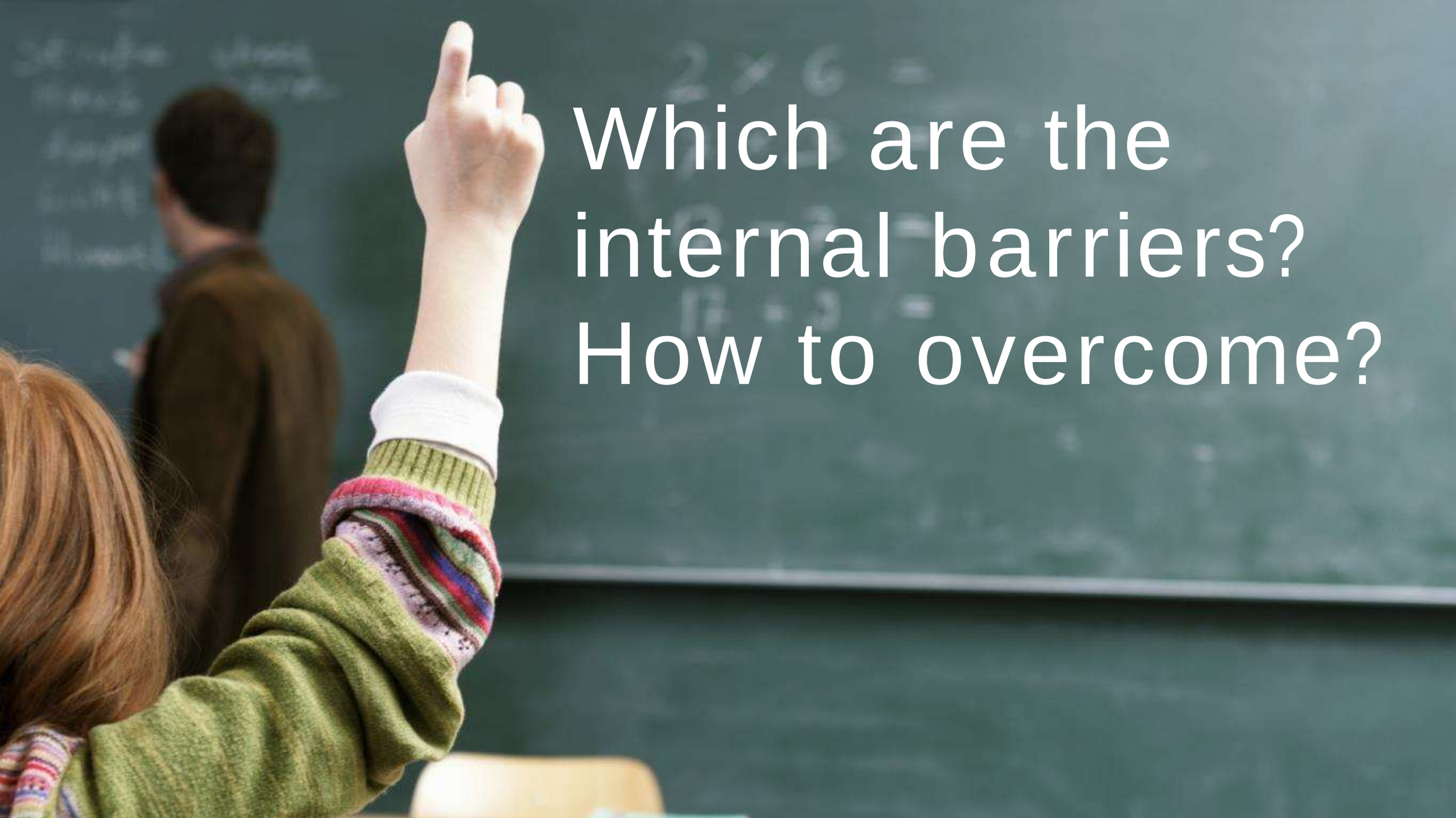

Do you expect barriers?


interfaces
network
platforms
targeted
inspired
challenges
mindset
experiences

Mindset

from OI experiences…

to OI ambassadors…


Which are the internal barriers? How to overcome?

