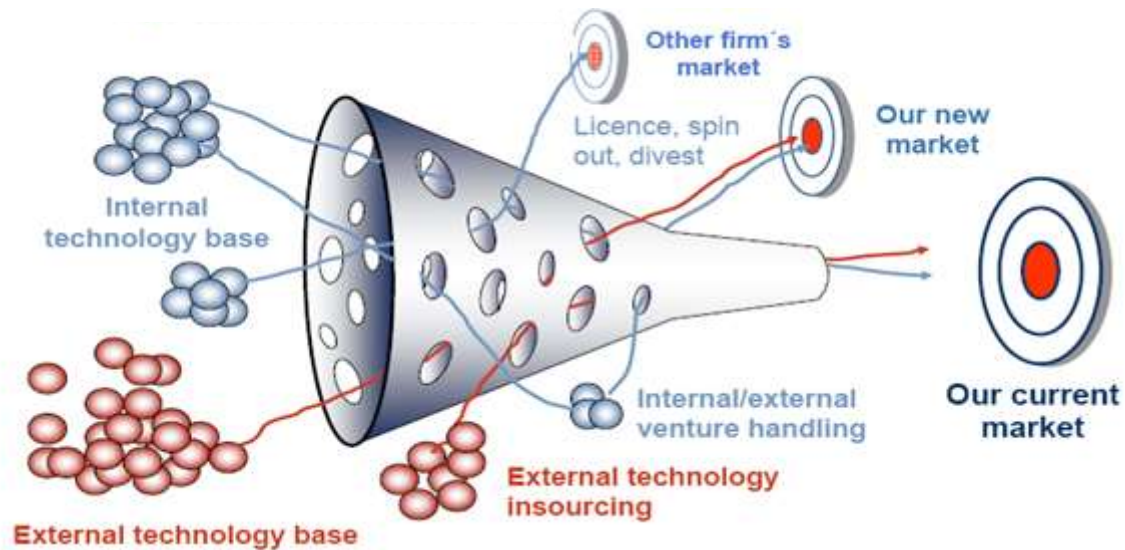


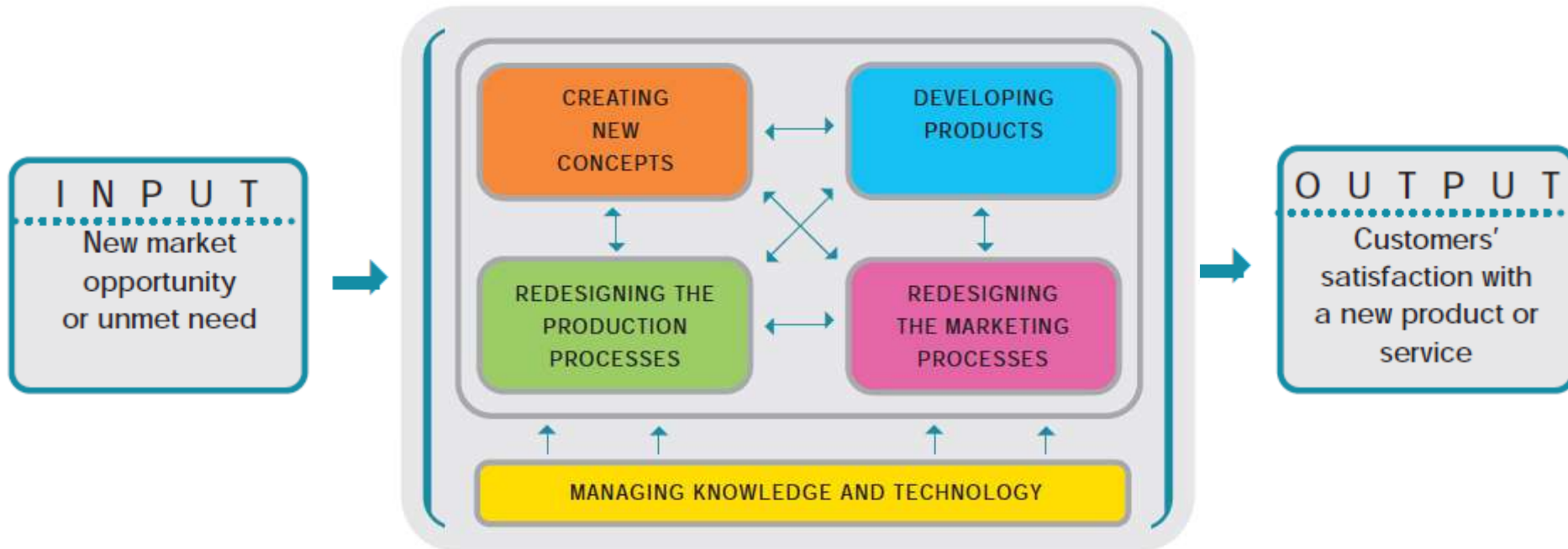
# OPEN INNOVATION & INDUSTRIAL CHALLENGES



