

100 Open

06/04/2011

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Open Source Junction

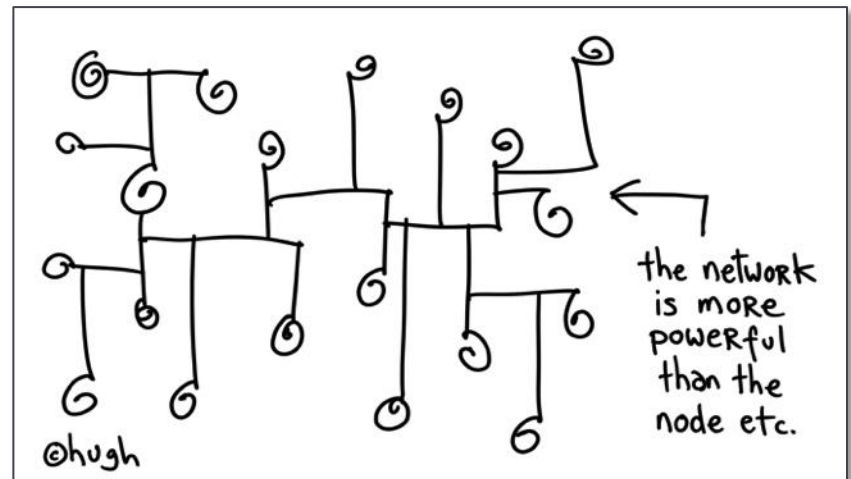
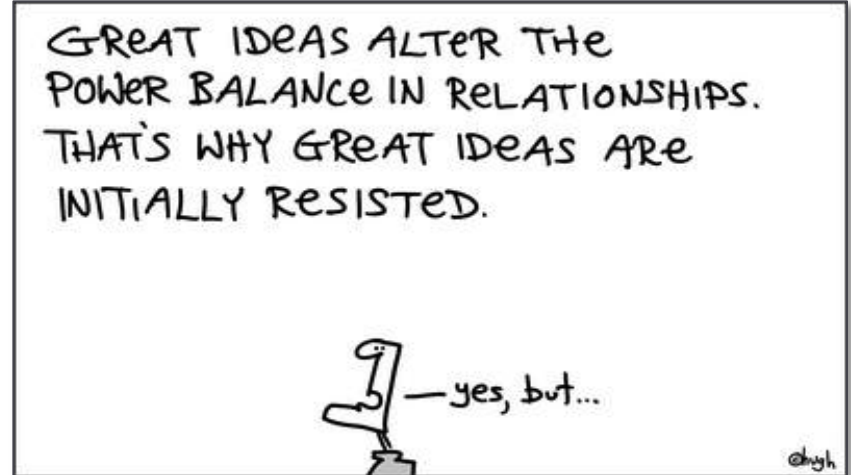
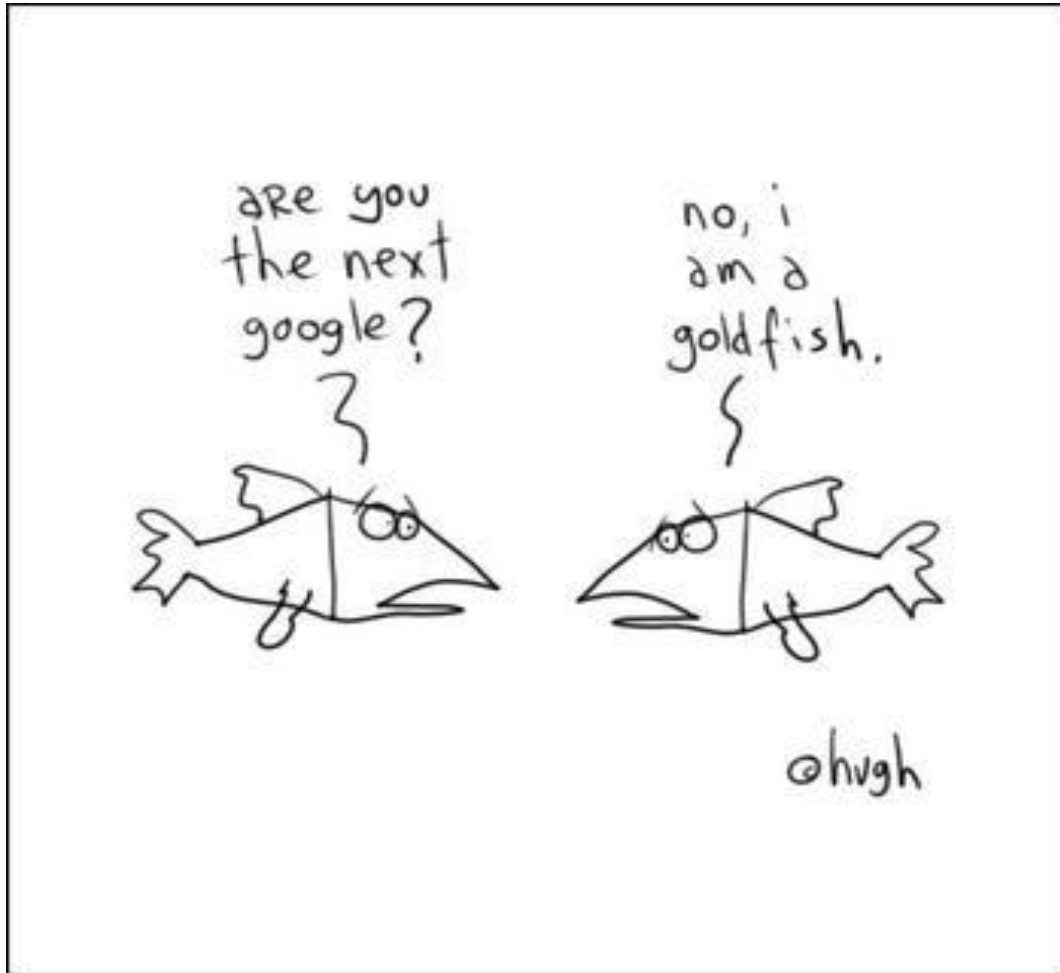
Oxford 29th March

