Innovation through Knowledge Sharing and Foresight

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Innovation Factory helps its clients to increase their innovation power

Main services:

★ Idea management software
★ Innovation consulting

★ HQ Amsterdam

★ Network:
  – Italy
  – Spain
  – UK
  – France
  – Australia
  – expanding...
Some of our Clients

achmea

Heineken

PHILIPS
sense and simplicity

Dura Vermeer
Waarmaken van ambities

Strukton

postnl

kadaster

Crucell

randstad
Our Vision: What is Open Innovation?
Open Innovation opens up innovation…

“No matter how many brilliant employees a company has in its R&D department, there will always be more people outside who have equally good, or better, ideas, expertise and experience.”

Henry Chesbrough, 2003
...for the outside world
Crowdsourcing provides a practical mechanism...

“Outsourcing tasks to large groups of people.”

- Jeff Howe, 2006
...to implement open innovation...

★ Connect employees, without hierarchy across geography, time and function

★ Connect outsiders like business partners, suppliers and customers

★ Connect people to knowledge to ideas both inside and outside the organisation
..to generate substantially more ideas; which is key to innovation success

Source: A.T. Kearney analysis
Our Approach: Challenge Driven Innovation
Idea Challenge

★ Tightly Focussed
★ Time Limited
★ Management Involvement
★ Broadly Dispersed
The process of a challenge

Preparation
- Find sponsors
- Define topic
- Challenge team

Start!
- Post new ideas
- Enrich ideas
- Vote

Ideation
- Evaluate ideas
- Selection criteria
- Contact participants

Finish
- Highlight ideas
- Invite experts

Selection
- Implementation
- Launch
- Invite people
Building communities for innovation
Thank you!

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