[jmpique@TechnovaBarcelona.org](mailto:jmpique@TechnovaBarcelona.org)

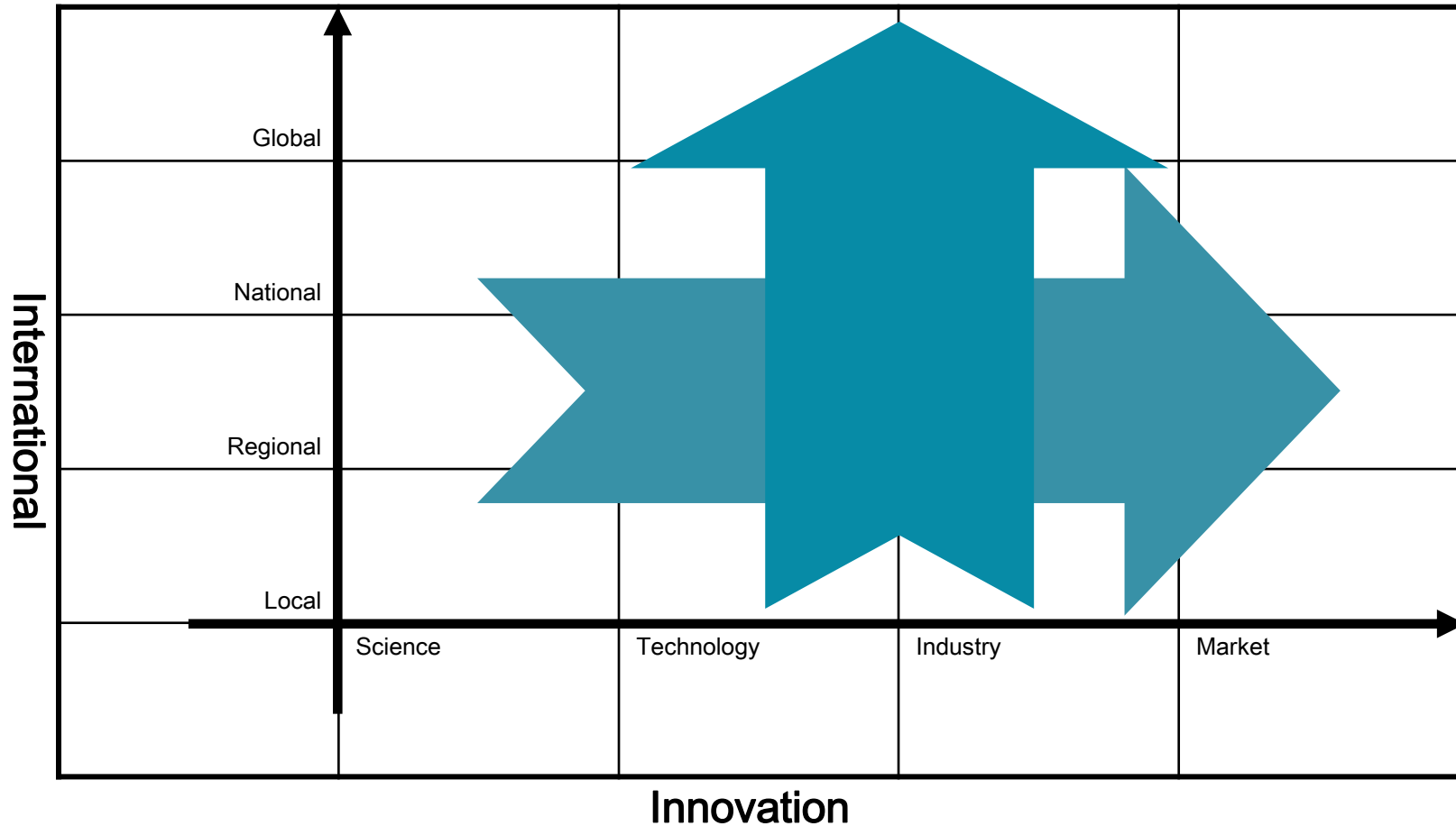
# INTERNAL INNOVATION

2



# INNOVATION+ INTERNATIONALIZATION

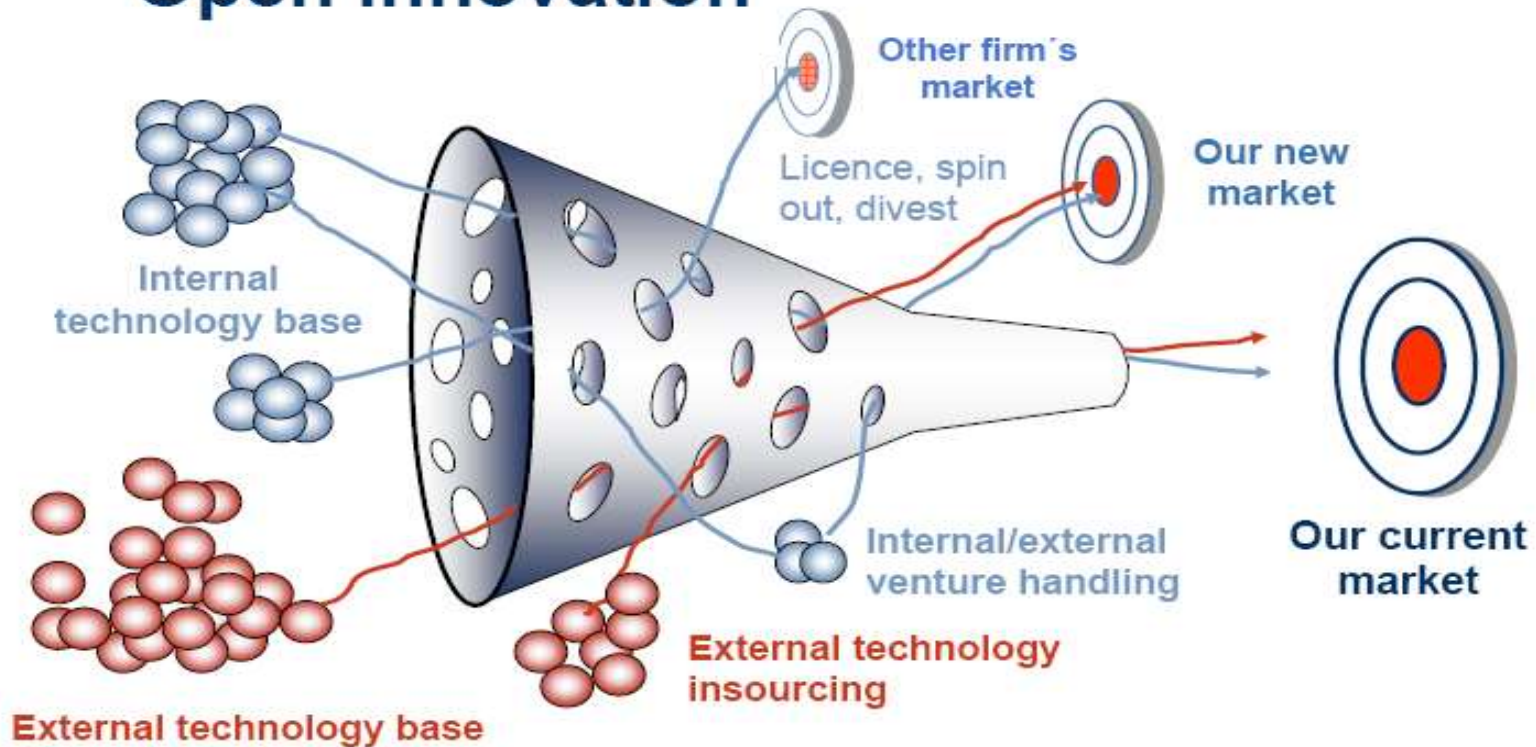
3



# MANAGING OPEN INNOVATION

4

## Open innovation



Stolen with pride from Prof Henry Chesbrough UC Berkeley, *Open Innovation: Renewing Growth from Industrial R&D*, 10th Annual Innovation Convergence, Minneapolis Sept 27, 2004.

# OPEN INNOVATION TOOL KIT

5

		Location	
		Internal	External
Fit	Aligns with Core	Products of the firm's R&D such as direct product enhancements	University and Research lab results, Existing competitors, new entrants
	Non-core	Products of R&D from research, and unrelated applications of core technology	Members of your ecosystem, components of your complete solution

# OPEN INNOVATION TOOL KIT

6

		Location	
		Internal	External
Fit	Aligns with Core	Internal Development	Acquisition
	Non-core	New Business	Investment

# OPEN INNOVATION TOOL KIT

7

		Location	
		Internal	External
Fit	Aligns with Core	Internal Development	Acquisition
	Non-core	New Business	Investment

# OPEN INNOVATION TOOL KIT

8

		Location	
		Internal	External
Fit	Aligns with Core	Business Unit Champions, Strategic Licensing	Acquisition
	Non-core	New Business	Investment



# OPEN INNOVATION TOOL KIT

9

		Location	
		Internal	External
Fit	Aligns with Core	Business Unit Champions, Strategic Licensing	Sourcing Tech “Scouts” Strategic Business Development Corporate Finance
	Non-core	New Business	Investment

# OPEN INNOVATION TOOL KIT

10

		Location	
		Internal	External
Fit	Aligns with Core	Business Unit Champions Strategic Licensing	Sourcing Tech "Scouts" Strategic Business Development Corporate Finance
	Non-core	Outside Experts IP Licensing Team Spin-Out Team Entrepreneurs	Investment

