

TechnoBusiness Forum -- 2005

Open Innovation

-- Enterprise Transformation --

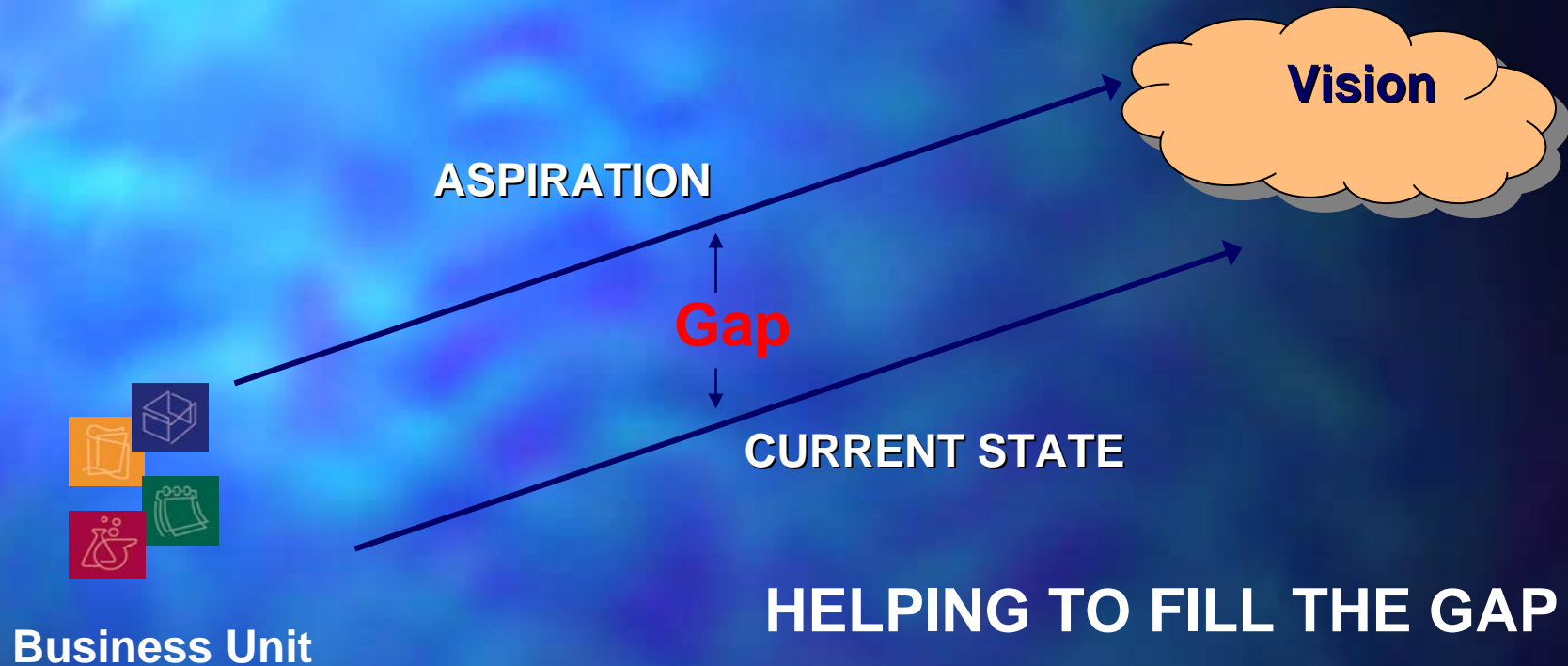


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Looking for Innovation in all the Right Places

“Open Innovation”

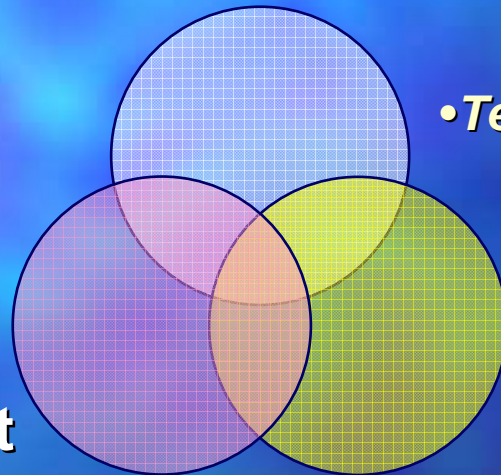


DESIRED OUTCOME: Create a channel that gives the Enterprise the ability to find, review, and acquire new technologies that will have positive bottom line results with minimum risk.

Types of work to be done in support of Open Innovation

Technical

- *Technical Development & Assessment*
- *Technology expertise – internal and external*
- *Technology intelligence*



Internal Business Development

- *Product and Service Development*
- *Expertise in operations, processes, equipment, markets, financials*
- *Market and competitive intelligence*

External Business Development

- *Scouting for external opportunities & resources*
- *External relationship building & management*
- *In and out licensing*
- *Business intelligence*
- *Business model development*

Keys to Success

- ***Alignment*** with the Operating Business Units
- **The Right Resources** at the right time.
“Availability is not a skill set.”
- **Clear goals, expectations, rewards**
- **Rapid “value added” responses**
- **Understanding that value is derived from the marriage of technology and business model.**
“Do not fall in love with a technology”