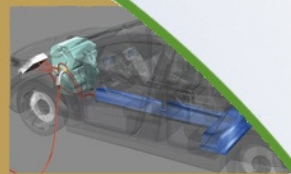
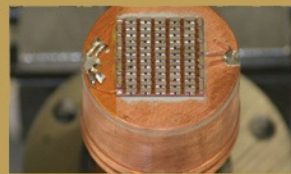
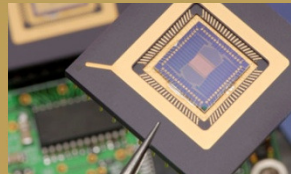
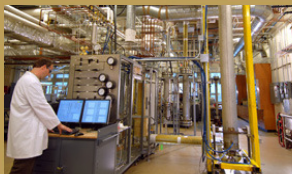


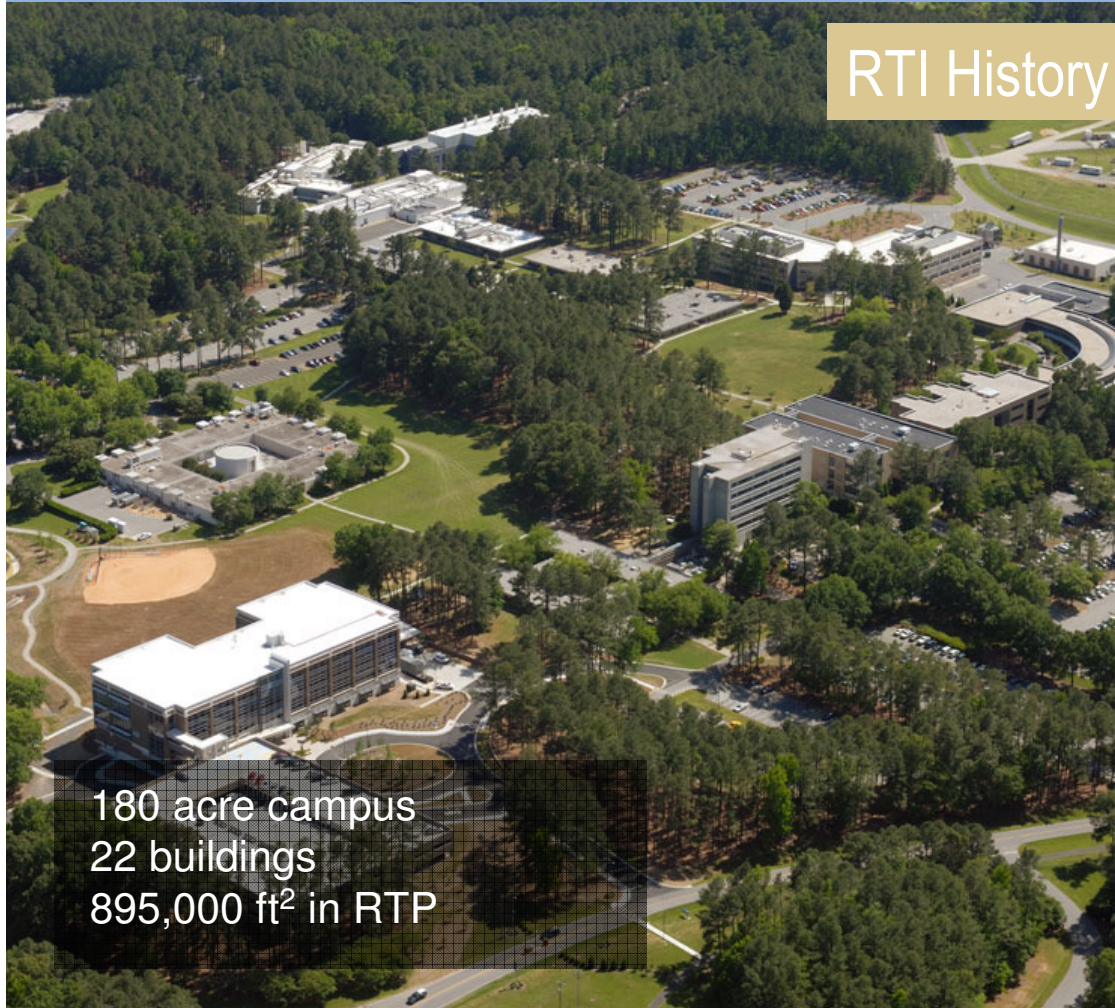
# Open Innovation: Perspectives from R&D Centers

