



Open Innovation – Customer as developer

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1. Introduction

2. Theoretical basics of **Open Innovation (OI)**

3. Instruments of OI

3.1. Toolkits for OI

3.2. Innovation Competitions

3.3. Communities for OI

4. Practical application of OI

4.1. InnoCentive

4.2. OScar

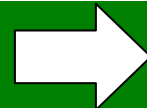
5. Conclusion

1. Introduction

Background:

- shrinking product lifecycle
- increasing competition
- need in new sources of creativity
- strong need in customized solutions

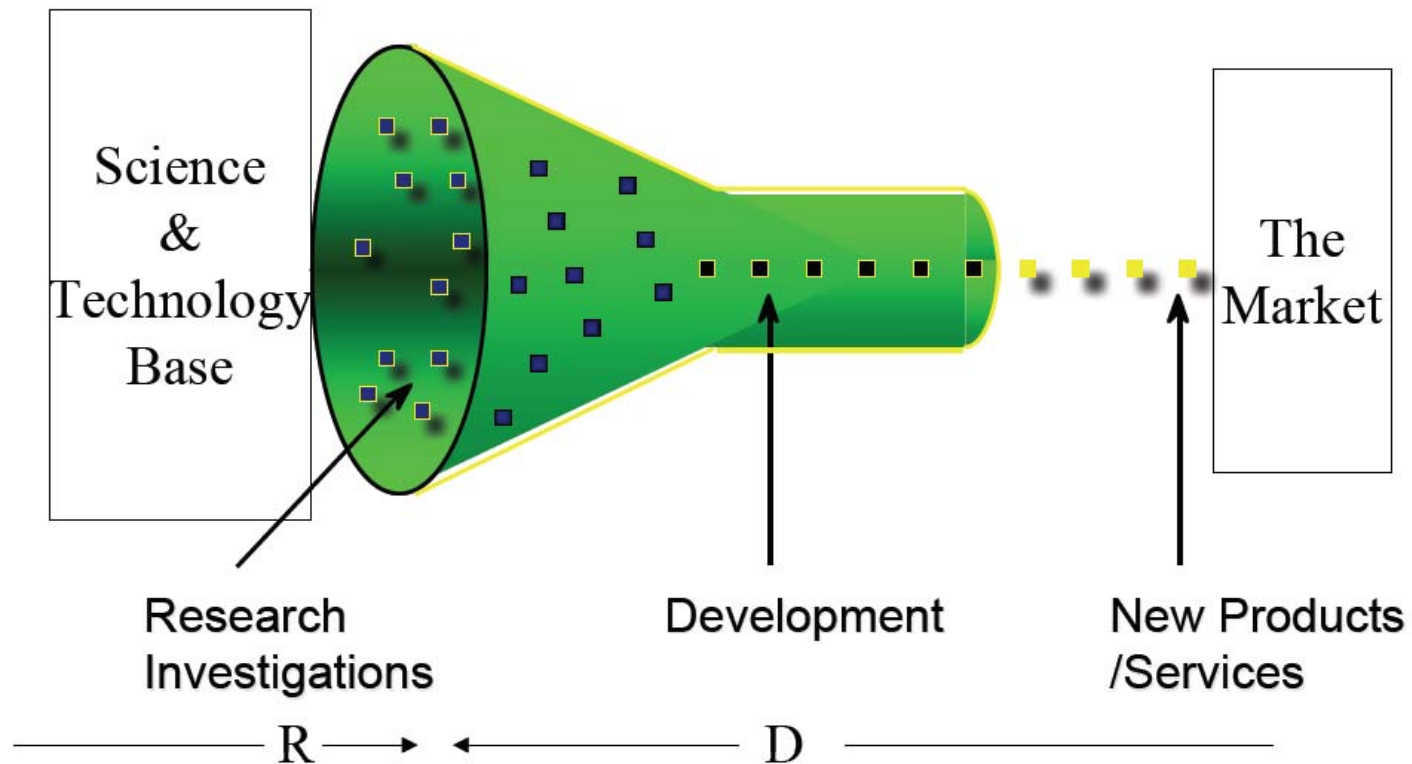
possible solution



OPEN INNOVATION

2. Theoretical basics of OI

The current Paradigm: Closed Innovation System

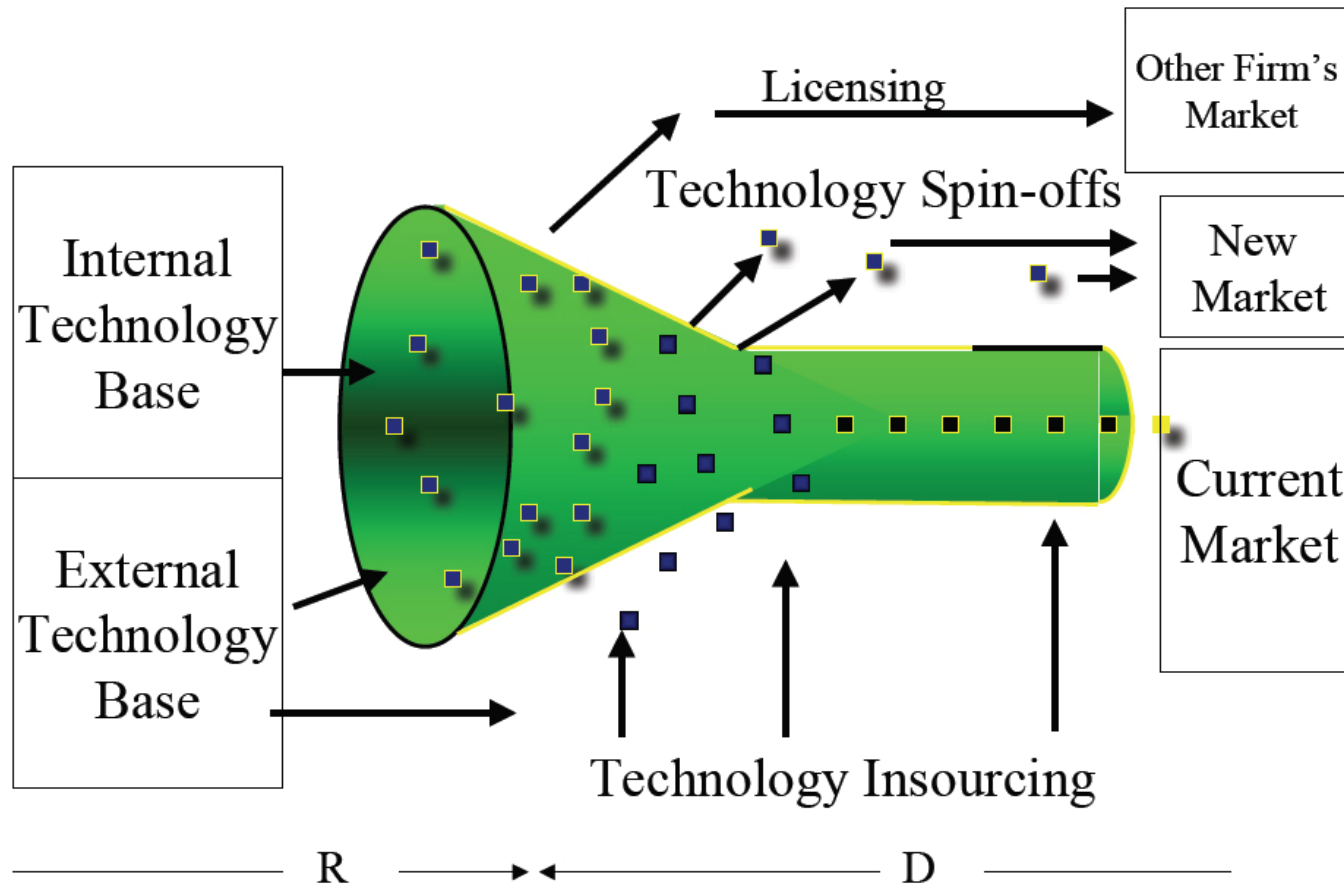


2. Theoretical basics of OI

“ Open Innovation is collaboration for innovation within networks of firms and external entities like customers, retailers, suppliers, competitors, universities, and other research labs.”