*100%Open is dedicated
to open innovation.*

*Our network & know-how
helps you co-innovate
better, cheaper and faster.*



*Innovating with partners
by sharing the risks
and the rewards.*

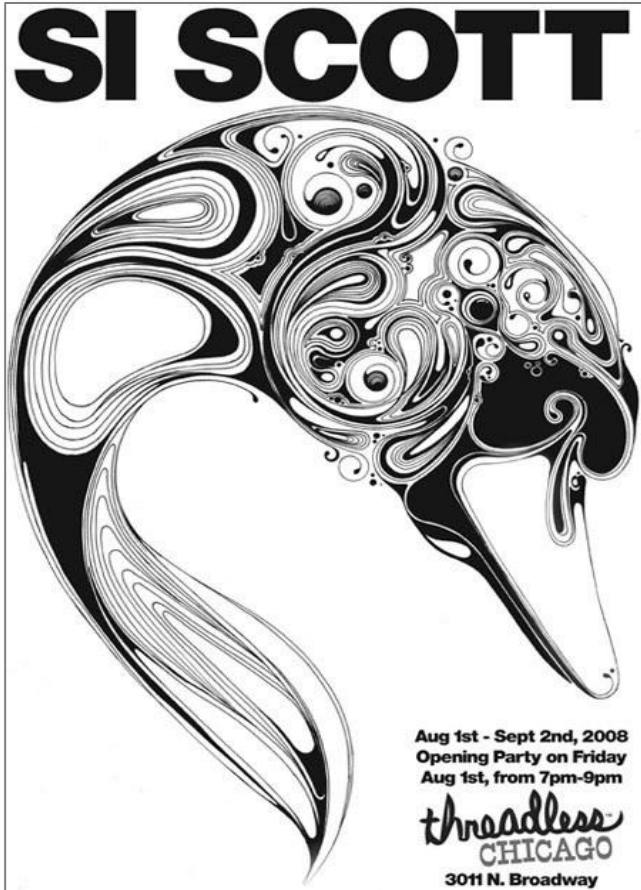


LEGO

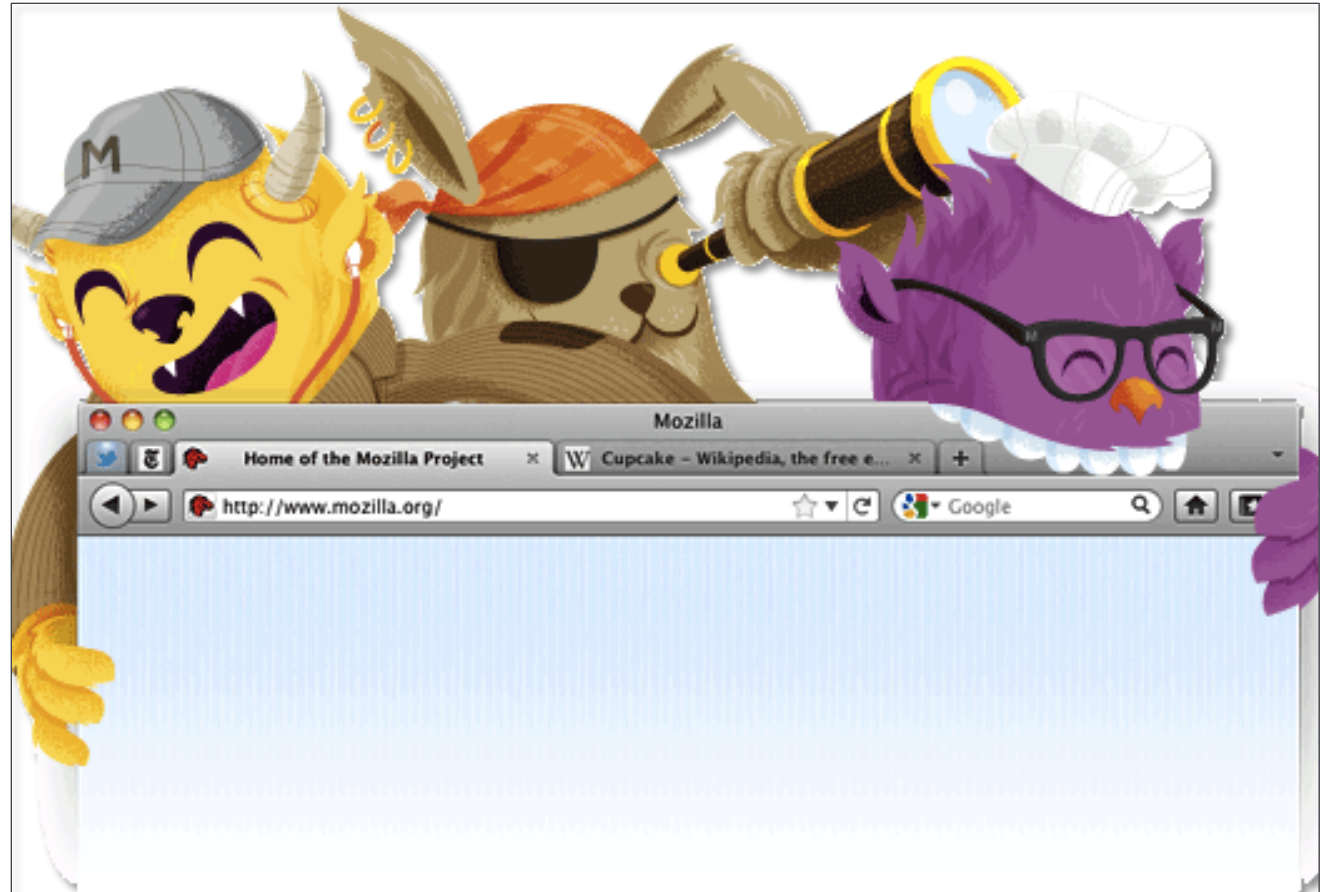
LEGO Mindstorms is LEGO's most successful product range ever and has helped shift their strategy from a toy manufacturer to an innovation platform.



Threadless have sold out of every single new range they have every produced and Local Motor's customers are significantly less likely to default on their repayments.



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Category	Prize Pool (May)	Prize Pool (Past 7 Days)
SOFTWARE DESIGN	\$5,794.00	+\$2,222.00
SOFTWARE DEVELOPMENT	\$10,242.00	+\$3,978.00
STUDIO	\$5,165.00	+\$1,825.00



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Top News: NASA To Crowdsource Software Development

Android is a mobile operating system based on a modified version of the Linux kernel, and is the fastest growing smartphone OS, & accounts for 29% of the market (Nielsen March 2011).



1. Anarchy
2. Democracy
3. Meritocracy
4. Aristocracy
5. Monarchy

Models

*“Open innovation is a
U-Shaped Process.”*

Paul Vanags, OXFAM

Explore

- Find **trusted new collaboration partners**
- Uncover unmet needs or spot new opportunities for innovation
- **Co-create** compelling new ideas, products or services

