EURIPIDIS – Open Innovation – Literature Review and Case Studies

Workshop
Seville, 22 June 2015

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Open Innovation Model
An Open Model of Innovation

- **Inbound**
  - Acquiring knowledge, ideas, etc.

- **Outbound**
  - Selling knowledge, ideas, etc.

- **Pecuniary**
  - Licensing, purchasing, hiring, etc.

- **Non-Pecuniary**
  - Public domain, open source, etc.
Open Innovation: Theory

- **Open Innovation:**
  - Company centric innovation
  - Identify its limitation to
    - Exploit its own ideas
    - Develop its own solutions
  - Seeks outside opportunities for both

- **User Innovation:**
  - User-lead innovation
    - Identify a problem & solve it
    - Better suited solution

- **Evolution/Variation of these Models**
  - Social Innovation
  - Open Innovation 2.0
Case Studies

• Institute of Management Scuola Superiore Sant’Anna, Pisa (Italy)
• 13 Case Studies on Open Innovation Methods:
  • BCB Informática y Control
  • BlaBlaCar
  • Celoxica Ltd.
  • ENTRANET Ltd.
  • Graphenea SA
  • Guger Technologies OG (g.tec)
  • IBSENtelecom
  • Koninklijke Philips
  • Loccioni Group
  • Primo 1D
  • STMicroelectronics NV
  • Supponor OY
  • Zappar Ltd.

Invitation to tender JRC/SVQ/2014/J.3/0041/NC
“Case studies on Open Innovation in ICT”

D2 – Background
Information on Selected Companies

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Pisa, May 2015
Case Study: Zappar

- **Service provider:**
  - Augmented reality
  - Created in 2011 (UK)
  - 2014: 21 emp.; rev. €867,000

- Initially B2B (ad-agency model)

- Switched to B2C (revenue sharing)

- **Innovation methods:**
  - Technology-lead
  - Collaboration

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Fig. 1 Example of QR code

Fig. 2 Example of Zapcode
Case Study: Entranet

- **Product provider:**
  - Products for assisted living – IoT with Voice Command
  - Created in 2009 (EL)
  - 2014: 10 emp.; rev. €100,000

- **Current Products B2B**
  - Talk2lift (2013)
  - HouseMate (2015)

- **New Product B2C**
  - MyCane (2018)

- **Innovation methods:**
  - Problem solving lead
  - Licensing technology

**Problem Identified**

Looking for tech & licensing-in

**Added more R&D to adapt to the problem**

**Commercialize**
Takeaways

- **No dominant innovation methods:**
  - No single model of innovation
  - Companies *adapt* to the problems they face
  - Hardware ICT companies rely on IP

- Policy Recommendations:
  - Decrease *barriers*:
    - Create venues for *networking*
    - Create a *governmental intermediary*
  - Increase *drivers*:
    - Encourage *public-private partnerships*: public institutions (e.g. university) to work with the private sector