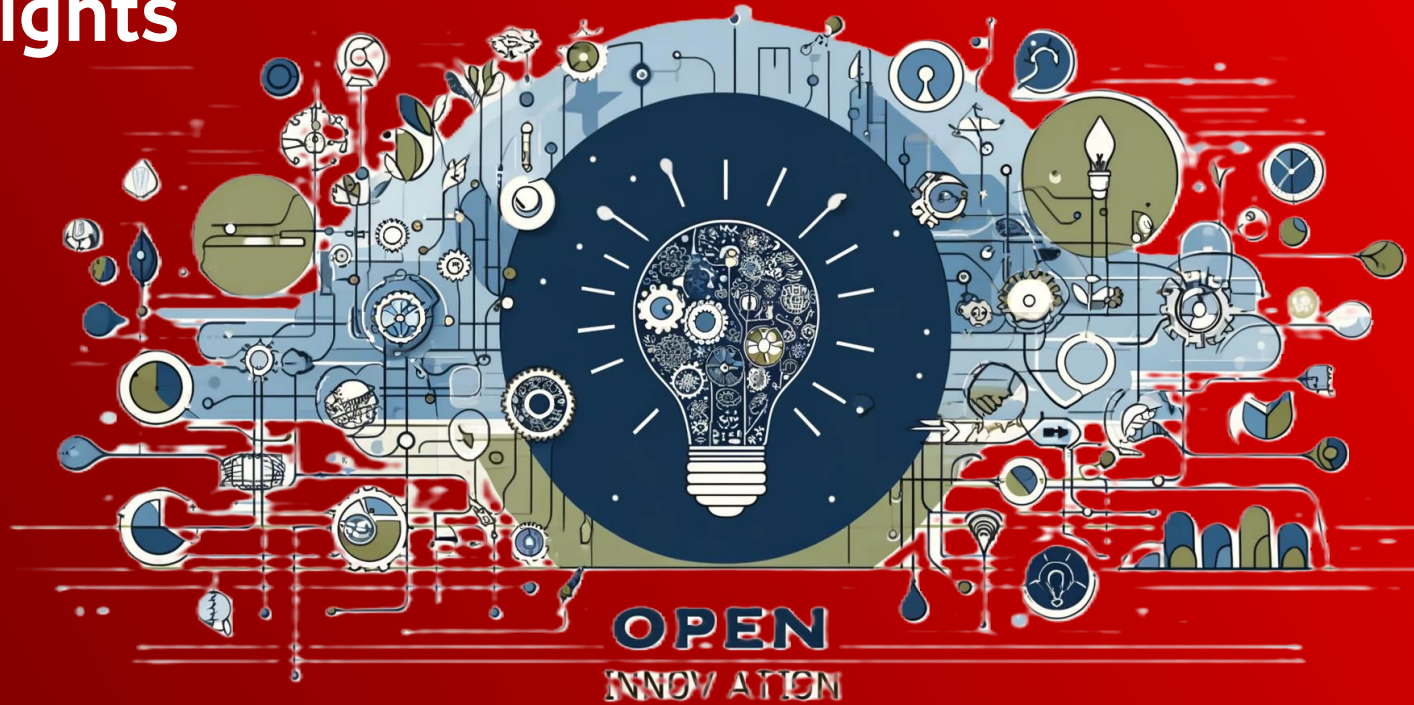


Open Innovation Practice Insights



Michael Bösinger
Vodafone GmbH

27 May 2024



Why Open Innovation?

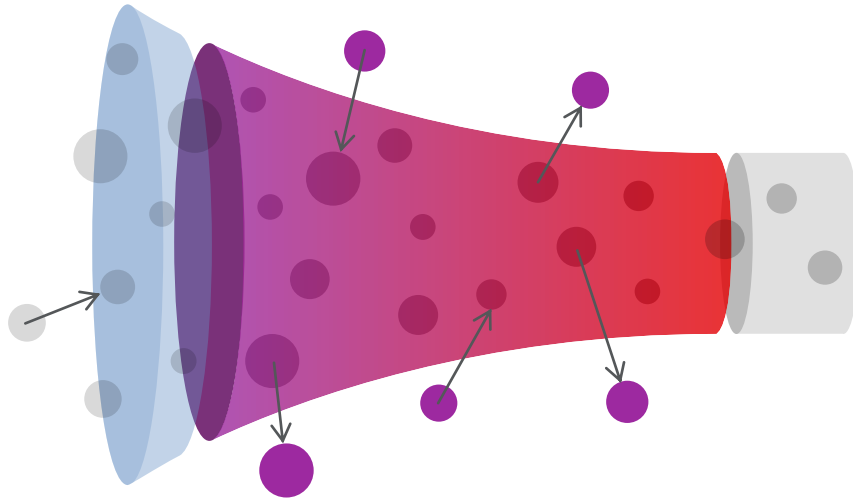
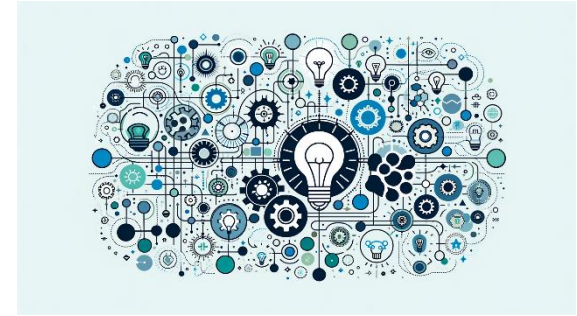
“No matter who you are,
most of the smartest people
work for someone else.”

