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4TH SA INNOVATION SUMMIT
INNOVATION LEGENDS / ideas to market

The Open Innovation Master



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Ideas,

please!

What crazy things
could you do with
a box like this?



Creativity + implementation → value = innovation

“Open innovation is a paradigm that assumes that firms can and should use **external ideas** as well as internal ideas, and internal and **external paths** to market, as the firms look to advance their technology”

Henry Chesbrough (2003)

A Plan

1.Strategy

2.Control

3.Action

Strategy

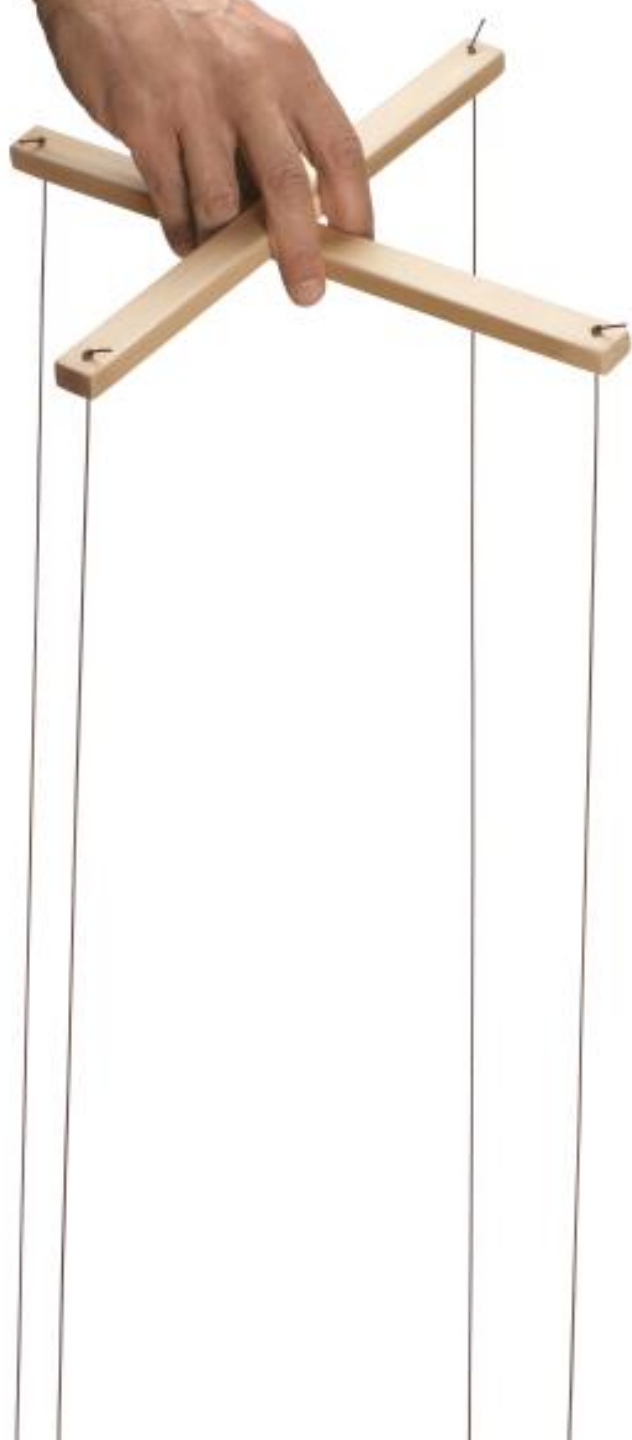
STRATEGY



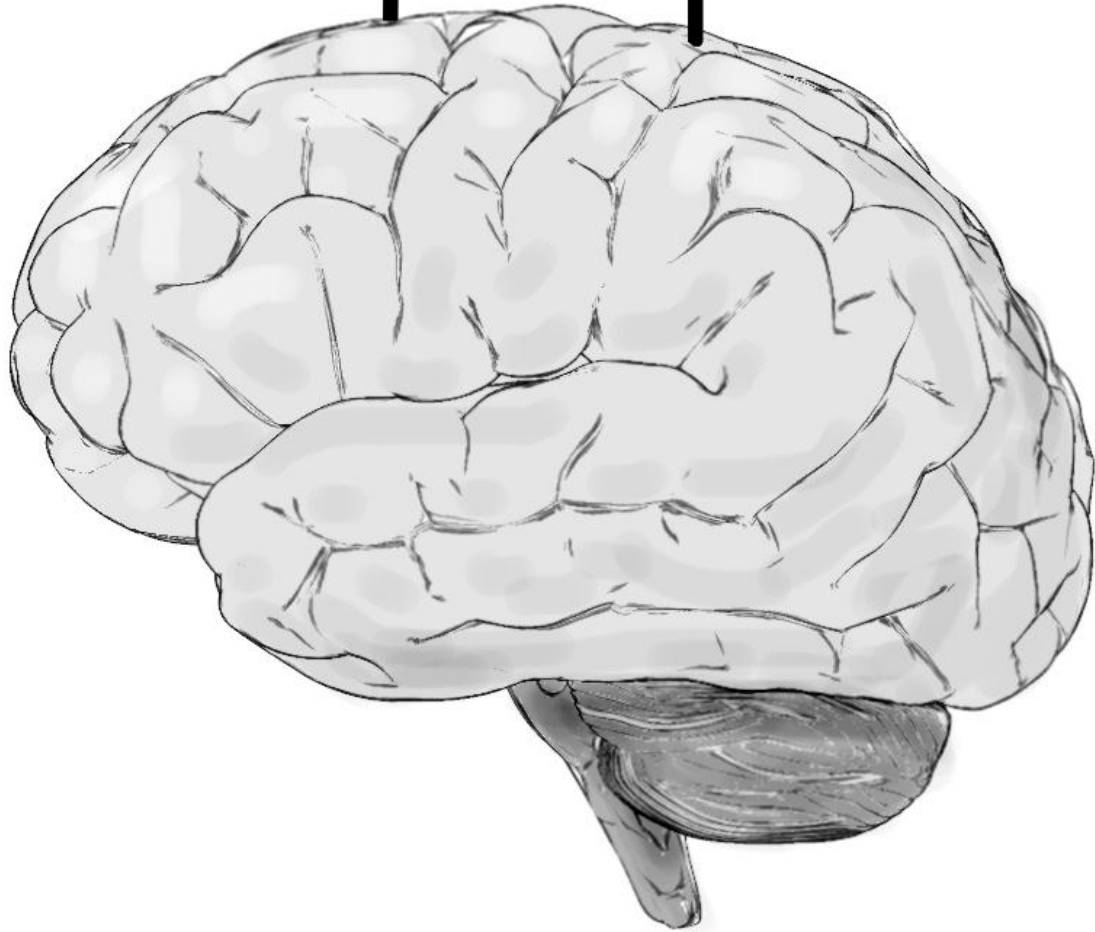
INNOVATION



Control



Private
Property!



Action

Jenni

Brainstorm challenge: What new products might we create by combining coffee mugs with electrical applications?

Home



This brainstorm



Other brainstorms



Browse ideas



Submit an idea



Your draft ideas



Current brainstorm



What new products might we create by combining coffee mugs with electrical applications?

Coffee mugs are everywhere, yet there has been little innovation in their design. Let's change that! By combining coffee mugs with IT, micro-computers, chips and electrical appliances, what innovation new products might we create?

The aim here is to push the limits. Wild and crazy ideas are particularly welcome!

References: None

Brainstorm type: Traditional Brainstorm

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These are the problems currently open for your solutions. The descriptions on this page are only problem summaries.

Click on to declare your interest in solving it. After you've signed a problem's non-disclosure agreement, you'll be given access to its full description and can begin working out a solution. Once you've declared an interest, you will automatically receive Seeker updates to the problem.

Sort problems by: [Submission Deadline](#) | [Price](#)

▶ **Embedding a mixture of ion-exchange resins (IER) within a polymer matrix**

\$20,000

A company is looking for the use of a non-toxic polymer as embedding compound to coat a mixture of ion-exchange resin beads.

Tags: [polymer](#), [ion-exchange resins](#), [IER](#), [polymer coating](#)

- ▶ Solutions Already Submitted: **2**
- ▶ Submission Deadline: **October 01, 2011 (40 days)**
- ▶ Selection Deadline: **December 01, 2011 (101 days)**

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6

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Connect + Develop Examples

Olay® Derma-Pod

The fastest-growing Olay sub-brand is the Derma-Pod, a small, one-use portion of Olay with a unique applicator. This deal focused on packaging and design, and was done with Cardinal Health.



