



Open Innovation

An Outsiders View

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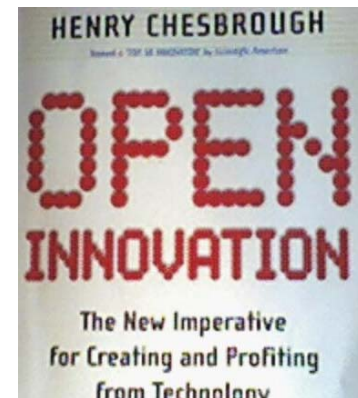
What is Open Innovation ?

Firstly What is Open?

- shared?
- public?
- partnership?

What is Innovation?

- new technology?
- new techniques?
- new systems?
- new services?



What is Open Innovation ?

To an SME

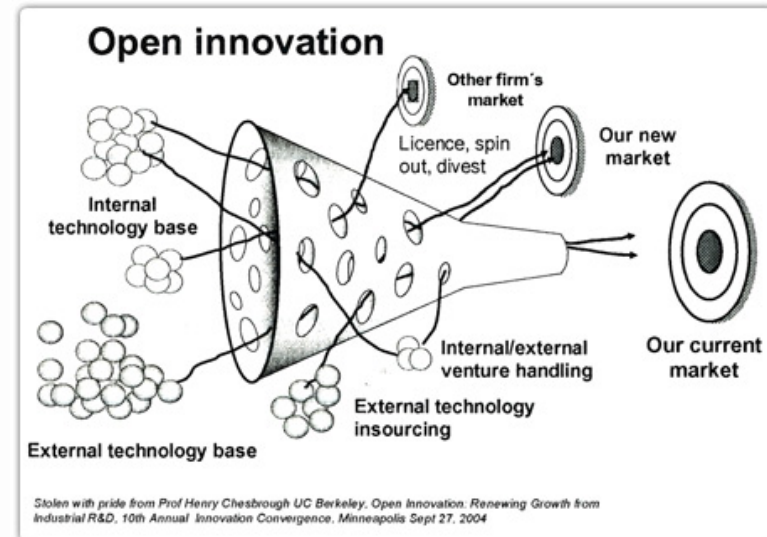
- partnership [with other, larger orgs]
- alternative routes to license technology

To an R&D Organisation

- new business opportunities

To Large [multi-national] Companies

- opposite way of research
- shared IPR !!!!
- saving of R&D facilities and resources
- new approaches and new technologies



What is Driving Open Innovation ?

Technology Push or Market Pull?

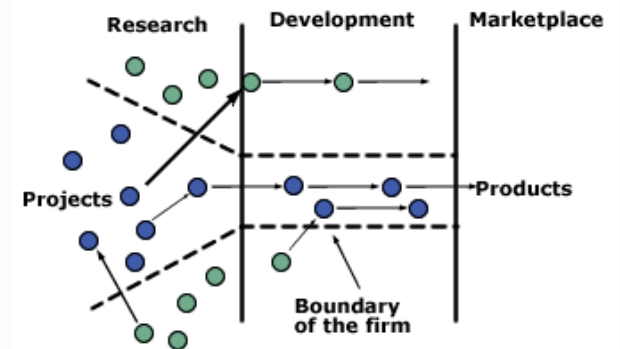
both and/or neither

A Need to Exploit Technology IPR

research organisation

A Need to be / remain Competitive

business



Supporting Open Innovation

- BRIN - *technology transfer*
- Innovation Relay Centre – *technology transfer*
- Framework Programme – *collaborative research*
- Other R&D support – *collaborative research*



IRC Network Intranet
Building Technology Partnerships

Business and Open Innovation

Developing and Exploiting R&D
Marketing New Technology
A Need to be / remain Competitive