(Bill Joy, co-founder Sun Microsystems)



Open Innovation

Systematic, iterative Integration of Customers and Partners into the Innovation process



- DEFINITION -

(Partial) opening of the innovation process for the systematic **integration of the crowd**, i.e. **users, experts & partners** to increase one's own innovation potential.

- OR -

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

- OR -

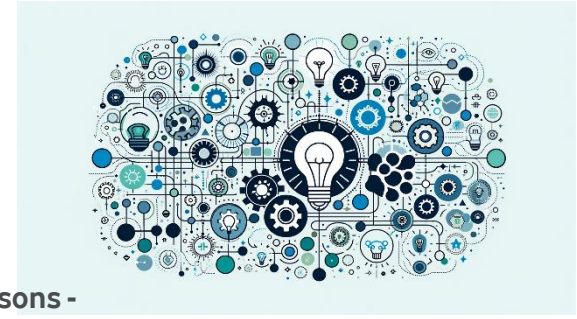
From "The lab is our world"
to "**the world is our lab**".

Source: Chesbrough & Brunswicker (2013), Managing Open Innovation in large firms, survey report, executive survey on open innovation.,
Source: Timex

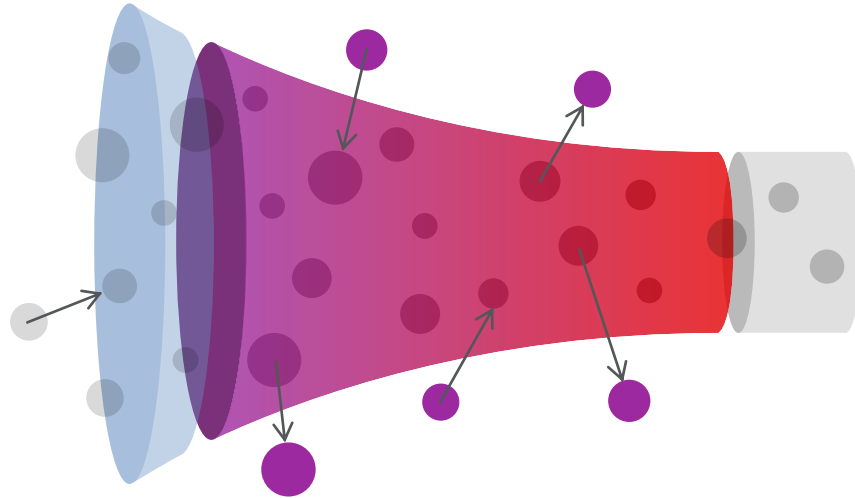


Open Innovation

Why do Companies apply Open Innovation?



- STRATEGIC Reasons -



1 | Establishing new Partnerships

2 | Identification and use of new technologies & trends, business opportunities

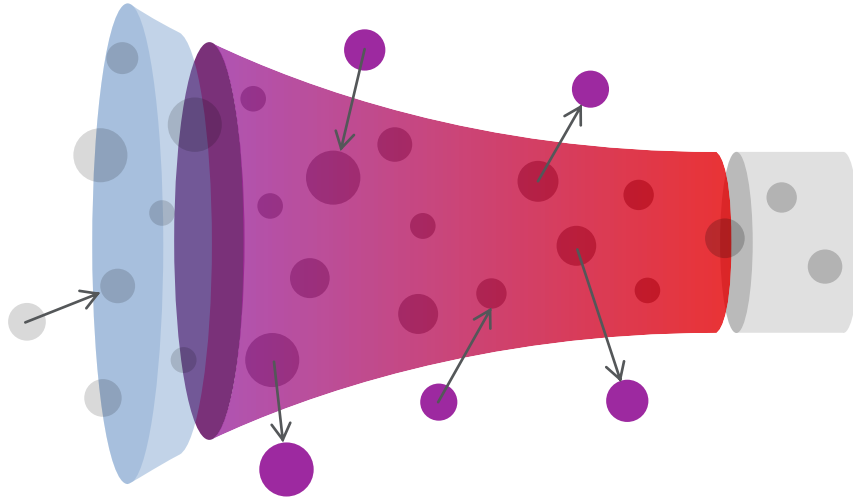
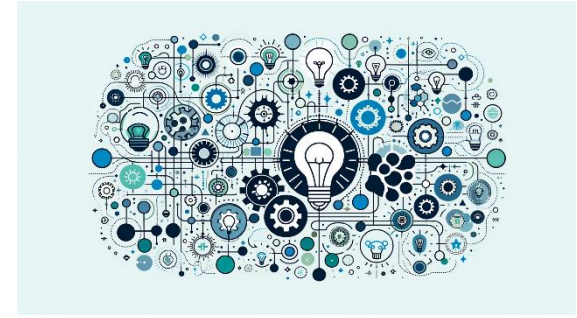
3 | Knowledge Transfer

Source: Chesbrough & Brunswicker (2013), Managing Open Innovation in large firms, survey report, executive survey on open innovation.