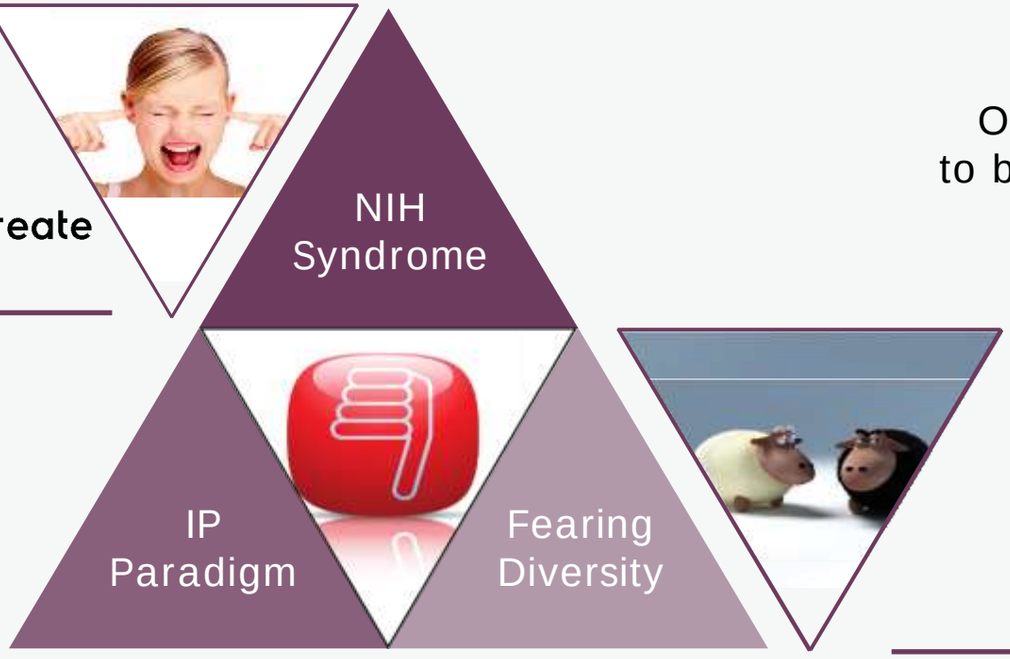
Mindset – Elements -

How. The Triangle.

OI challenge requires a cultural shift, to b**reak some syndromes/paradigms…**

NIH Syndrome

- Everything coming from outside is suspicious and not reliable
- **We're the best, only what we do create** is good enough for our customers.



Fearing Diversity

- Different opinions, cultures, vision are a barrier.

IP Paradigm

- A great portfolio of Patents is key for success.
- We have to control and own IP to deliver innovation

Electrolux

Mindset – Elements -

How. The Triangle.

Synergy

- Innovation comes from synergy between people inside and outside the company.

…**and** build new interactions to support OI Model

Valuing Diversity

- Diversity is a value to find new horizons and capture new opportunities beyond traditional frames.

IP Usage

- **We don't have to control our IP to** create innovation…
- It is the use of IP that enables innovation.


How to facilitate
the dialogue
with innovators...


…even with
non-traditional
players?