Jeff Cope  
Senior Innovation Advisor  
RTI International

*March 2011*



## RTI History and Mission



180 acre campus  
22 buildings  
895,000 ft<sup>2</sup> in RTP

- Independent, nonprofit research institute
- Established in 1958 as collaboration between state government, area universities and business leaders
- Mission: to improve the human condition by turning knowledge into practice
- One of the world's leading research institutes

*RTI International*

**Headquartered in  
central North Carolina,  
RTI maintains satellite  
and project offices  
around the world.**

Research Triangle Park, NC

Washington, DC

Rockville, MD

Atlanta, GA

Chicago, IL

Waltham, MA

San Francisco, CA

Ann Arbor, MI



Manchester

Abu Dhabi

Sheffield

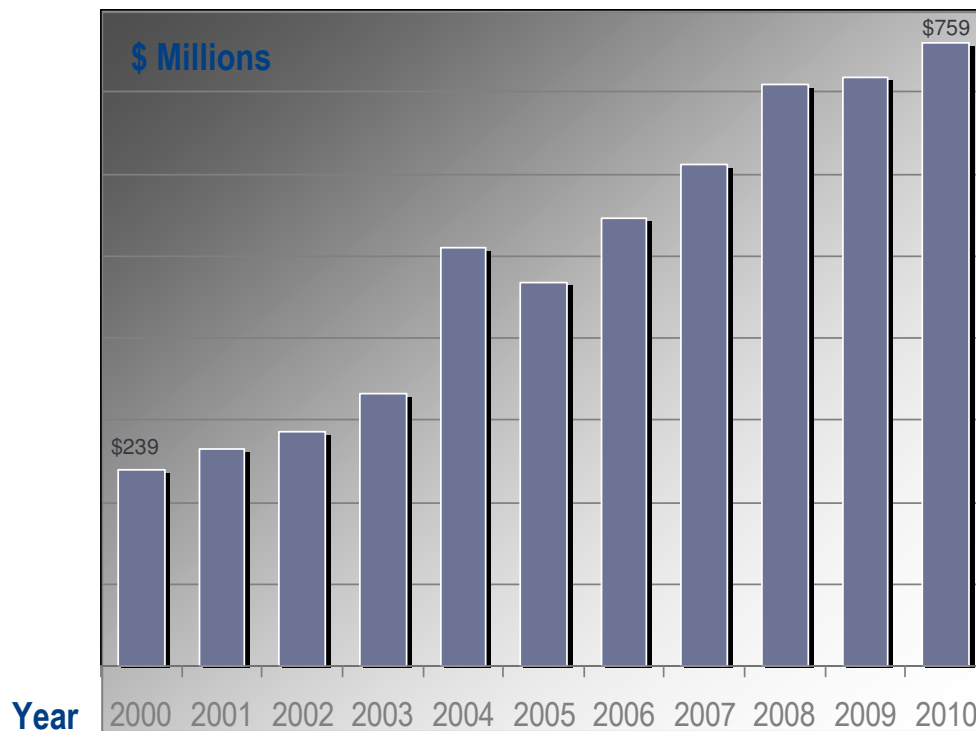
Barcelona

San Salvador

Jakarta

Pretoria

## Staff & Revenue



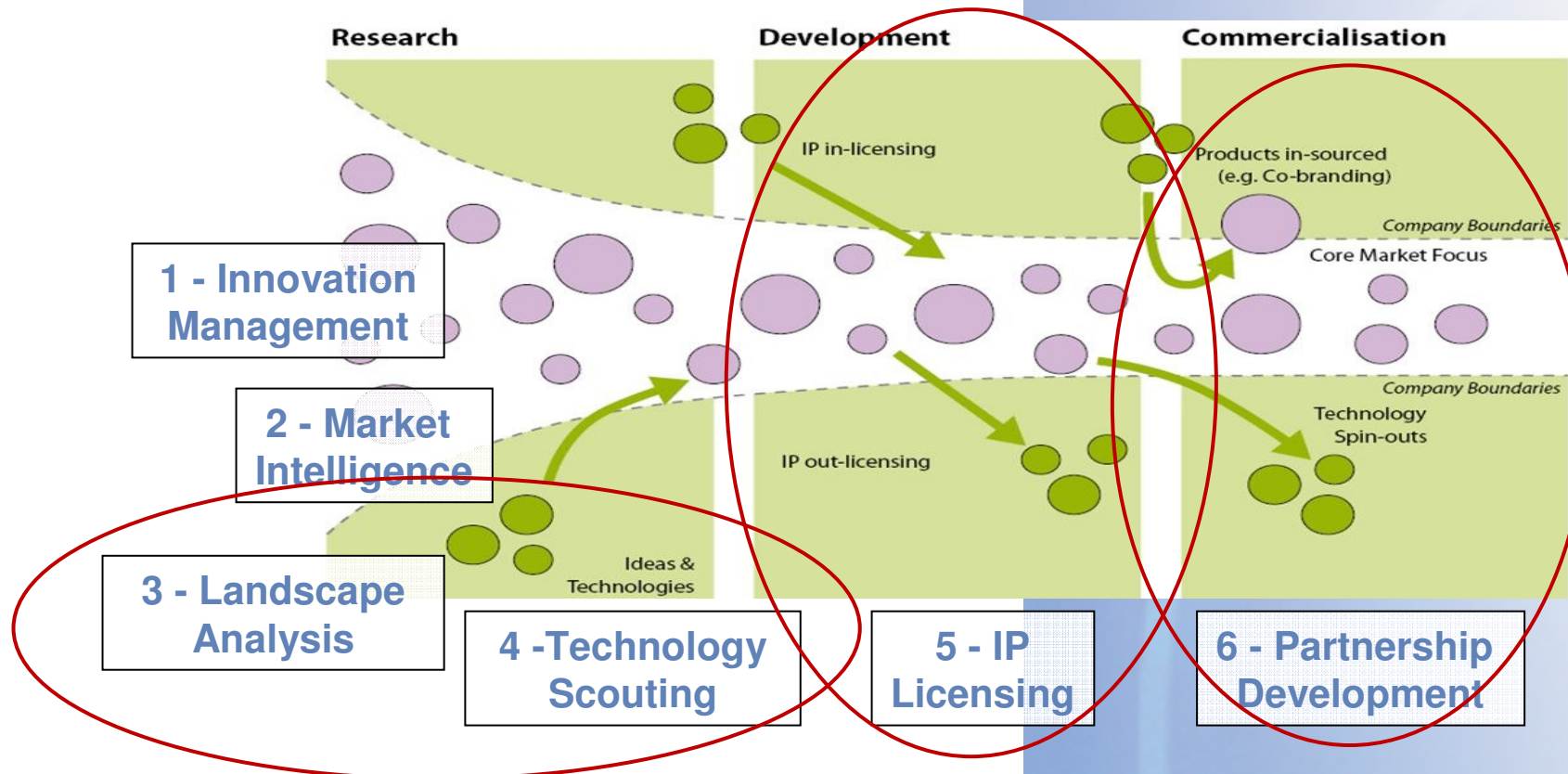
### Staffing:

- Over 3,000 staff worldwide
- High-quality scientific staff with tremendous breadth
- More than 130 different academic disciplines
- 2,200 staff based in Research Triangle Park, NC

### Revenue:

- 13.3% annual growth since 1999
- \$759M in FY2010

# RTI Open Innovation Activities



Source: University of Cambridge, Institute for Manufacturing, 2009

## Perspectives on Open Innovation

## Who's in your ecosystem?

- Research partners
- Inventors
- Entrepreneurs
- Suppliers
- Customers
- Competitors
- Collaborators
- Channel partners