Open Innovation

A widely used approach to customer-centric product and service development



- Spread -

75 %

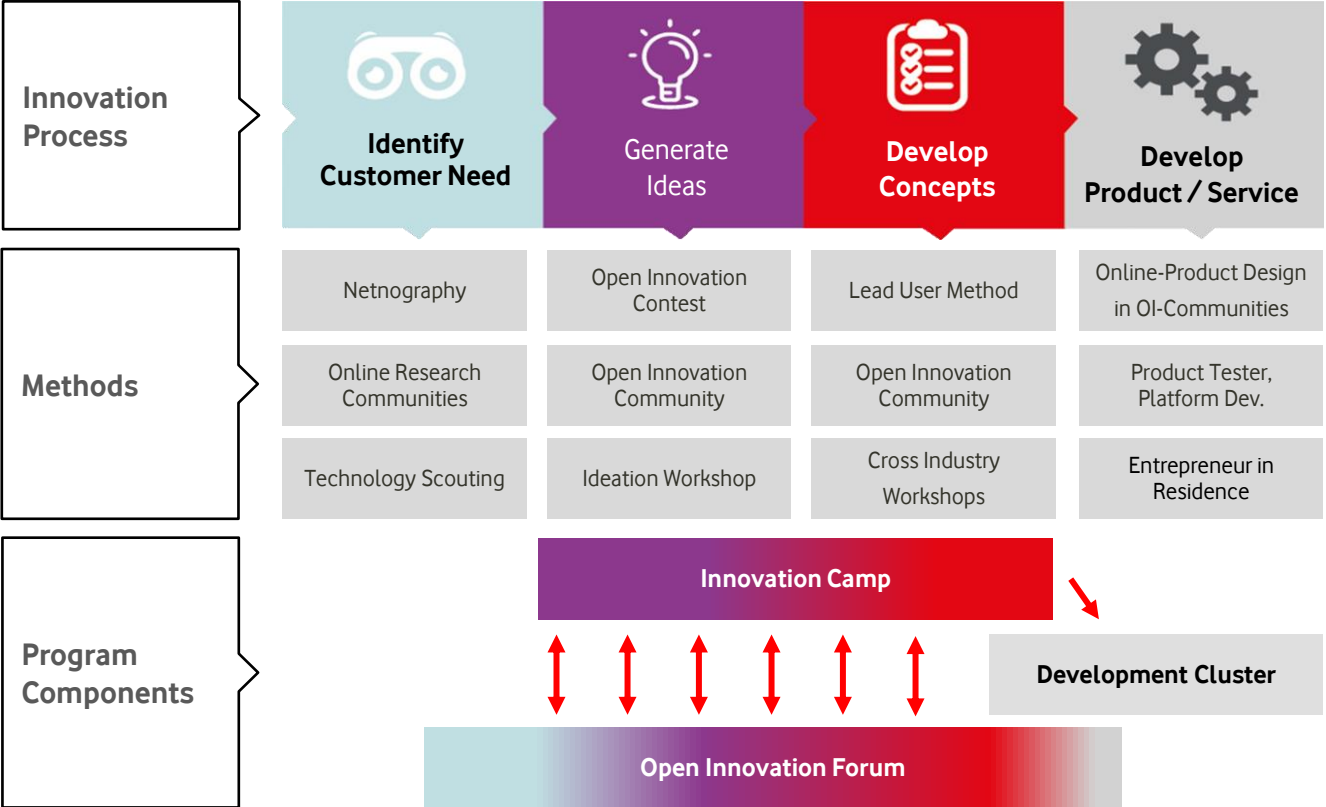
of Organisations in Europa & USA
apply Open Innovation

Source: Chesbrough & Brunswicker (2013), Managing Open Innovation in large firms, survey report, executive survey on open innovation.



