



Open Innovation

ACCT

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Panelists

- Mark Ganter, Open 3d Printing
- Steve Smith, Flintbox

Moderator

Gerald Barnett, RTEI



Open Innovation

- “Not all smart people work for you”—Bill Joy
- Popularized by Henry Chesbrough
- Industry-directed advice:

Move tech (and IP) in and out of your organization to develop products and extend market



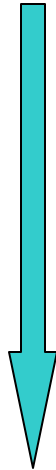
Methods

- Open source software
- Crowd sourcing ideas
- Cross-licensing
- Assert licensing
- User-developed innovation

Paths to Commercial Uptake

Classic

Research
Invention
Investment
Product
Sales
Use



Open

Research
New capability
Use

Investment
Invention
Product
Sales
More Use



May not own
this stuff



Pressure on IP

- For open innovation to operate
 - Must be able to move IP with tech
 - Reduce uncertainty of intentions
 - Cross-license, public license
 - Lower barriers, faster transactions
- Develop assets
 - Standards, commons, platforms, tools
 - Network effects



Network Effects

- Visibility
- Centrality
- Critical Mass
- Channel
- Congestion
- Referral
- Externalities
- Platforms

Non-IP Intangible Assets (NIPIA)



Relationship to Tech Transfer

- Use = success!
- Challenges
 - Linear Model expects companies to be open—but just long enough to swallow a control point—then be strongly proprietary
 - Income expected from licensing IP rather than from deployment of other intangible assets
 - Difficulties in creating research remix culture across institutions



Value

- Create value

- Lead with NIPIA
- Embed IP in relationships
- Develop project critical mass

- Capture value

- Offer services (training, data, updates)
- Build proprietary stuff on open platform
- Value = Common Rights + Commerce Rights



Open Innovation Importance

- Critical to a comprehensive innovation program across research disciplines
- Transform classic problems in Linear Model efforts to “commercialize”
- Lower process barriers during the critical first 60 months of a new research insight