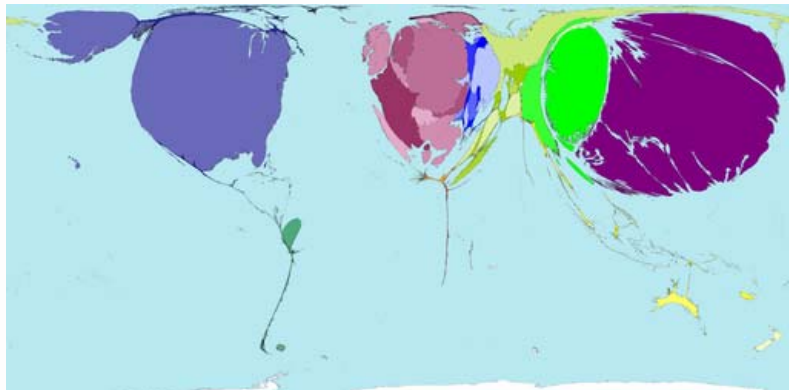
Best Economic Efficiency



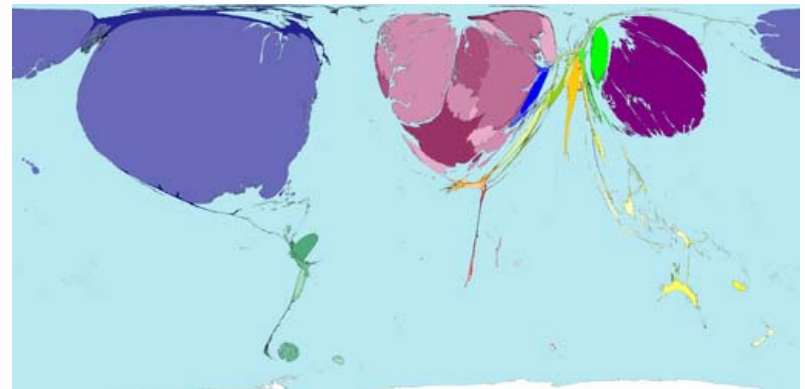
Economy and Open Innovation

Globalisation

- exploitation of R&D



Patents granted



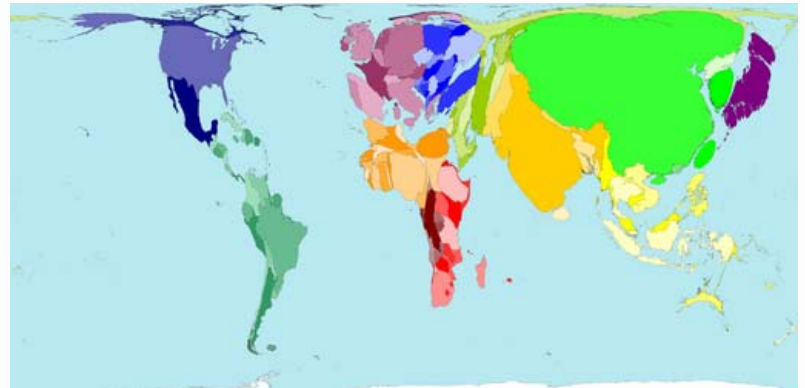
Royalty fees

Images from worldmapper.org

Economy and Open Innovation

Fragmentation of Industry

- separation of business activity
- sector speciality geographically focused

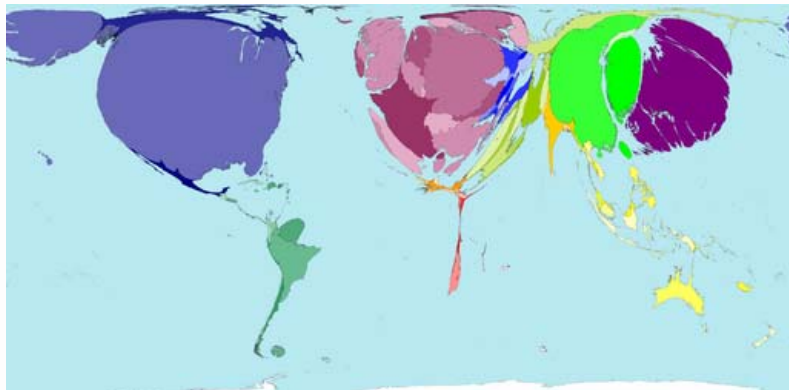


Men work in industry. Industry here means manufacturing, the production of tangible goods.