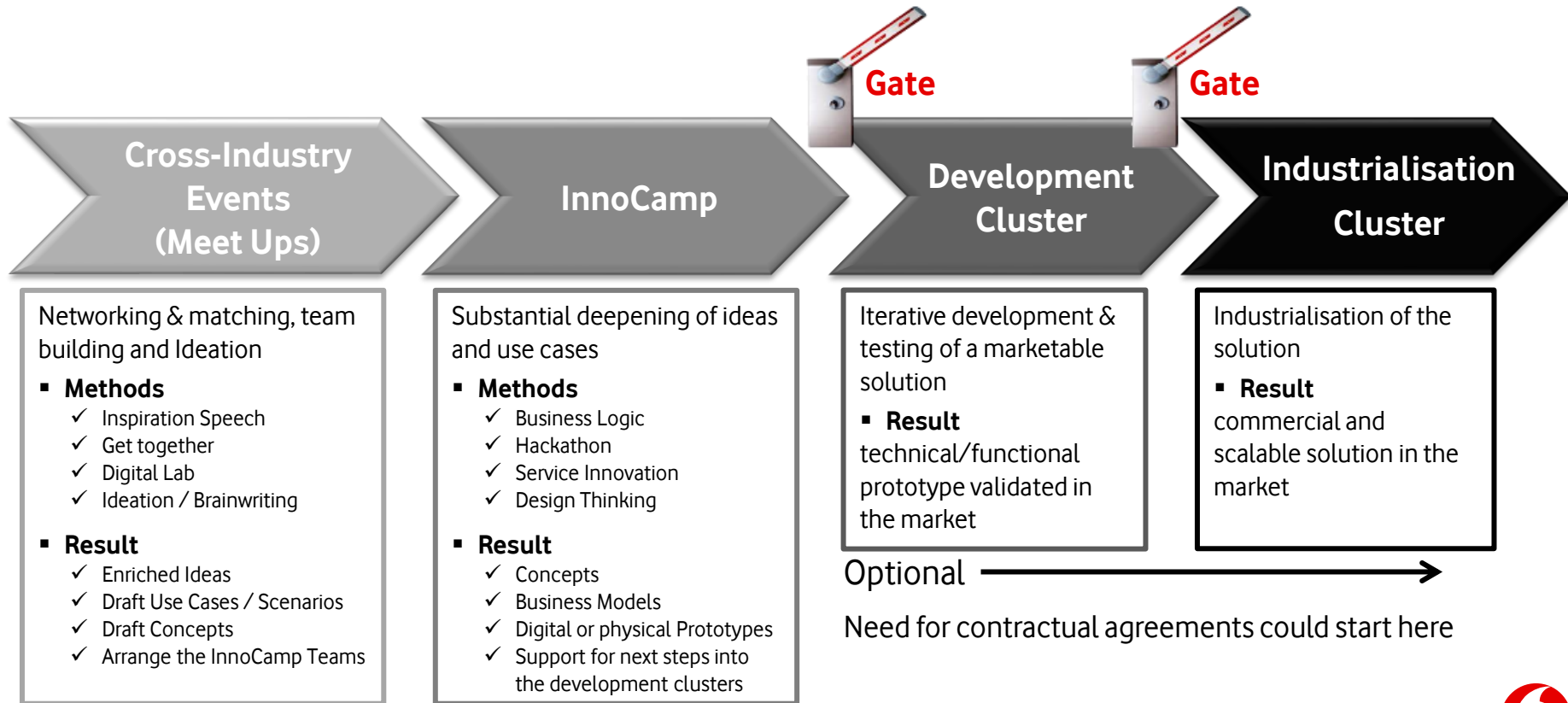
Open Innovation Program

Methods to systematically and iteratively integrate customers and partners.



Open Innovation Program

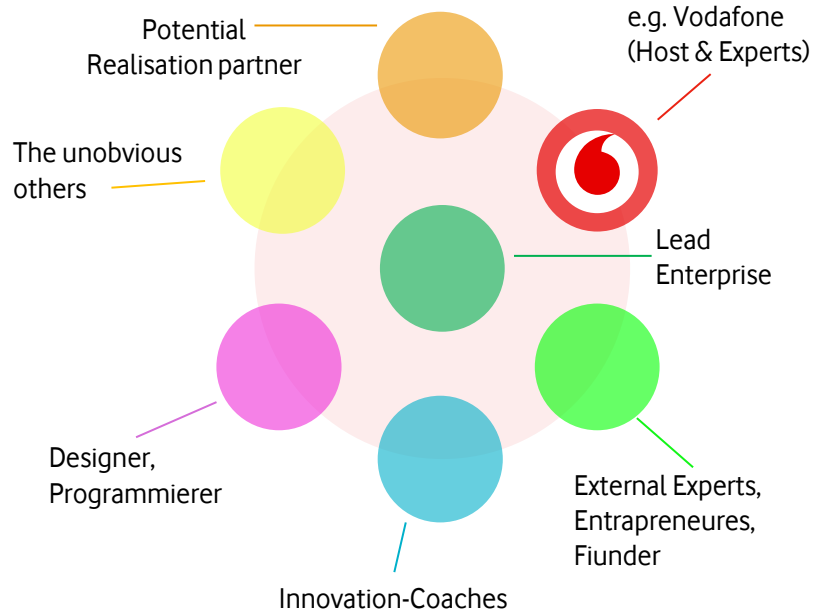
Simplified Process Steps allow commercialisation of the program



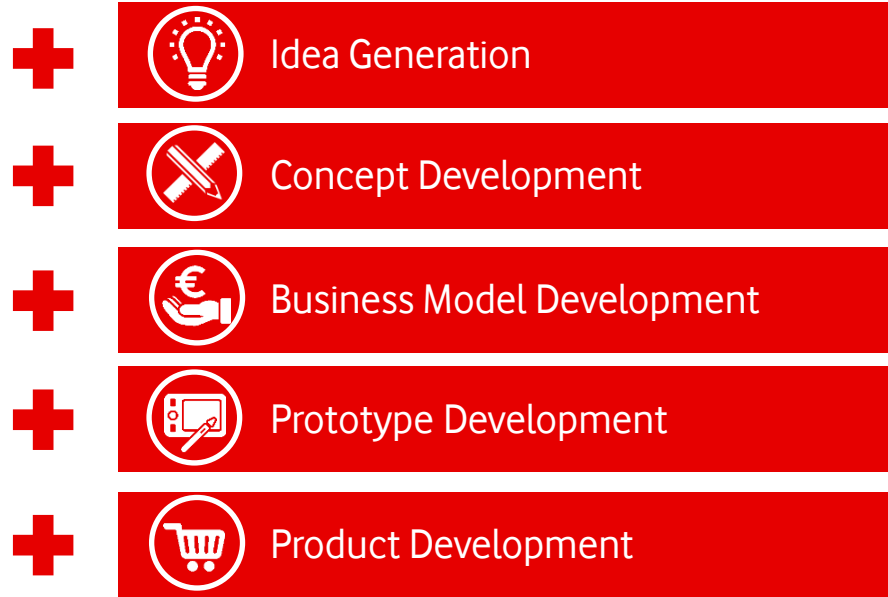
Open Innovation Program.