Open to ideas

P&G's Connect + Develop open innovation strategy has established more than 1,000 active agreements with innovation partners. Connect + Develop enables us to share our R&D, commercialization and brand strength with partners worldwide, bringing great ideas to market—and into the lives of consumers—faster.

HOW SWIFFER DUSTERS GOT THEIR START

Could your **INNOVATION** be the next **GAME-CHANGING DEAL**?

Did you know that more than 50 percent of product initiatives at Procter & Gamble involve significant collaboration with outside innovators?

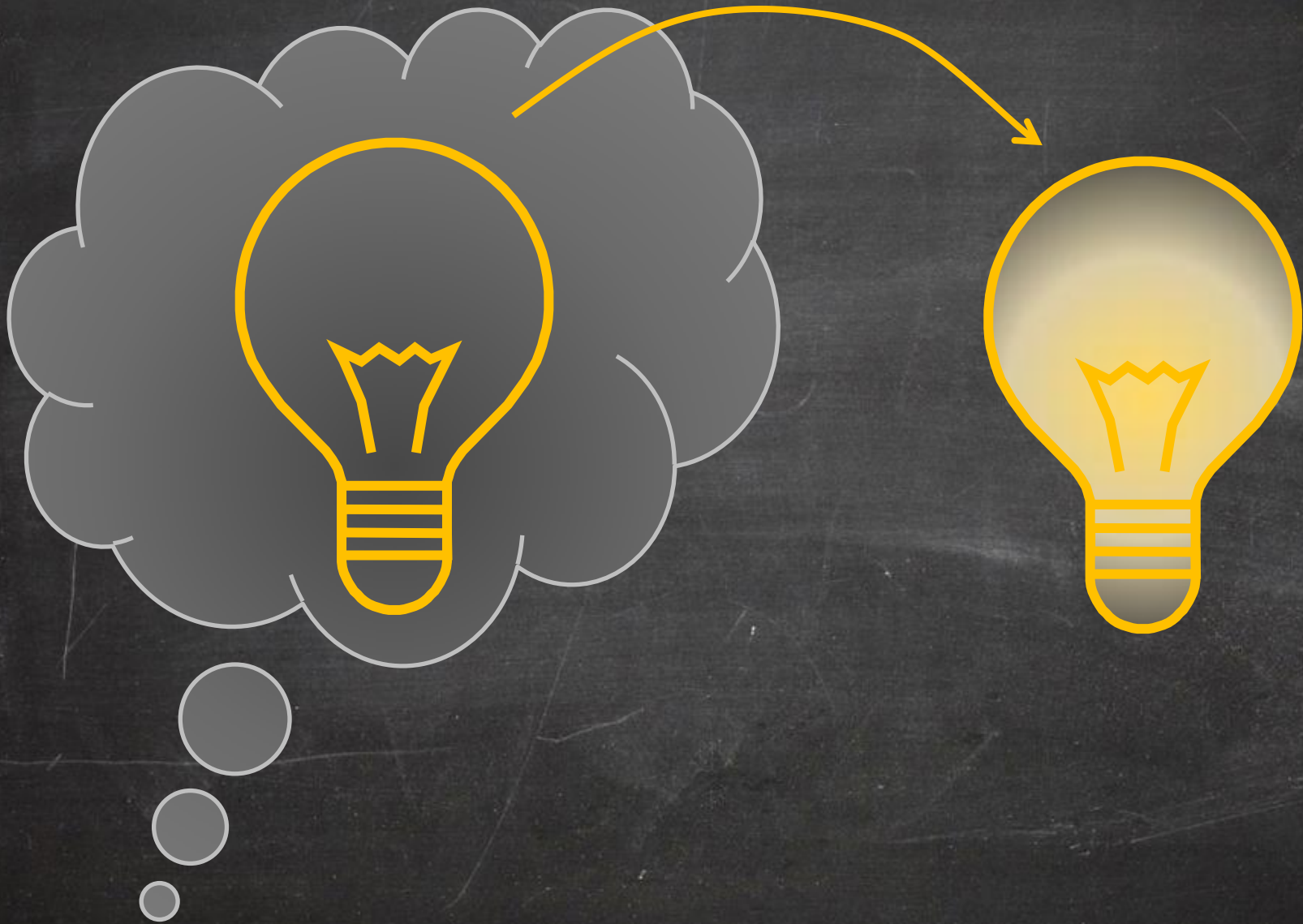
Do you have a promising product, technology, business model, method, trademark, package or design that can help improve the lives of the world's consumers? Or do you have new ideas for existing P&G brands? If so, the Connect + Develop(SM) team at P&G wants to work with you.