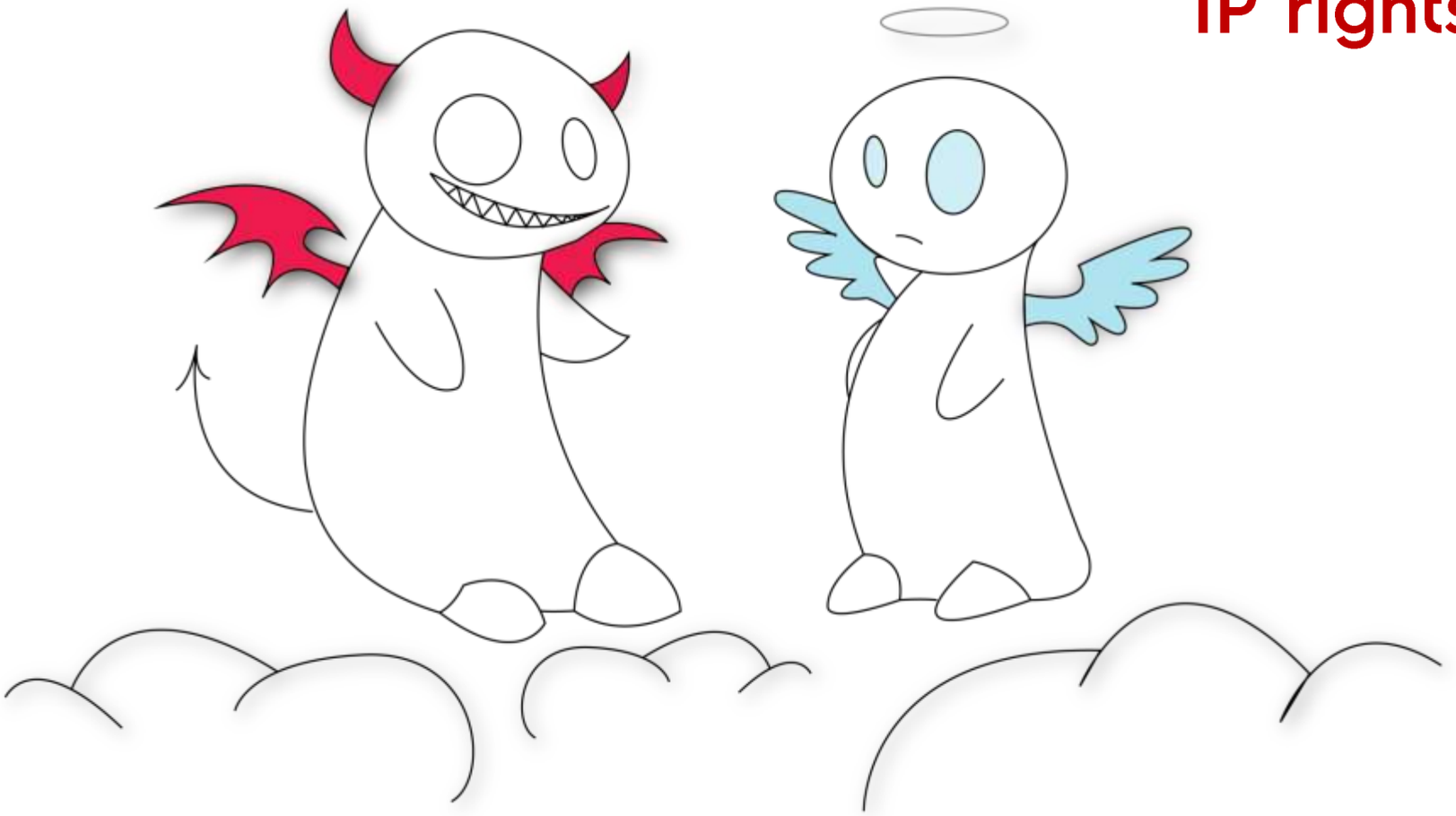
The Driving Rules

1. Create Trust
2. Follow Deliverables
3. Focus on Value


How to interact
with innovators
in a safe way…

…even w/out a public patent?