Team Ecosystem and sophisticated Toolbox.

Team

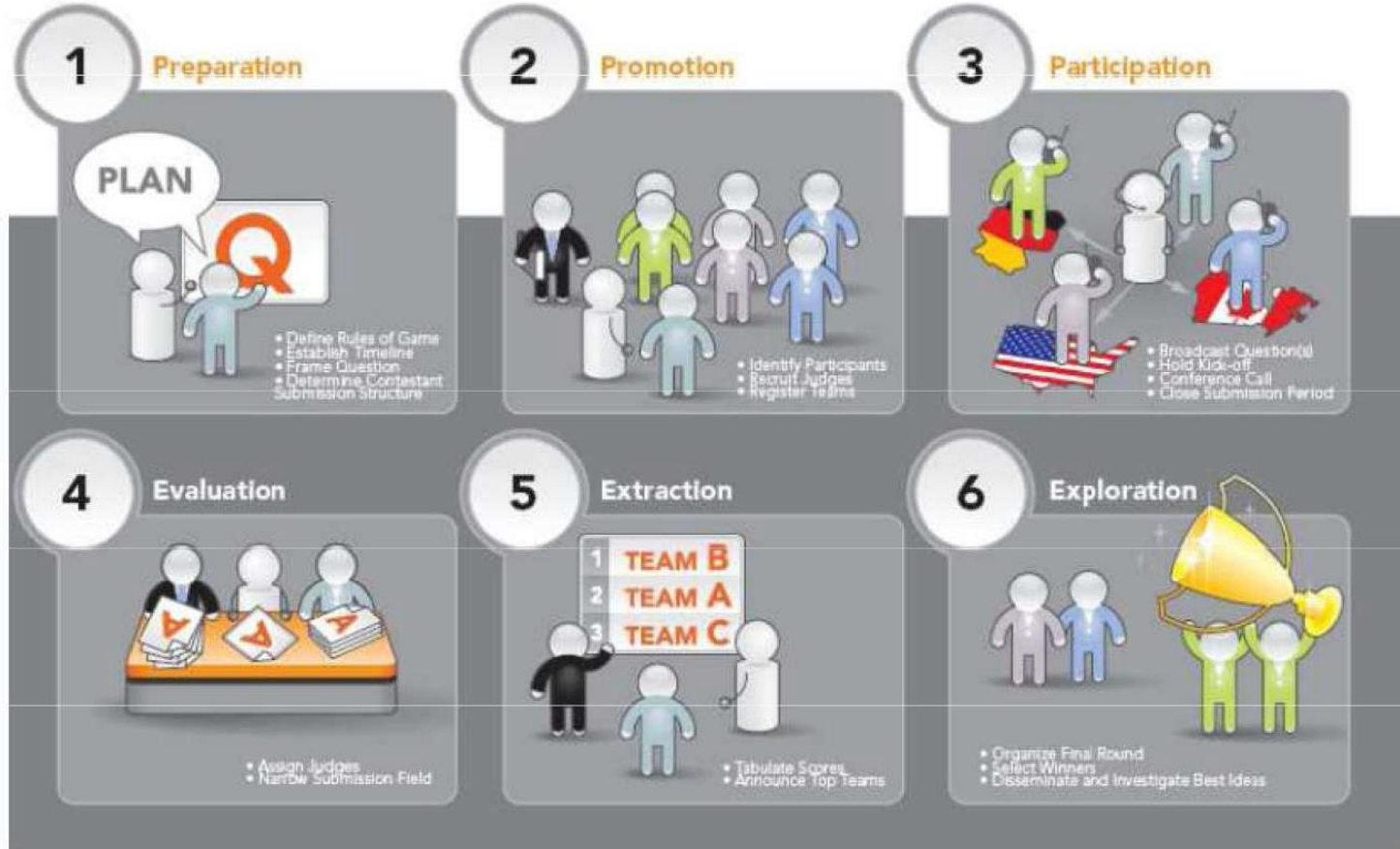


Toolbox



Croud Idea Contest

It is essential to directly interact with the participants through a digital contest platform



Croud Idea Contest – selected results

Response of 450 Ideas including proposed Business Case in “Connected X challenge” (NB-IoT)