Watch these six exciting videos from members of the Connect + Develop team to learn how your ideas can come to life. Then, take the next step. Consider a partnership with P&G.

Browse P&G Assets

Are you looking for opportunities to access and license P&G's trademarks, technologies or other innovation assets?

- [Browse P&G's innovation assets.](#)
- [Learn about accessing P&G's assets.](#)

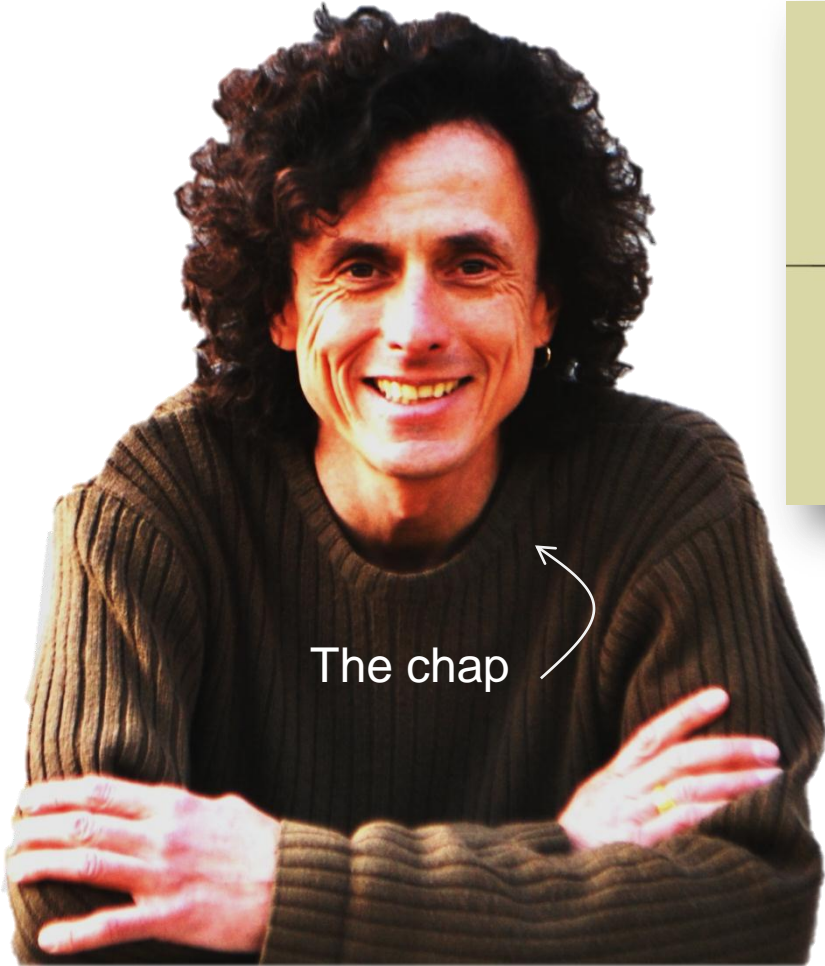


Plan

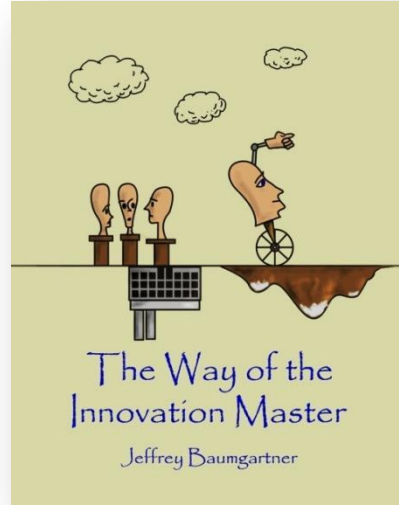
Strategy

Control

Action



The chap



His book

www.jpbc.com

His web site

Thank you!