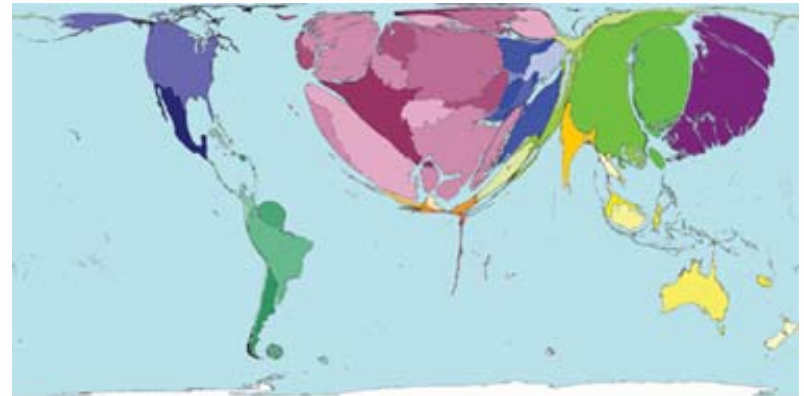
Economy and Open Innovation

Rate of Growth of Technology Change

- exploitation of R&D



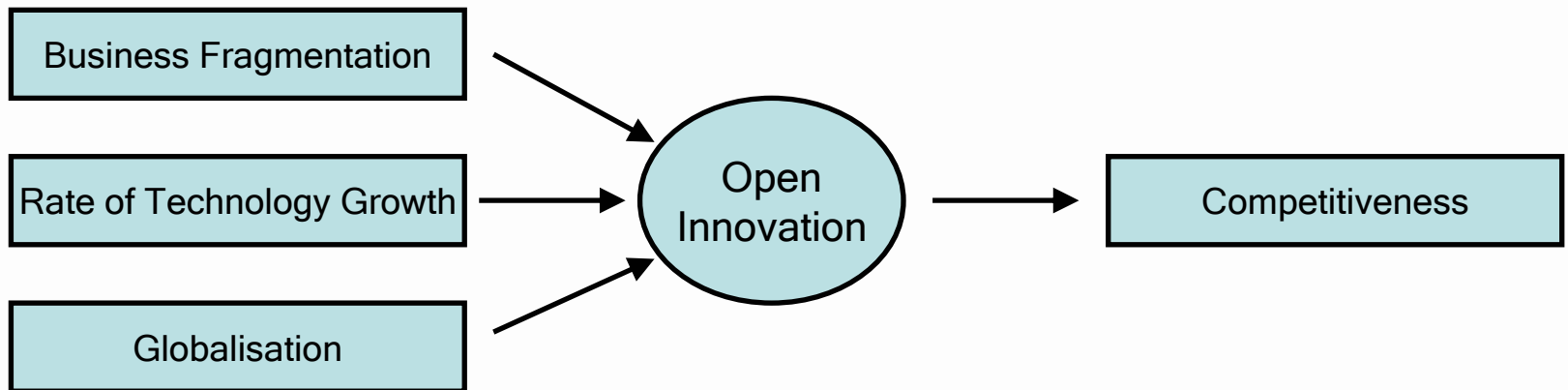
R&D expenditure



Growth of Science

Images from worldmapper.org

What Drives Open Innovation ?



How can we Benefit from Open Innovation ?

Firstly, an Open Aspect?

- welcome open systems
- be prepared to partner
- trade IPR license as a resource

Secondly, Adapt

- new technology
- new techniques
- new systems
- new services

Partners

- business partnerships
- business consortia

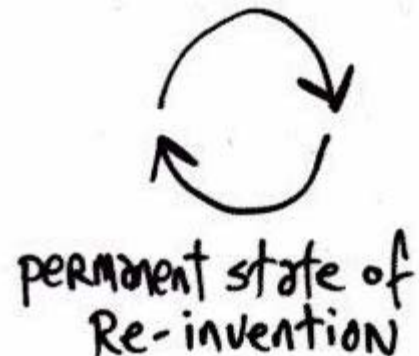
Re-invention ?

Businesses re-invent every 5 years

- technology
- services
- products

How?

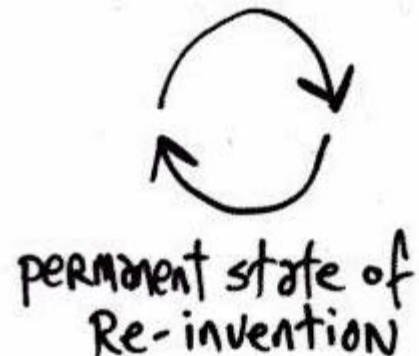
- future scanning
- technology prediction
- investment in production
- invest in ideas



Re-invention ?

Research re-invention constantly

- technology
- evolving science
- product driven
- ideas driven
- policy driven



Collaborative Working

Research and development

- national schemes to encourage University & Industry
- international systems

Manufacture

- business as usual



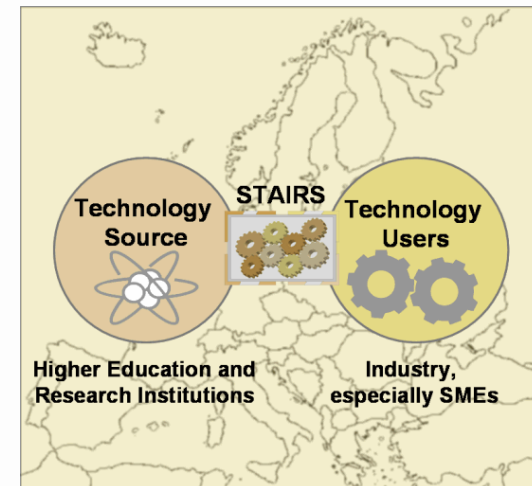
Potential Issues

Businesses Systems

- need to develop against current market / economy
- flexible
- pro / re - active

Support Systems

- legal
- political [isolationist]
- trans-national



Conclusions

- open Innovation is an active system
- different approaches
- economics driving business and research
- make use of open innovation
- reinvention
- collaborative working





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