Smart Portable Toilets



Real-time information about status

Monitoring Public Infrastructure




Predictive maintenance of bridges and levees

Fire Prevention & Investigation




Plug & play for fire detection via smart smoke & heat

Graffiti Vandalism Detector



Chemical sensors detect graffiti sprayers and send alarm

Ball Bearings Heat Check



Use heat / acoustic sensors to predict replacement need

Smart Padlocks



Control and manage your padlocks remotely

The GIGA Button



Conduct every kind of action by pushing button (e.g. shopping)

Post Box Monitoring



Get push-notification every time you receive a physical

Prevent Illegal Tree Robbery



Sensors notice if timber stolen, send alarm & track location

Smart Garden



24/7 self control for your individual smart pot ecosystem

Conn. Alzheimer Patients




Location information when Alzheimer patients enter remote areas

Smart Patch to Track Wounds



Secure monitoring of glucose value & wound condition

Monitoring Roads' Condition




Acoustic sensors measure road condition and report status

Street Lighting Surveillance



Low cost sensor that simply reports whether light bulb works

Personal Rescue Beacon

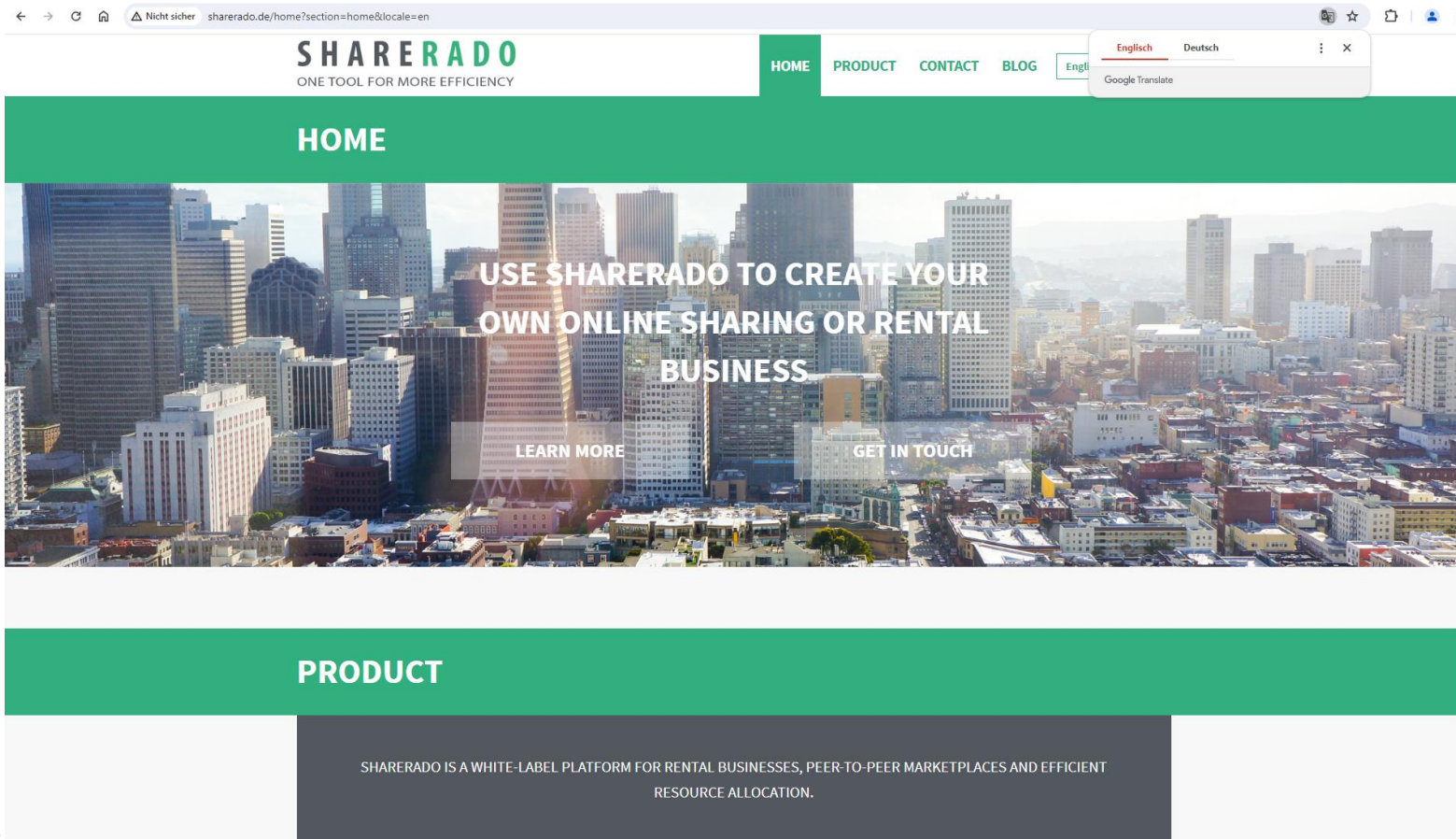


Push button and alert rescue team in case of emergency



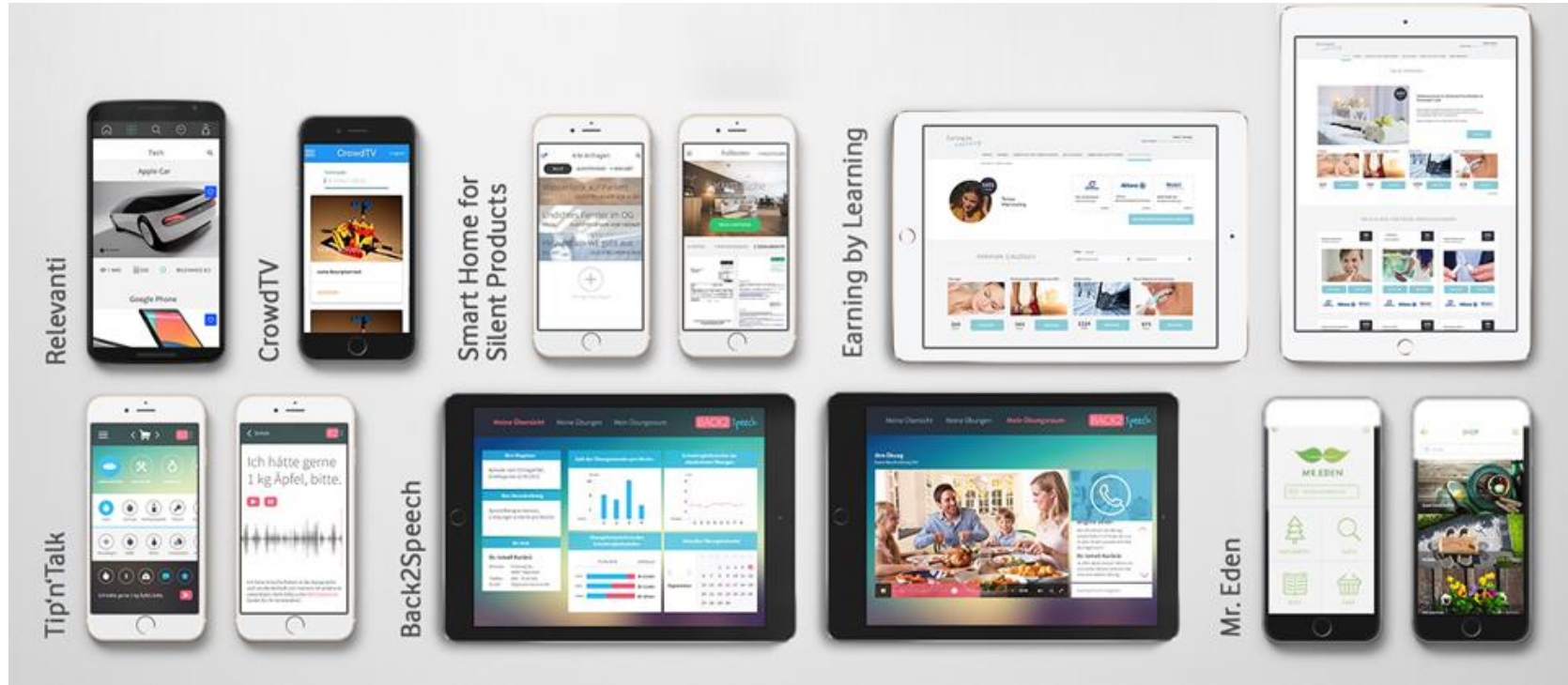
Open Innovation rogram – selected results

White Label sharing platform - commercial offer



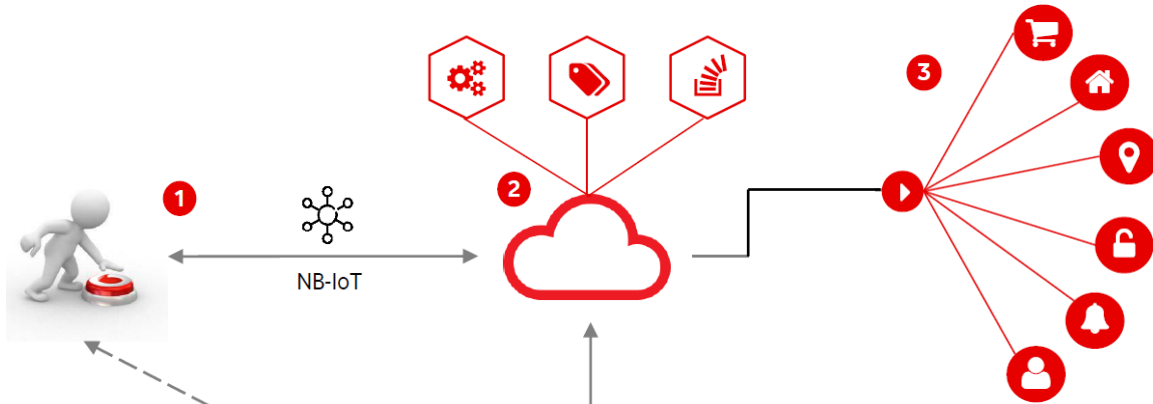
Open Innovation Program – selected results