“Sold my soul to the devil, but held on to the **IP rights…”**



The Onion Approach

1. Focus on distinctive elements
2. Start from non-confidential data
3. Share data layer by layer

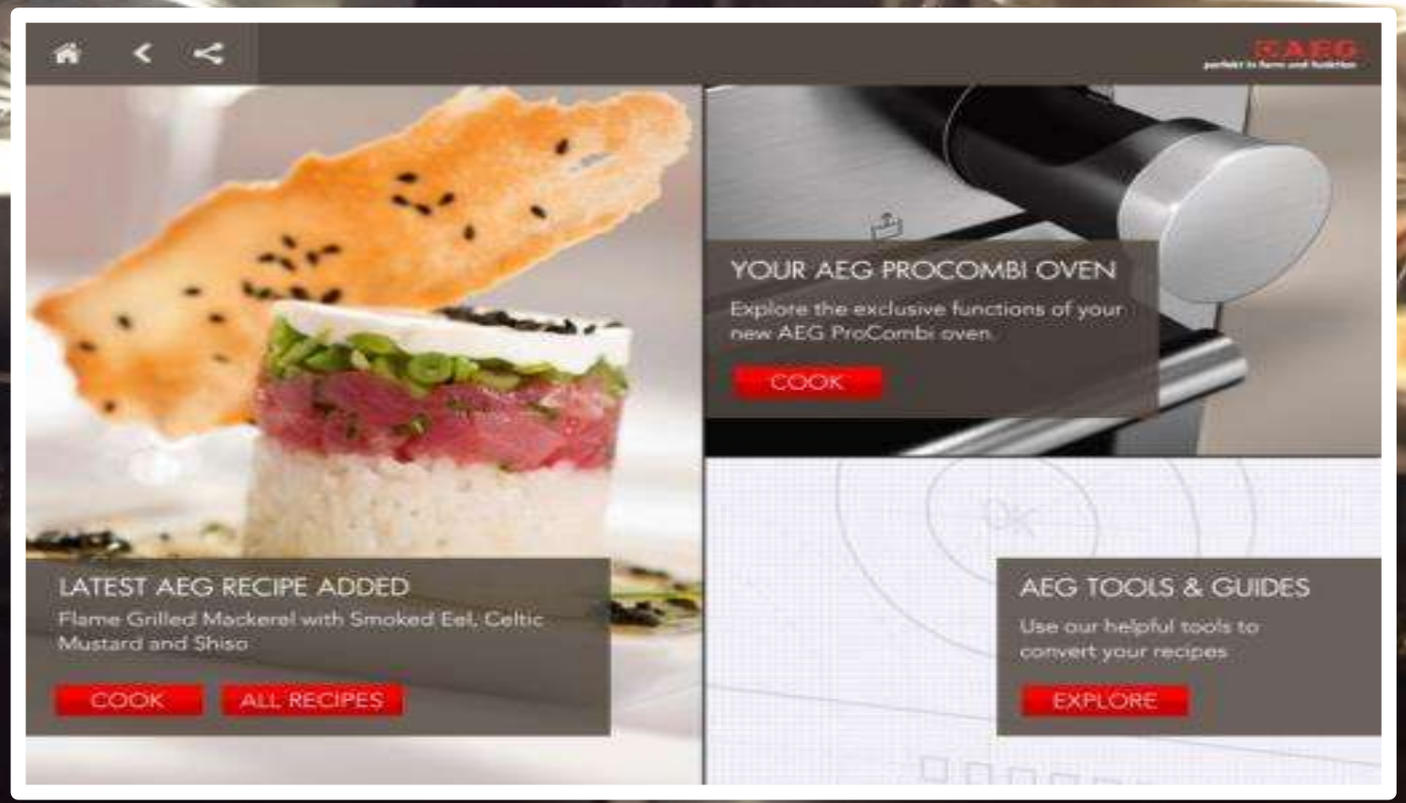
The Onion Approach


Any
OI stories?

