



Industry Open Innovation Forum
Knowledge Transfer Group CERN
Bucharest 8-9 October 2013

Open Innovation Intermediaries
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A SAMPLE OF OUR CLIENTS

WHAT IS THEIR COMMON FACTOR ?
THEY ARE ALL SEEKING TO SOLVE CHALLENGES



PROGRAM DELIVERY IN:

North America • Brazil • South Africa • Europe • Japan • Korea • Australia

The role of open innovation intermediaries



- ✓ Federate a diverse community of solution providers ... Open innovation fuel
- ✓ Frame questions, craft them as business opportunities and post the challenges in the form of RFPs..... We know what the needs are
- ✓ Engage directly with solution providers identified as having the capacity to reply to the challenge..... Reach out to the right places
- ✓ Allow solution providers to post technology pushed towards seekers with known needs..... Technology market places
- ✓ Connect the dots between the needs and the solutions.... Catalysing
- ✓ Allow exchange with needs owners and solution providers.... Create value in technology transfer..... For all partners

Information has become a commodity..... Accessing the right information has not

What is Open Innovation ?

open = **unbiased**, unobvious, expand

The formal discipline and practice of leveraging the discoveries of **unobvious others** as input for the innovation process through formal and informal relationships

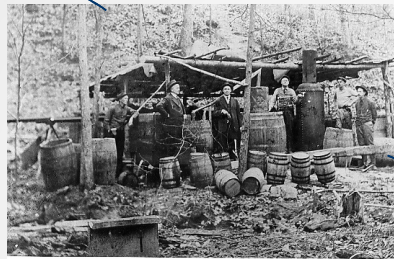
Prof. Frank Piller / MIT, RWTH Aachen

Open Innovation Intermediary Methodes



- ✓ **Passive posting** : generally uncrafted challenges posted to (sometimes) large communities..... wait until someone visits.....Not too successful : signal versus noise
- ✓ **Active posting** : requires careful open challenge crafting and active soliciting of a diverse community of solution providers
Challenges are codified in key words and data mining.....
seeking adjacencies and the unobvious
- ✓ **Targeted posting** : requires technology challenge crafting and active soliciting of selected solution providers..... Small but diverse technology experts
- ✓ **Focused posting** : requires technology focused challenge crafting and active soliciting of a specialised community of solution providers
Ecosystem approach with expert opinions and Delphi methodology

THE CHALLENGE



**You gave me
what I asked for**

**But not what
I needed**



innovation needs



Where to start?


Leading HEP technologies for industry
Technology Transfer opportunities



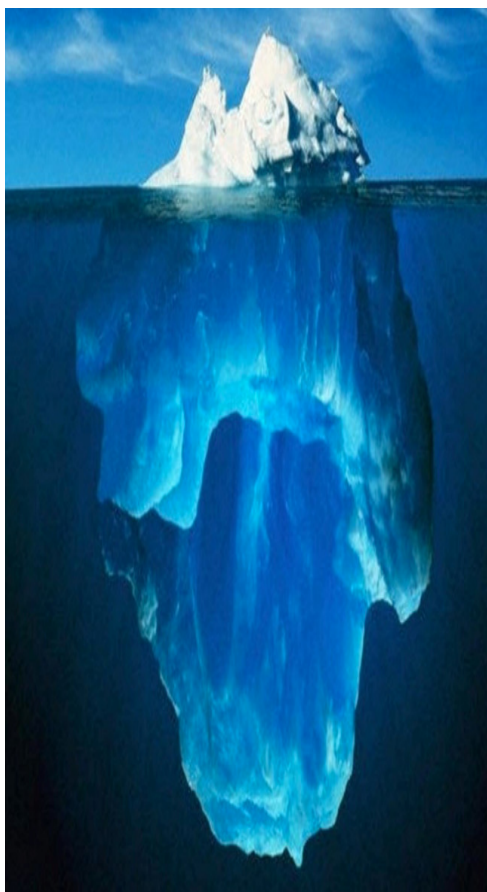
The enemies of Open Innovation

NIH or Not Invented Here

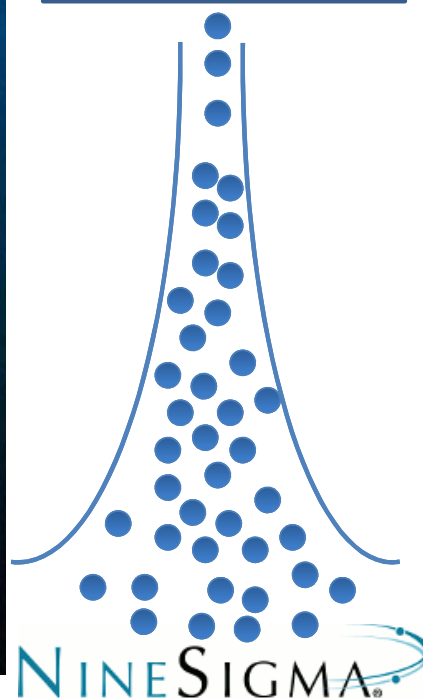
NIT or Not Invented There

The Google logo is displayed in its characteristic multi-colored font, with the letters 'G', 'o', 'o', 'g', 'l', and 'e' in blue, red, yellow, blue, green, and red respectively.

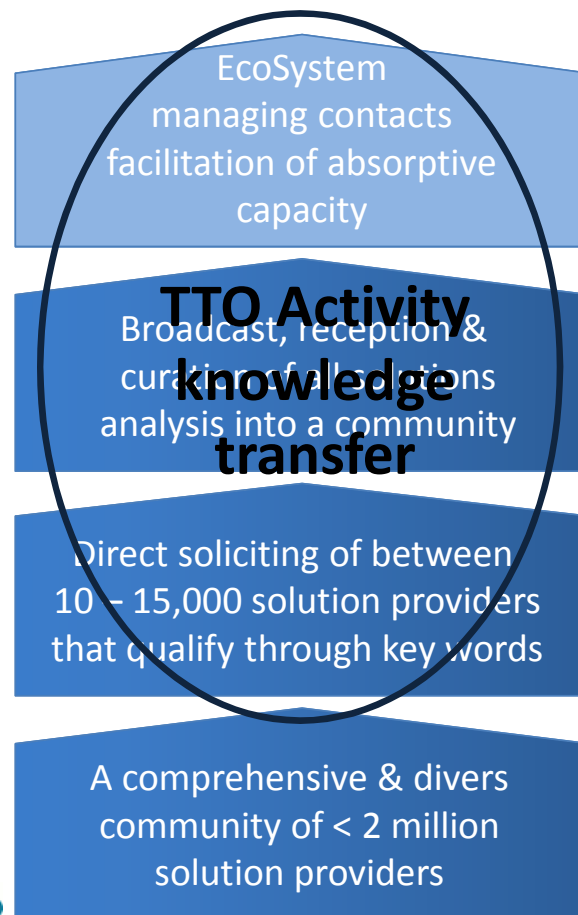
Managed & accelerated solution acquisition



OPEN FOR INNOVATING



NINE SIGMA



Where can NineSigma help ?



- ✓ We work with a large selection of major industries, we know what they are seeking
- ✓ We structure solver data bases and communities, making members visible and attractive
- ✓ We seek out the most relevant solution providers for challenges and connect them with the right people in our client base
- ✓ We manage only challenges that have a clear business opportunity
- ✓ We believe that this works because we seek to increase our solver data base by adding high quality expertise

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1
2

THANK YOU !
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