Tangible Mock-ups and Prototypes



Open Innovation Program – selected results

Tangible Mock-ups and Prototypes – Giga Connect Button

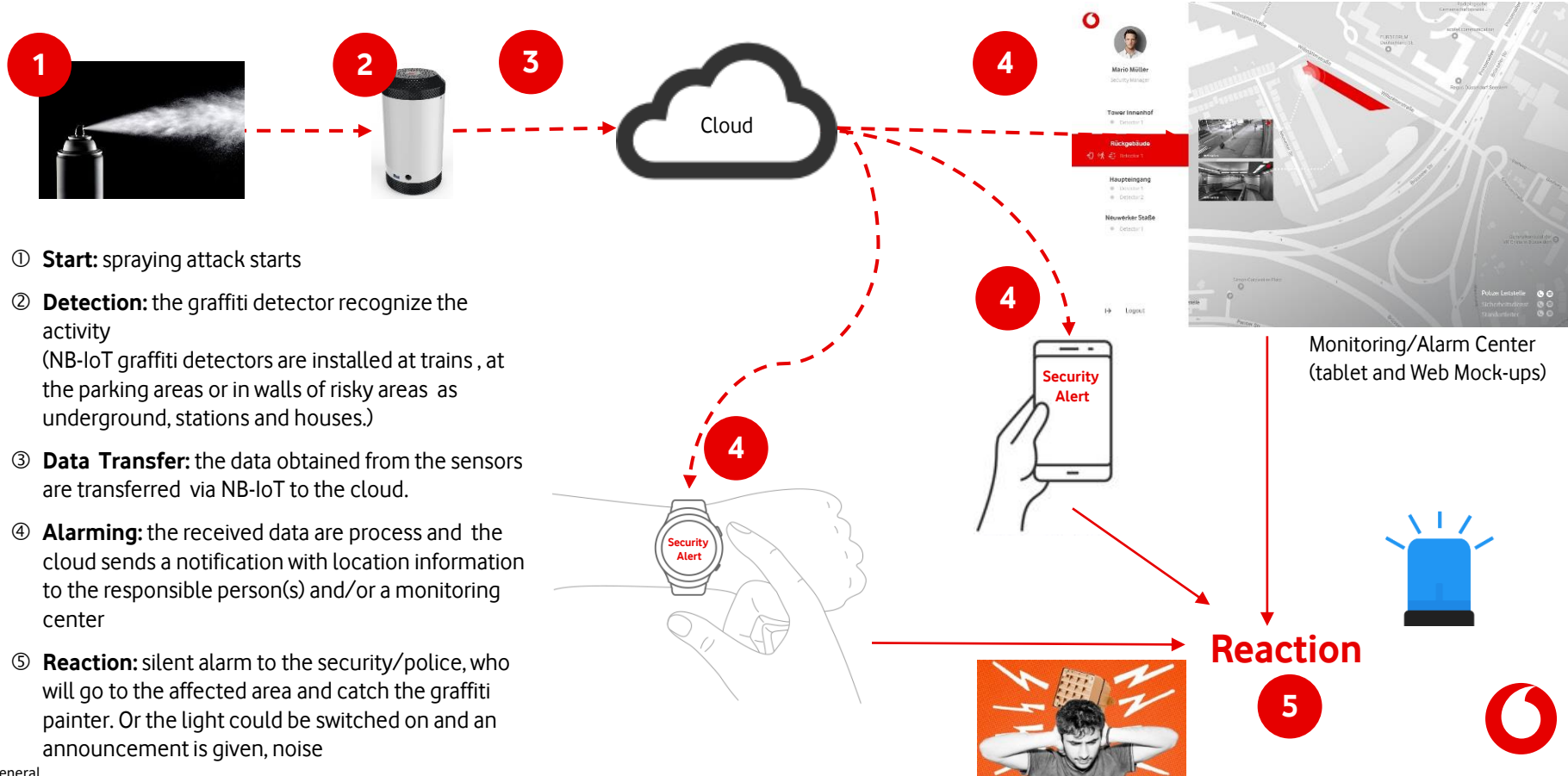


- 1** Press Button sends a signal to the IoT-Platform in the Cloud
- 2** Logic processing of trigger events in Cloud IoT-Platform
- 3** Depending on selection action a signal is generated and sent to the related actuator



Open Innovation Program – selected results

Tangible Mock-ups and Prototypes – Graffiti Detector



Vodafone Open Innovation Program – Conclusions from practice

Success factors

1

Internal Management and/or Business **stakeholder** to secure chosen strategy and potentially required budget

2

The right partners for developing and implementing ideas

3

Interdisciplinary composition of the teams horizontally on competencies and vertically on management levels

4

Personal networking and communication instead of email for closer, to build trust and enable exchange of knowledge

5

An **unconventional (isolated) location** for workshops (z.B. Hirschburg)

6

Thematic guideline (Innovation Topic) to ensure ideas and concepts will be fit for purpose

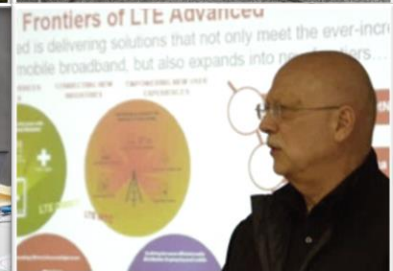
7

Dedicated professional and independent organization and execution **Team (ideally from external source)**

8

The **contractual regulation** of IP issues clarified in advance to avoid later conflicts







Thank you for your Attention