### Innovation Partners (examples)

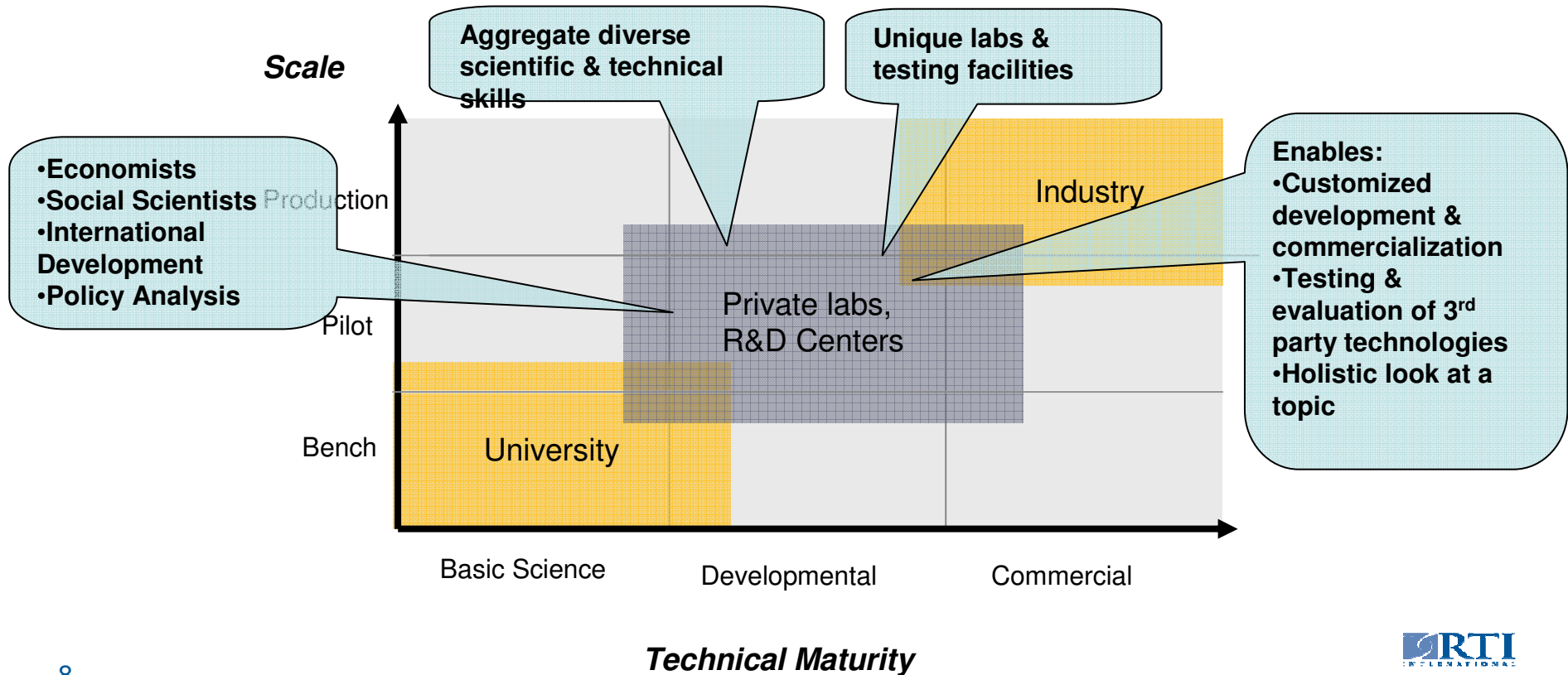


© P&G 2010 Connect + Develop™ P&G works with more than 400 additional companies covered under CDAs.

13

Slide from Chris Thoen, P&G presentation at CoDev 2010 Conference, Scottsdale, AZ

## R&D Centers = Translational Research



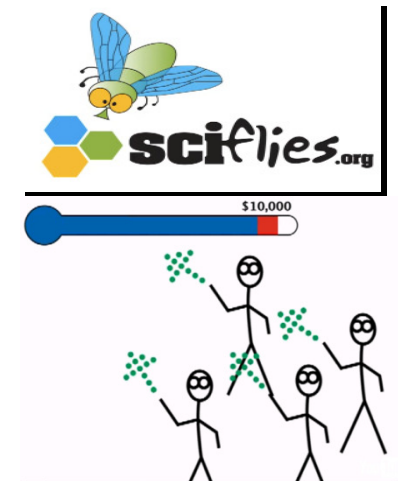
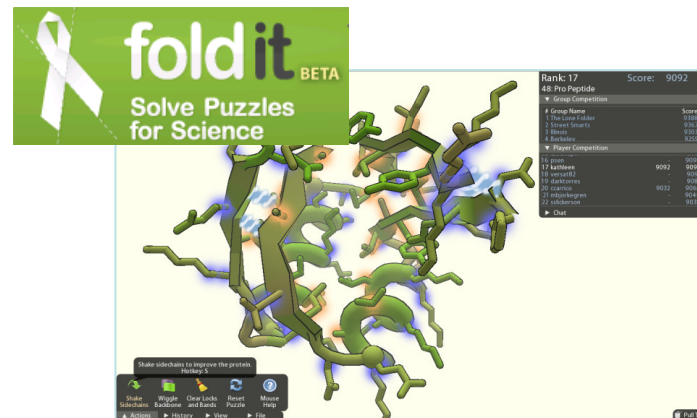
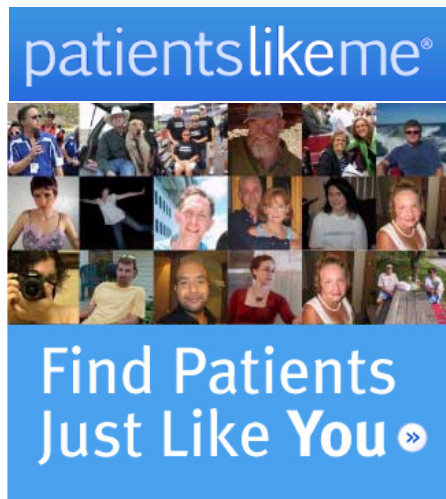


## Future View:

- What is the future of Open Innovation and the creation of ecosystems?
- What is the role of an R&D Center if everyone can become...
  - An engineer,
  - A researcher,
  - Or create their own products?