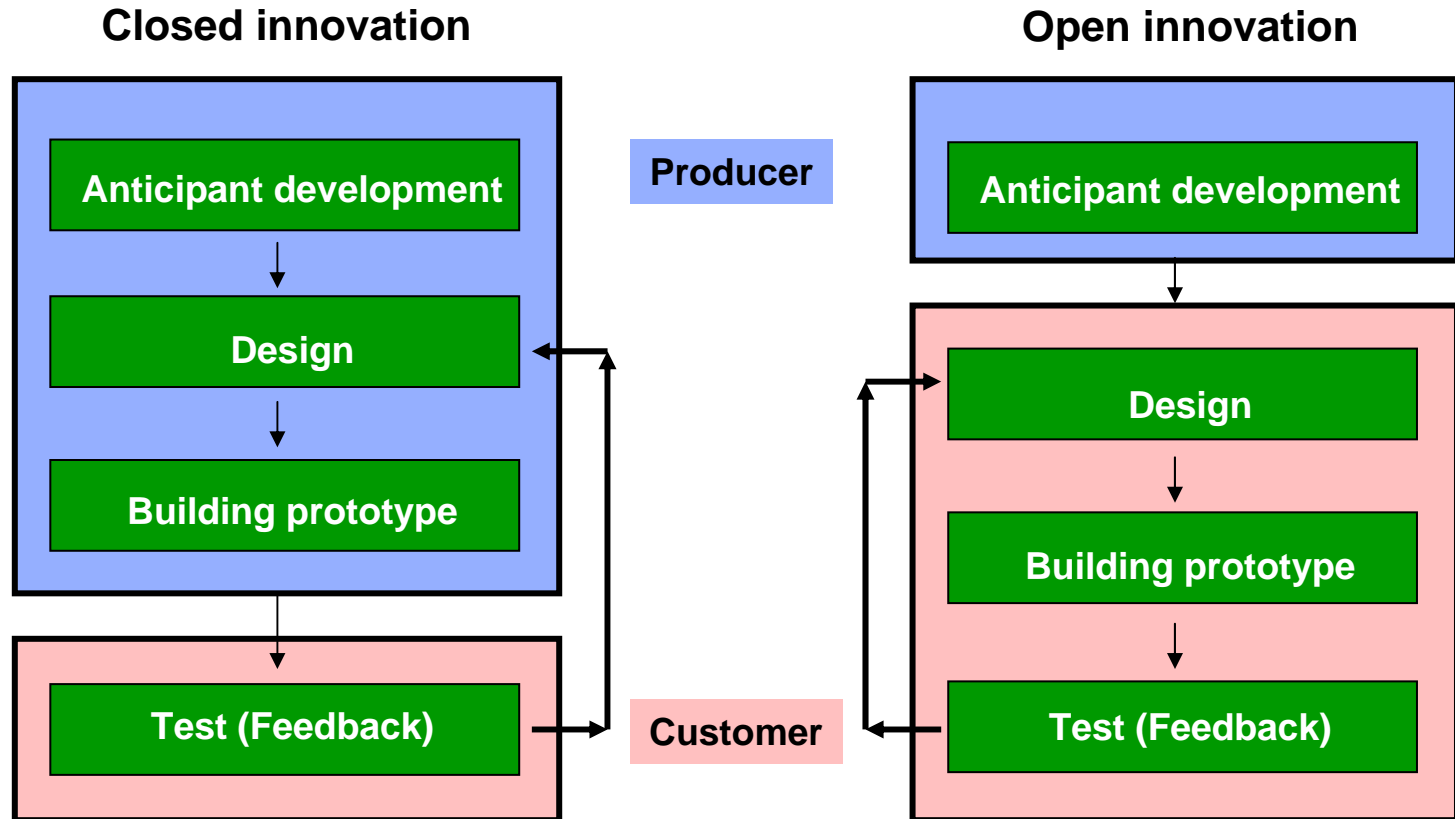
2. Theoretical basics of OI

The Open Innovation Paradigm



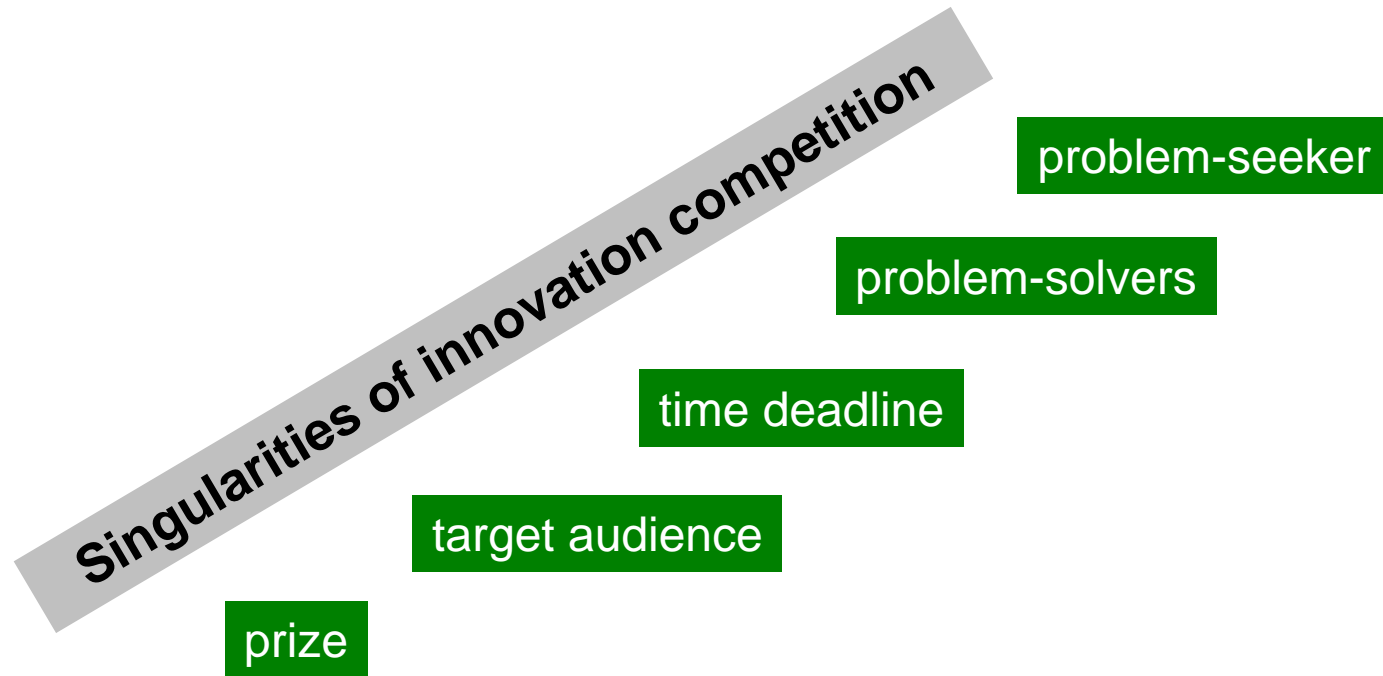
3. Instruments of OI

3.1. Toolkits for OI



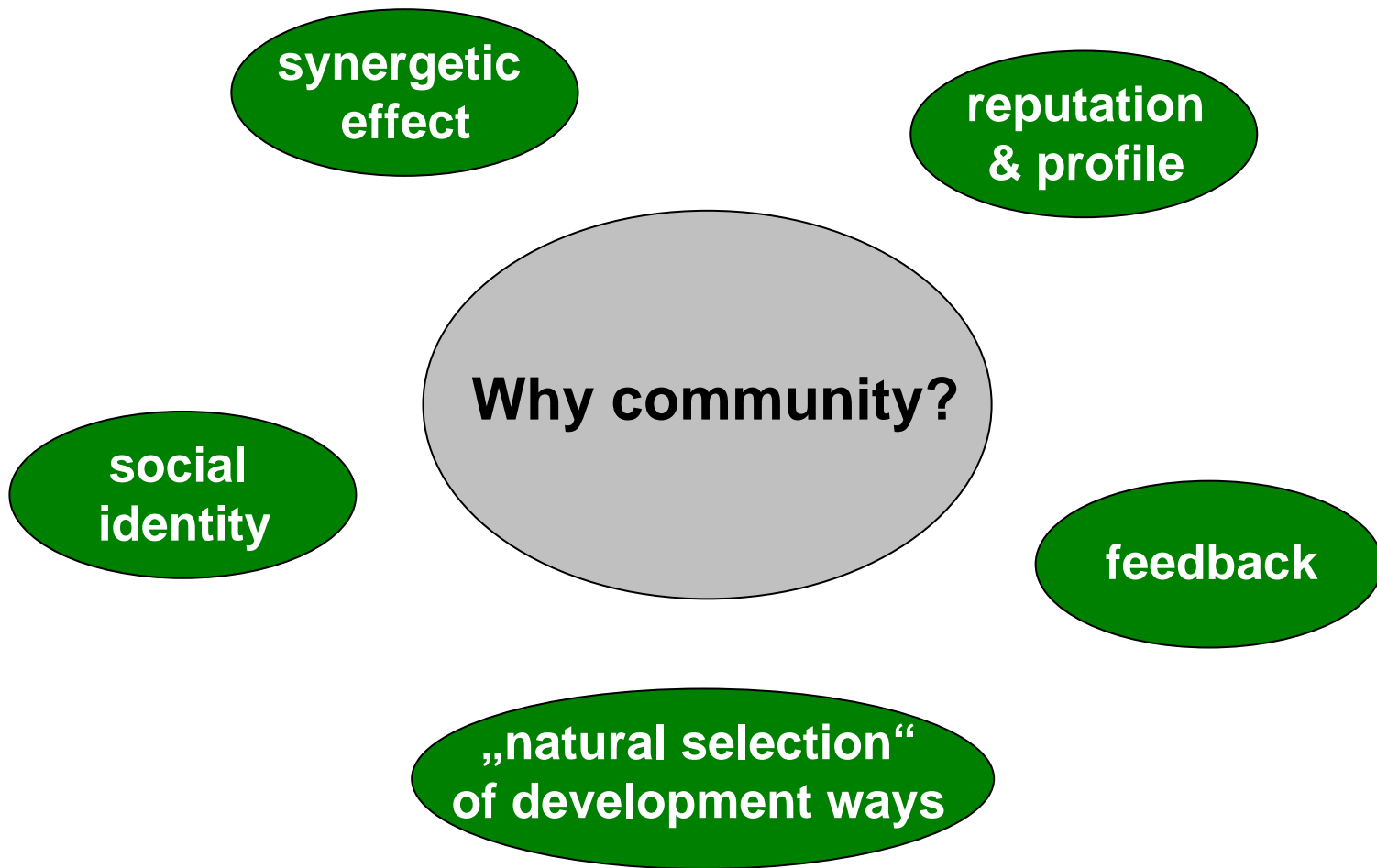
3. Instruments of OI

3.2. Innovations Competition



3. Instruments of OI

3.3. Communities for OI



4. Practical application of OI

4.1. InnoCentive

Type: internet-based **competition platform**

Sphere: chemistry & applied and life sciences