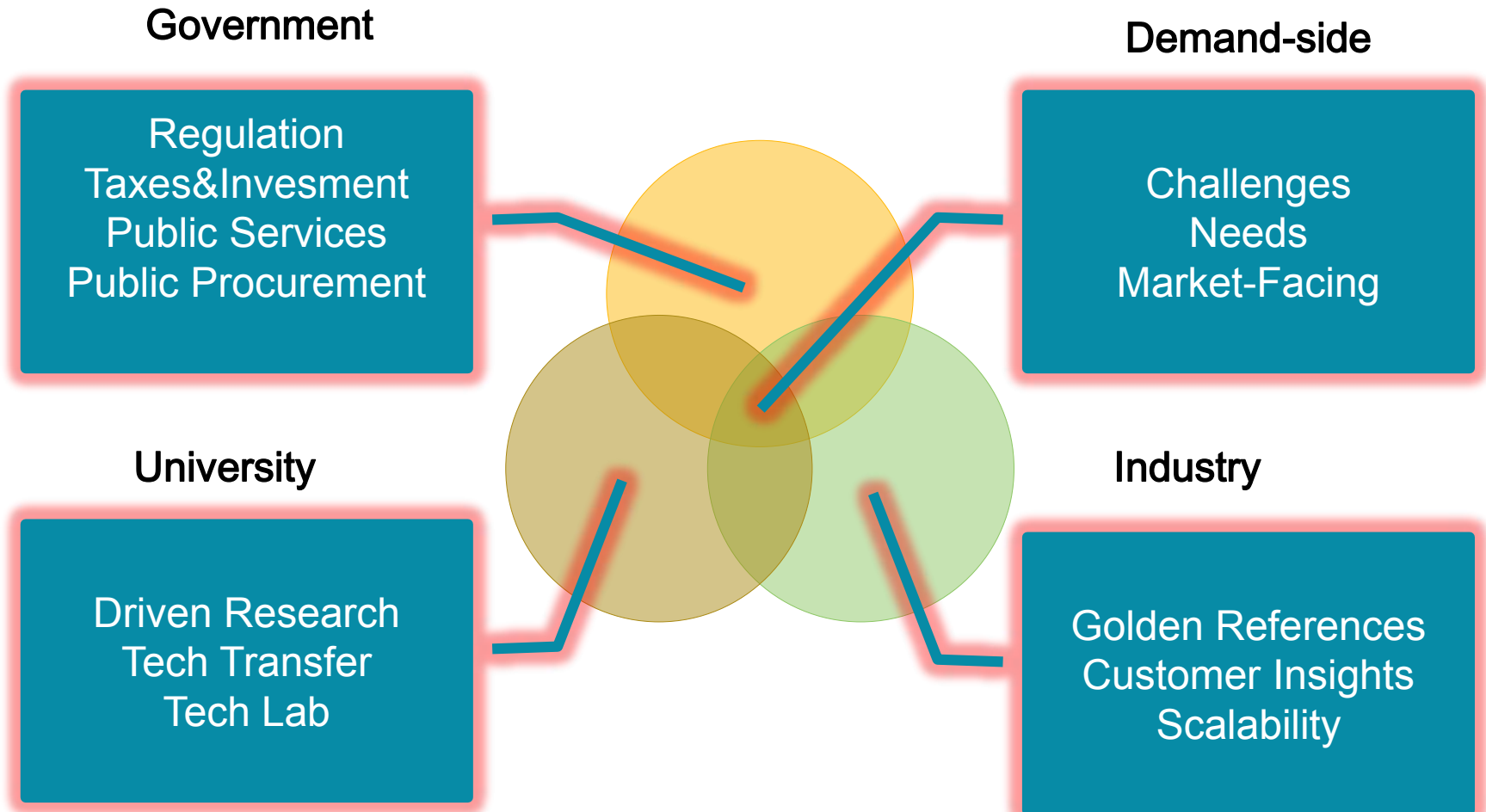
# OPEN INNOVATION TOOL KIT

11

		Location	
		Internal	External
Fit	Aligns with Core	Business Unit Champions Strategic Licensing	Sourcing Tech "Scouts" Strategic Business Development Corporate Finance
	Non-core	Outside Experts IP Licensing Team Spin-Out Team Entrepreneurs	Sourcing Deal Flow Corporate VC External VC Outside Experts