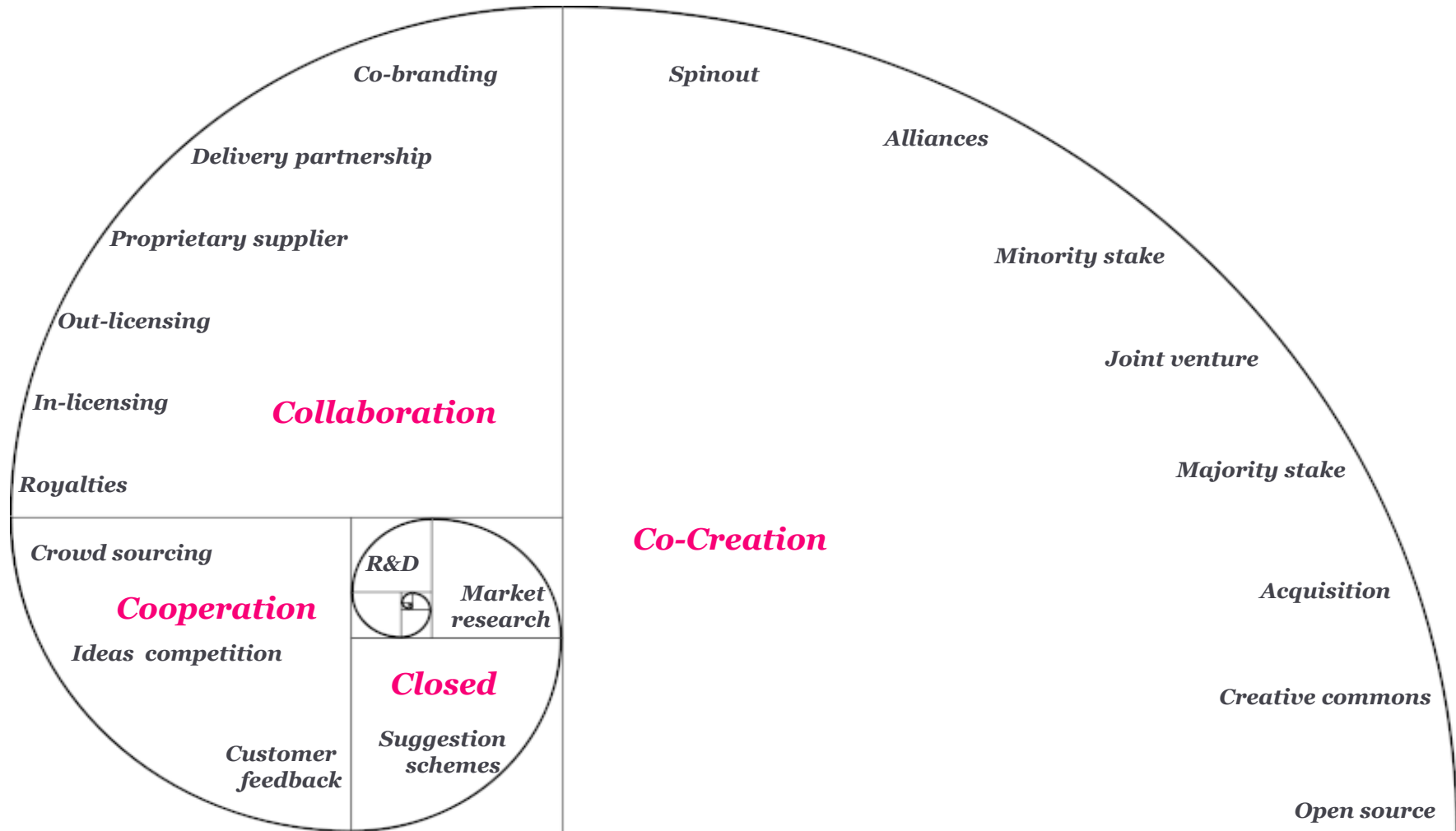
Extract

- Filter the ideas and prototype innovations
- Build and **motivate collaborative teams**
- Create investable propositions with evidenced business plans

Exploit

- Form **new collaborative business arrangements**
- Obtain the resources and commitments necessary
- **Coordinate production,** communications and launch

Default to Open.



‘What?’ or ‘Who?’



Discover

- Starts with ‘**what**’ question: an innovation brief detailing a specific unmet need
- Is a **competitive marketplace** amongst customers, suppliers or users
- The innovation process is **mediated** by a Trusted Agent
- Innovations are extracted through a **linear** process
- Tend to be **internal** routes to market (e.g. license deals)







Internal route to market
e.g. license deals or acquisitions





Jam

- Starts with a ‘**who**’ question: finding partners to explore a broad opportunity
- Is a **cooperative community** & process , with customers, suppliers or users
- The innovation process is **facilitated** through a Catalyst
- Innovations are built using an **iterative** process
- Tend to be **external** routes to market (e.g. joint ventures)



Happy people are healthier. Britain is less happy than in the 1950s yet three times richer. Home & family, stability & calm have increased in importance for consumers.



*External route to market
e.g. joint venture or delivery partnership.*





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