



Open innovation – new paradigm in cooperation between science and industry

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European
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OPEN INFORMATION PROCESSING WITHIN INNOVATION NETWORKS



VIRTUAL DIMENSION CENTER



TU/e Technische Universiteit
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What do we do?

- ✓ **Regional surveys and reports that will present available and utilized methods for information processing within networks**
- ✓ **SWOT analyses of the different partner networks concerning information processing**
- ✓ **Identification of best practices among the partner's networks**
- ✓ **Presentation and transfer of results to existing network**





„Open innovation

.....

**is like a championship at which
all the players
are winners”**

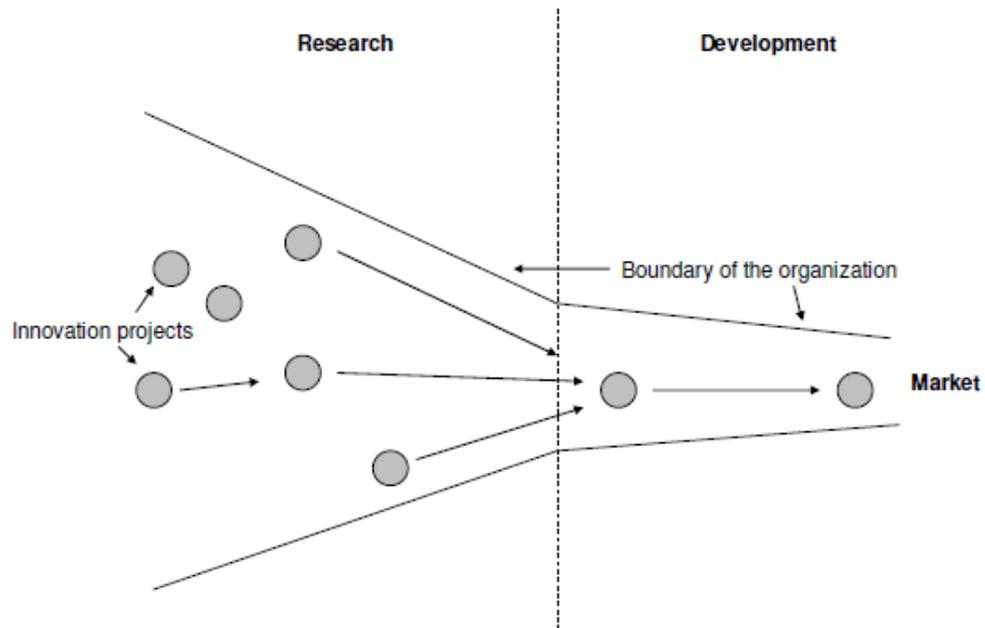
**also called as „5th freedom....” –
free movement of innovative ideas**





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Closed paradigm



Source: Chesbrough (2003, p. xxii).



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Innovation took place within four walls of certain company

IP was highly guarded

Company had full control over whole process – NPD Cycle

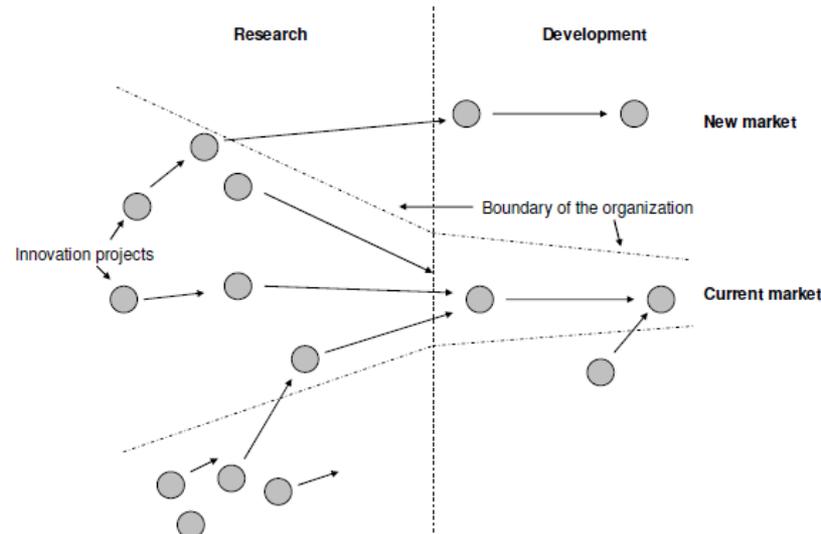
Some ideas might not make it to the market





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Opened paradigm



Source: Chesbrough (2003, p. xxv).



Open Innovation can thus be described as: combining internal and external ideas as well as internal and external paths to market to advance the development of new technologies.



Factors that paved way to open innovation:

- ✓ **The increasing availability and mobility of skilled workers**
- ✓ **The growth of the venture capital market**
- ✓ **External options for ideas sitting on the shelf**
- ✓ **The increasing capability of external suppliers**



OPEN vs. CLOSED

Closed innovation	Open innovation
The smart people in the field work for us.	Not all the smart people in the field work for us. We need to work with smart people inside and outside the company.
To profit from R&D, we must discover it, develop it, and ship it ourselves.	External R&D can create significant value: internal R&D is needed to claim some portion of that value.
If we discover it ourselves, we will get it to the market first.	We don't have to originate the research to profit from it.
The company that gets an innovation to the market first will win.	Building a better business model is better than getting to the market first.
If we create the most and the best ideas in the industry, we will win.	If we make the best use of internal and external ideas, we will win.
We should control our IP, so that our competitors don't profit from our ideas.	We should profit from others' use of our IP, and we should buy others' IP whenever it advances our business model.





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"You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new."



Steve Jobs



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Why Innovation is so important?

"The most successful organizations co-create products and services with customers, and integrate customers into core processes."

IBM CEO Survey

"We need diversity of thought in the world to face the new challenges,"

Tim Berners-Lee

"When the rate of change outside an organization is greater than the change inside, the end is near"

Jack Welch





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Thank you!



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