## Become a researcher...crowdsourced research

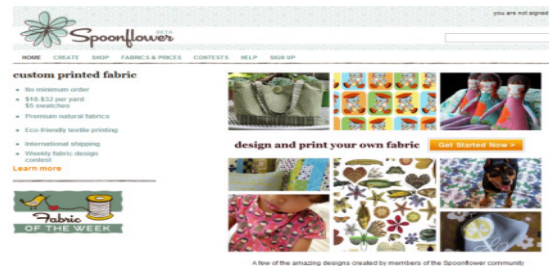
Individuals taking action to provide personal health data, create & participate in personalized clinical trials, and/or microfinance new research projects.



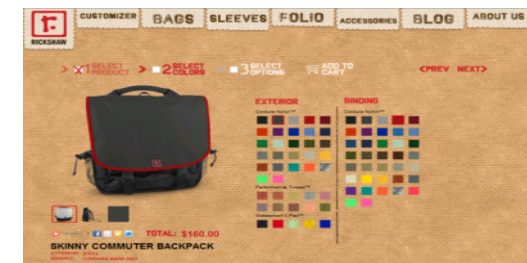
## Create your own products...Mass Customization

### MASS CUSTOMIZATION

*A business strategy that involves customers in decision-making through the design, production, or distribution processes using technology and flexible manufacturing processes. The goal is to individualize products and services at a low cost and in a short time period.*



Spoonflower customizable fabrics



Rickshaw customizable bags



chocri customizable chocolate



Custom shoe design – NIKEiD

## Engineer your own products...Rapid Prototyping

Rapid prototyping emerging as a consumer industry – create your design and upload to web-based rapid manufacturers ...

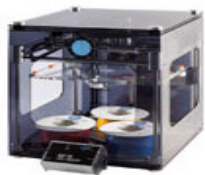


**Ponoko**  
the world's easiest making system

**sparkfun**  
ELECTRONICS



Or buy your own 3D printer and build your own products ...



BFB-3000 3D Printer



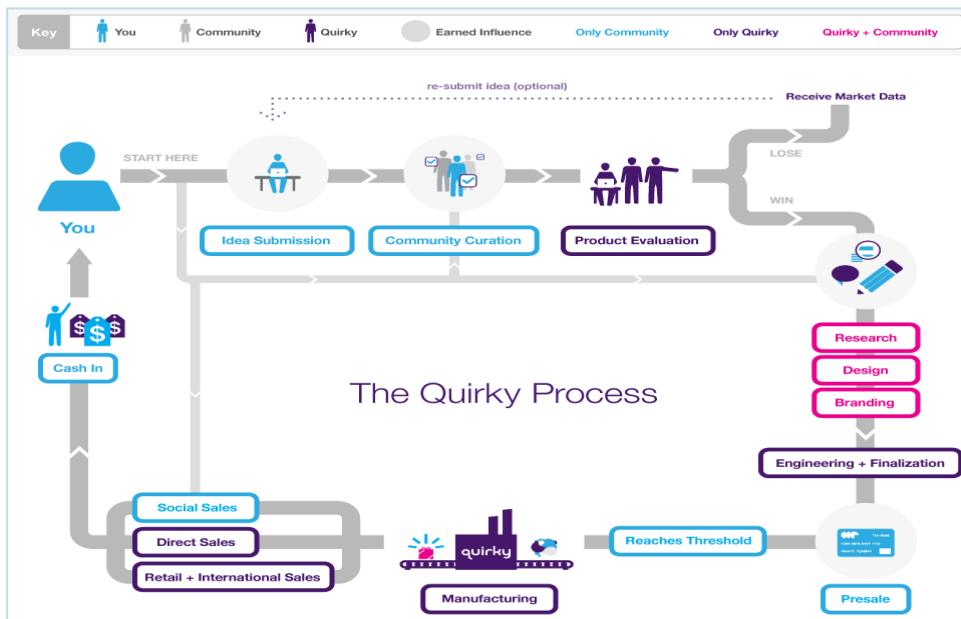
RapMan 3.1 3D Printer Kit

**MakerBot INDUSTRIES**

**START THE 3D PRINTER REVOLUTION FROM YOUR DESKTOP.**

- MakerBot is an affordable, open source 3D printer. It makes almost anything up to 4"x4"x6".
- Build your own MakerBot and it makes things for you.
- MakerBots print with ABS plastic. It's your own little factory.

# Community Creation - Social Product Development





# Thank You!

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*Senior Innovation Advisor*

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