Presans
Connecting Business & Expertise

HEPTech)**Virtual Expertise Network**
Leading HEP technologies for industry
Technology Transfer opportunities

HEPTech Industry
Open Innovation Forum

8/10/13

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Problem Solving

Unexpected

Exploration
&
Orientation

See the Chapter

Multistep Dynamic Expert Sourcing:
A novel approach for open innovation platform

Albert Meige & Boris Golden

A GUIDE TO OPEN INNOVATION AND CROWD SOURCING

ADVICE FROM LEADING EXPERTS

EDITED BY PAUL SLOANE

Presans
Connecting Business & Expertise

Lai Choi

Prof. at Berkeley

Manager of a MEMS lab

World known in low cost manufacturing

Collaborates with Canon, Xerox, TSMC

One of the best expert in Ink-jets

There are **tens of millions** of experts in the world.

How do you find the **best and unexpected one** you need?

How do you **get just what you need** from him/her?

ASK THE CROWD

Registration yields a **weak number** of experts

Processes **fail to engage unexpected** experts

True need and answer are **not aligned**

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Expert sourcing rather than crowdsourcing

Dynamic rather than subscription-based

Multistep rather than black box

EXPERTS ONLY

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Jacques

Fellow at Presans

- Deep understanding of business strategy & operations
- Broad understanding of science and technologies
- Changed area every 7 years

The Fellow has a key role in the success of the process

NEED → **CONVERT** Reformulate your need → **HUNT** Identify, qualify and engage Experts → **DELIVER** Experts work on your need and deliver answers → **ANSWER**

OPEN
- Rework client's problem
- Make the problem generic
- Define the search areas

ADVISE
- Analyze responses
- Advice for client's choice

CONTEXTUALIZE
- Distillate report content
- Extract key messages

Our clients want more than experts, they want

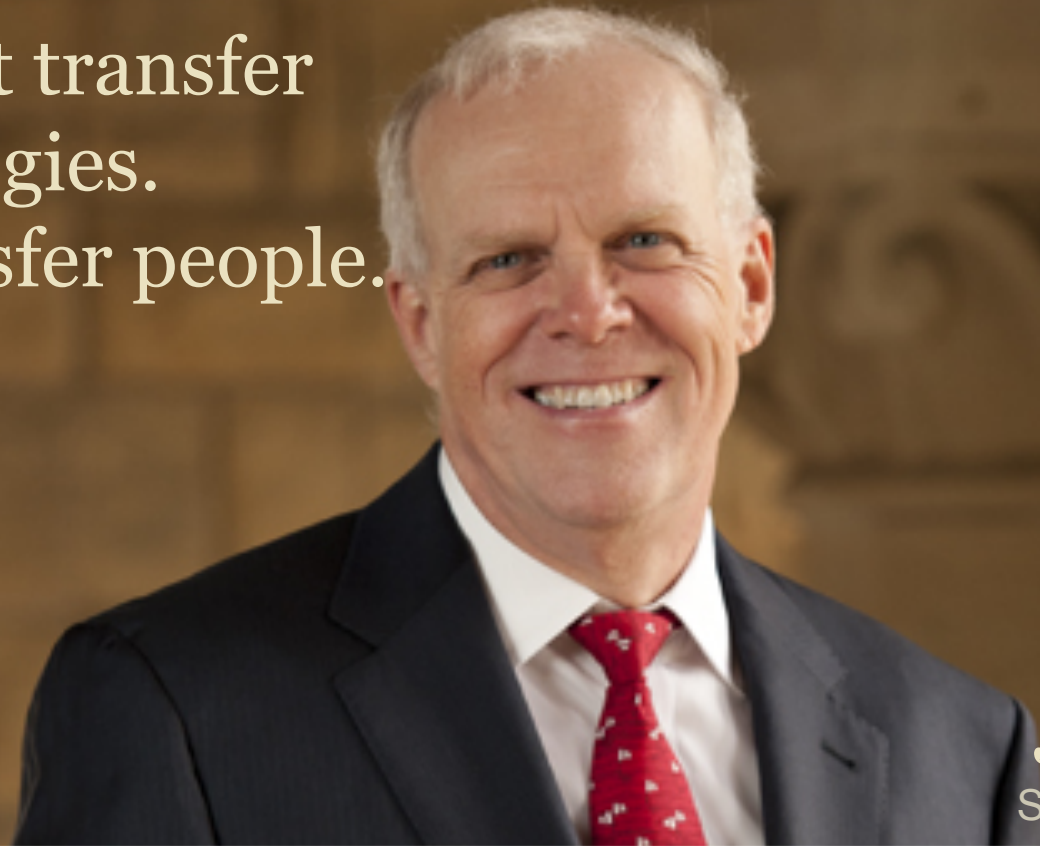# INSIGHTS

Inbound practices	Importance in 2011 (mean values)	Change of importance 2008-2011 (mean values)
Customer and consumer co-creation	4.43	4.68
Informal networking	4.38	4.12
University research grants	4.19	4.28
Publically funded R&D consortia	3.87	4.11
Contracting of external R&D service providers	3.73	4.04
Idea and start-up competitions	3.71	4.47
IP in-licensing	3.37	4.01
Supplier innovation awards	2.66	3.76
Crowdsourcing (unknown problem solvers)	2.64	4.09
Specialized services open innovation intermediaries	2.34	3.80

Importance in 2011 scale: not important (1) to highly important (7)

Change of importance scale: significant decrease (1) — no change — significant increase (7)

Source: *Managing open innovation in large firms* – Chesbrough and Brunswicker

We don't transfer
technologies.
We transfer people.

John Hennessy
STANFORD PRESIDENT

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