# QUATRIPLÉ HELIX

12



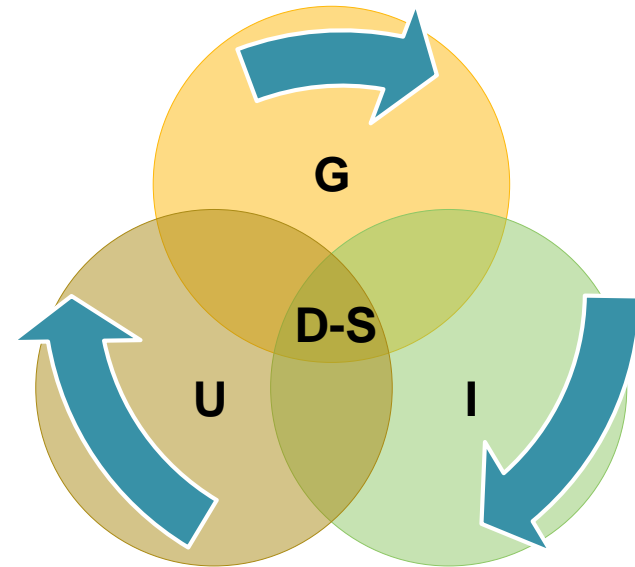
# DISCOVERY PROCESS

13

## STEPS

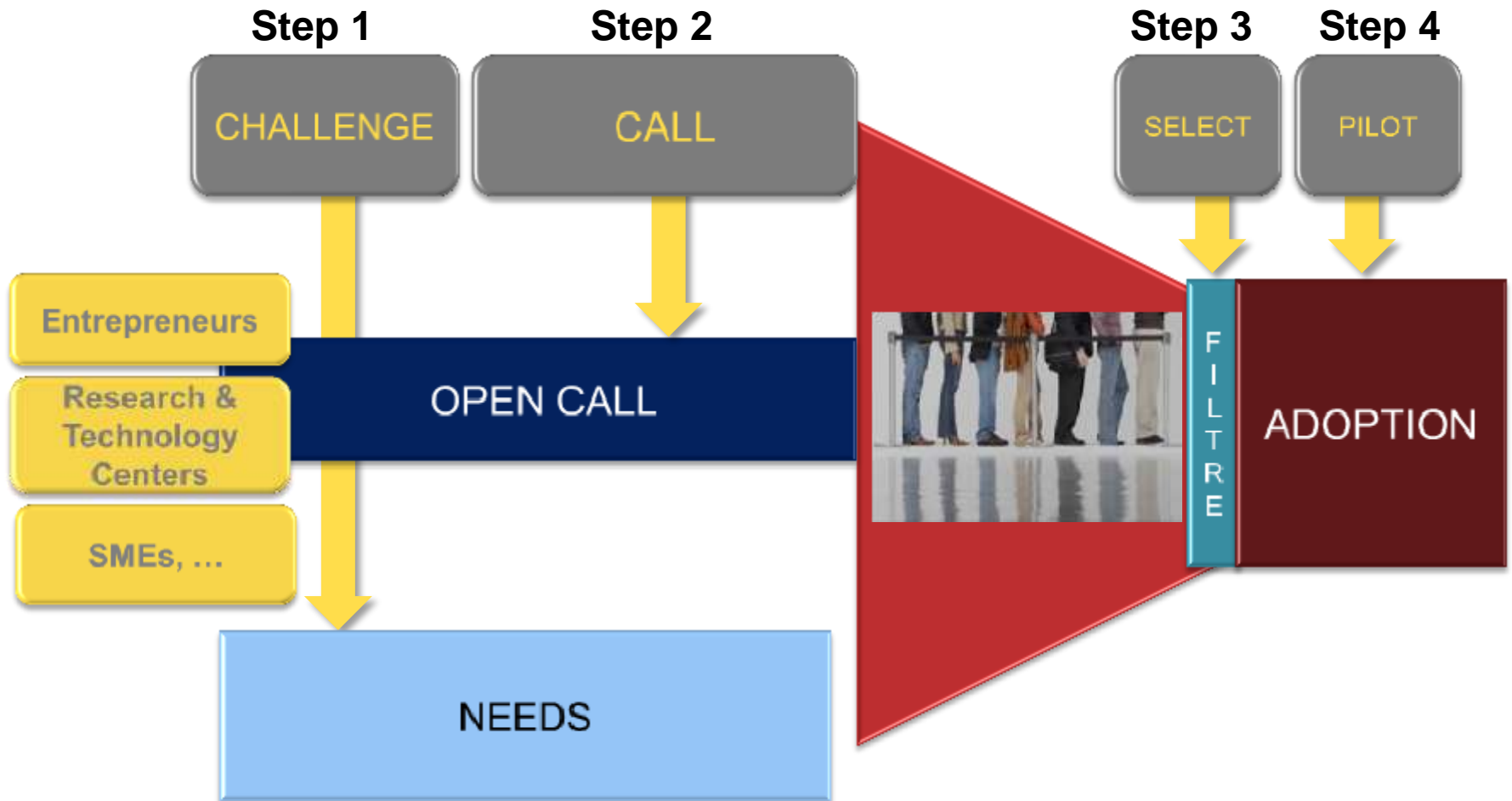
- CHALLENGES
- CALLS
- SELECTION
- PILOTS
- LOCAL SCALABILITY
- GLOBAL SCALABILITY
- EXIT PLANS