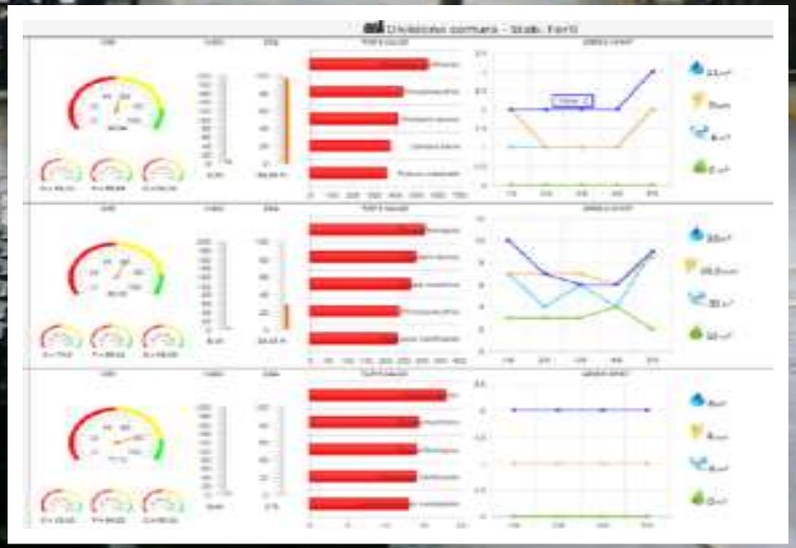
Timer Knob

Herbs Garden

Recipe Generator in **Let's** Taste app

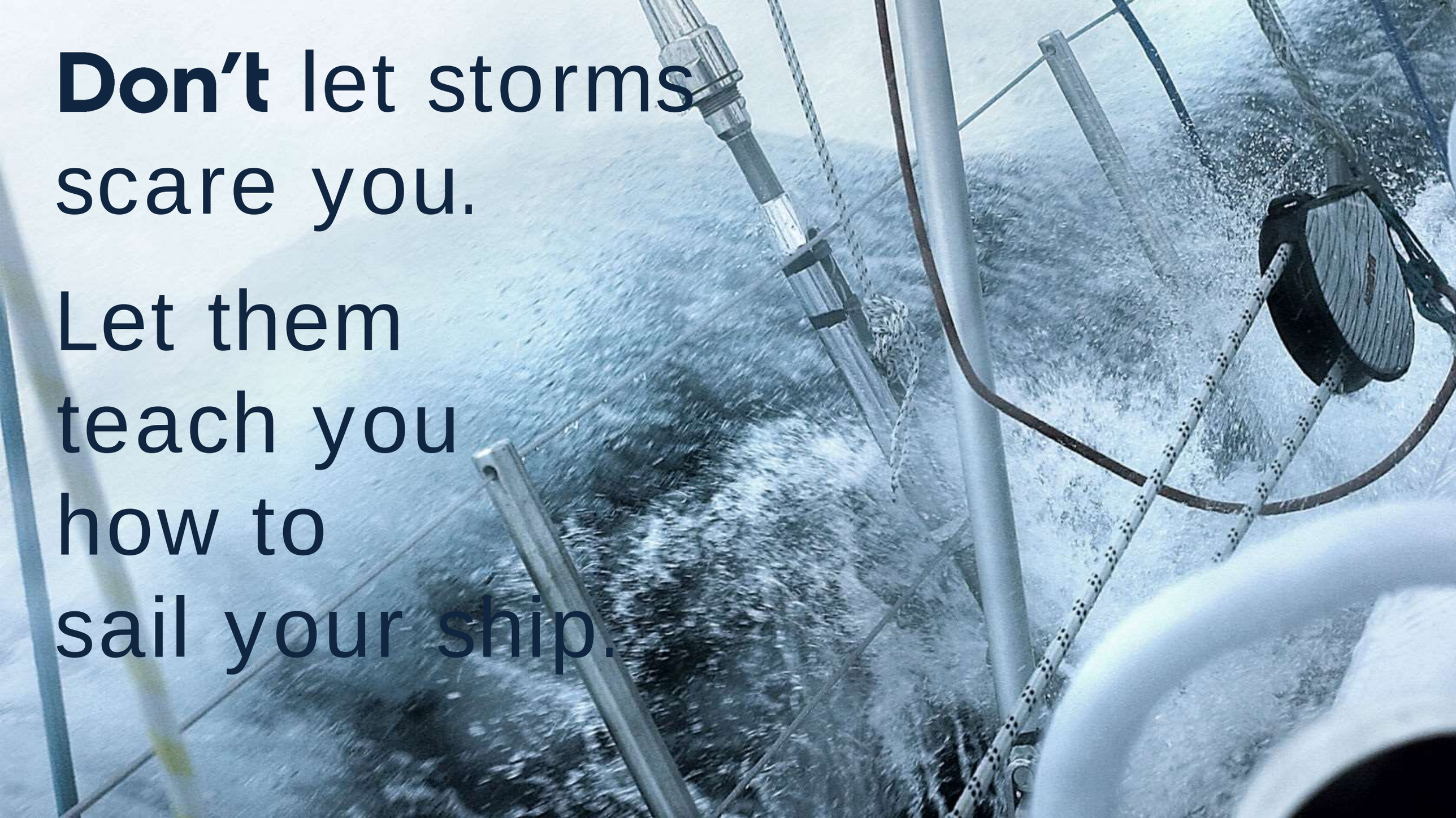


Assy Lines calibration



Fish Scale Detection

BI Indoor BBQ


Don't let storms scare you.
Let them teach you how to sail your ship.


Are you ready
to change
the rules of the
game?

Moving Forward

Q&A Session

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