

# Open Innovation

We develop and install open innovation systems for our clients

*Broad Reaching and Transactional*

*Focused and Collaborative*



Building platforms that naturally attract diverse partners who see value in developing on top of your offering

Posting challenges and rewards to a broad audience, directly or through a market maker

Scanning, either independently or through brokers, for new IP that can be licensed to target new opportunities

Joining open or topic specific consortiums to gain technology and market insight and find opportunities for joint R&D

Forming linkages across value chain members to collectively identify and target opportunities

Creating strategic partnerships within an industry or into adjacent spaces to unlock new opportunities

- *iPhone and App Store*
- *Google Maps*

- *P&G Connect and Develop*
- *Netflix Prize*

- *GSK and ceedd™*
- *XETHANOL and UTEK*

- *US Advanced Battery*
- *IBM "Collaboraties"*

- *SABIC Innovative Plastics network*
- *IFF value chain network*

- *Walt Disney, NBC and News Corp. (Hulu)*
- *Nike and Apple iPod*