## OPEN INNOVATION IN 4H



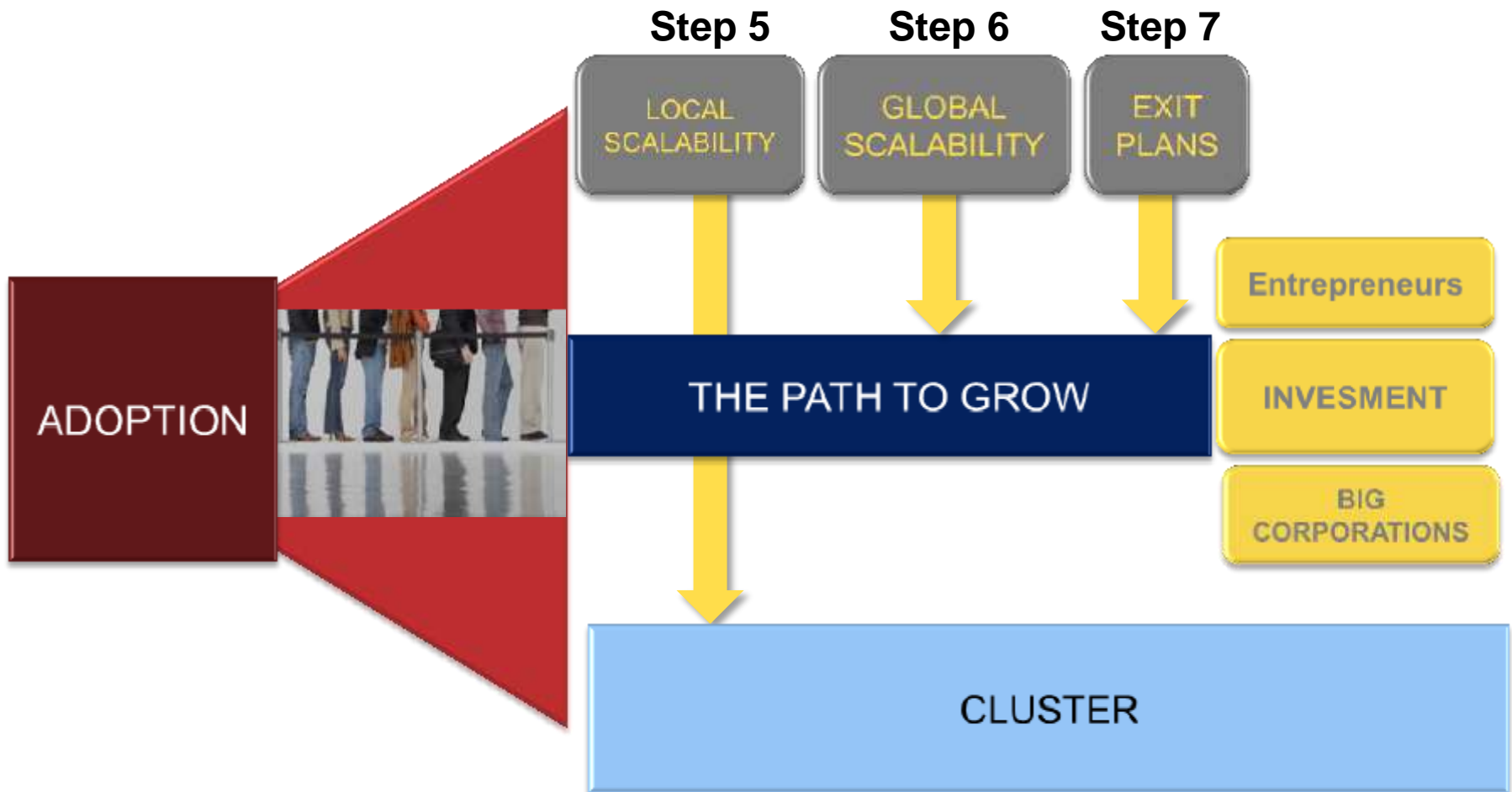
# LEARNING LOCAL

14



# GROWING GLOBAL

15



# TOOL KIT FOR OIMP

16



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JOINT RESEARCH CENTRE  
Scientific Support to Innovation  
Union, Foresight and International  
Relations

IASP World Conference  
Doha, Qatar | October 2014

**OPEN INNOVATION MARKET PLACES**

A TOOL KIT FOR ORGANISING OPEN  
INNOVATION MARKET PLACES (OIMP) EVENTS