Target: best solution in short time

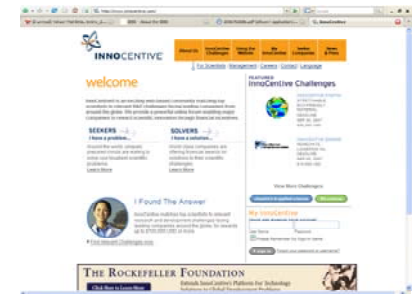
Motivation: cash rewards

Features:

- portal in 7 languages
- protection of property rights



Companies contract with InnoCentive as "Seekers" to post R&D challenges. Scientists register as "Solvers" to review challenges and submit solutions online. The Seeker company reviews submissions and selects the best solution. InnoCentive issues the award amount to the winning scientist/Solver.



“InnoCentive Inc.” (www.innocentive.com, Massachusetts, USA)

4. Practical application of OI

4.2. OScar

Type: virtual **community platform**

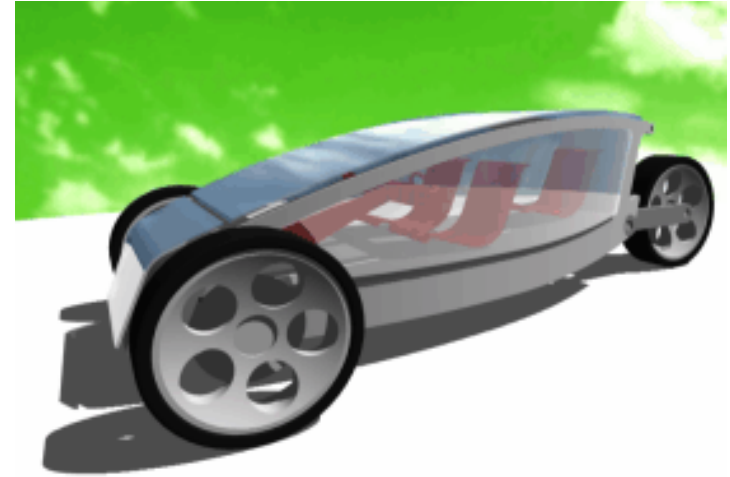
Sphere: automobile industry

Target: Open Source Car development

Motivation: reputation, knowledge

Features:

- OS hardware by usage of OS software
- anybody can contribute



OScar project (www.theoscarproject.org, Dingolfing, Germany)

5. Conclusion



Thank you for attention !