



Open Innovation NineSigma

*BILAT-USA Symposium on Transatlantic EU-US Cooperation on Innovation and
Technology Transfer, Vienna, 22 March 2011*



Rick Wielens
Vice president Ninesigma Europe
NineSigma Leuven

NINESIGMASM
Accelerating the Innovation Cycle
Leuven Cleveland Tokyo

Agenda

- About NineSigma
- Open Innovation
- Collaboration within the Enterprise Europe Network
- Some succes stories
 - EEN 2.0?

NineSigma works with Clients

- ... to discover innovative ideas, technologies, products and capabilities from outside their organizations
- ... to coach and develop Networked Innovation Champions across business units and regions
- ... to create inter-company collaborations with other leading companies from across industries
- ... and to transform their innovation processes through access to NineSigma's systems architecture

NineSigma profile

- Leader in OI since 2000
- Offices in USA, Europe and Japan
- Over 2,000 Open Innovation projects completed
- More than 2 million solution providers contacted
- 30,000+ proposals received from over 100 countries
- **The largest open global network**

NINESIGMA IS THE LEADER IN OPEN INNOVATION SERVICES

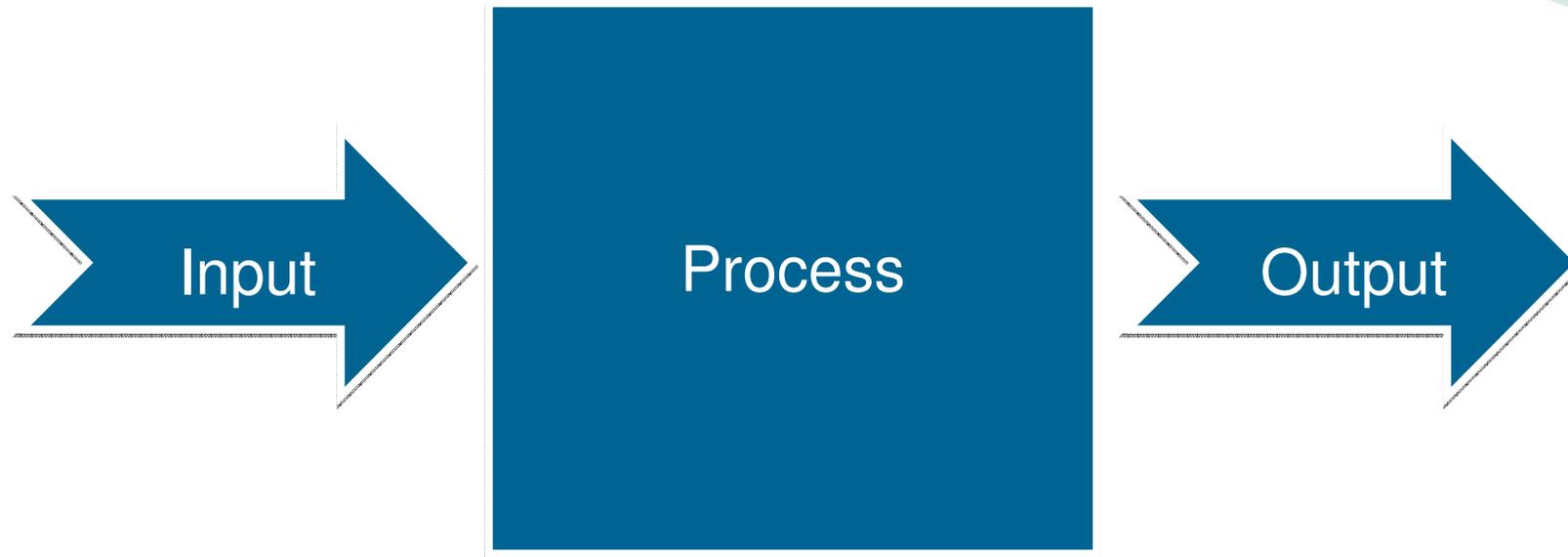
Our Services

- Request Services (RFP)
- Targeted Search
- NineSigma Intelligence
- Linked Innovation
- Collaborative Innovation Development Programs
- Customized innovation eco system leverage programs

Some of our many global clients



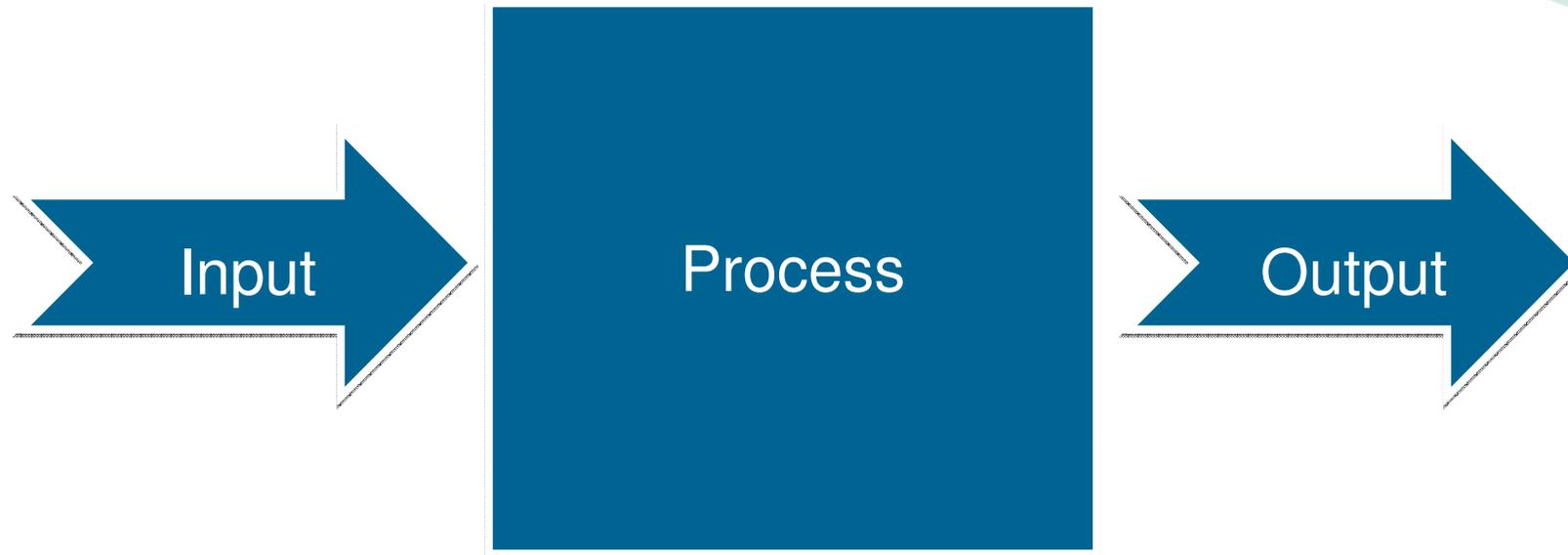
Improving Innovation Performance



Professor Frank Piller (MIT smart customization & RWTH Aachen):

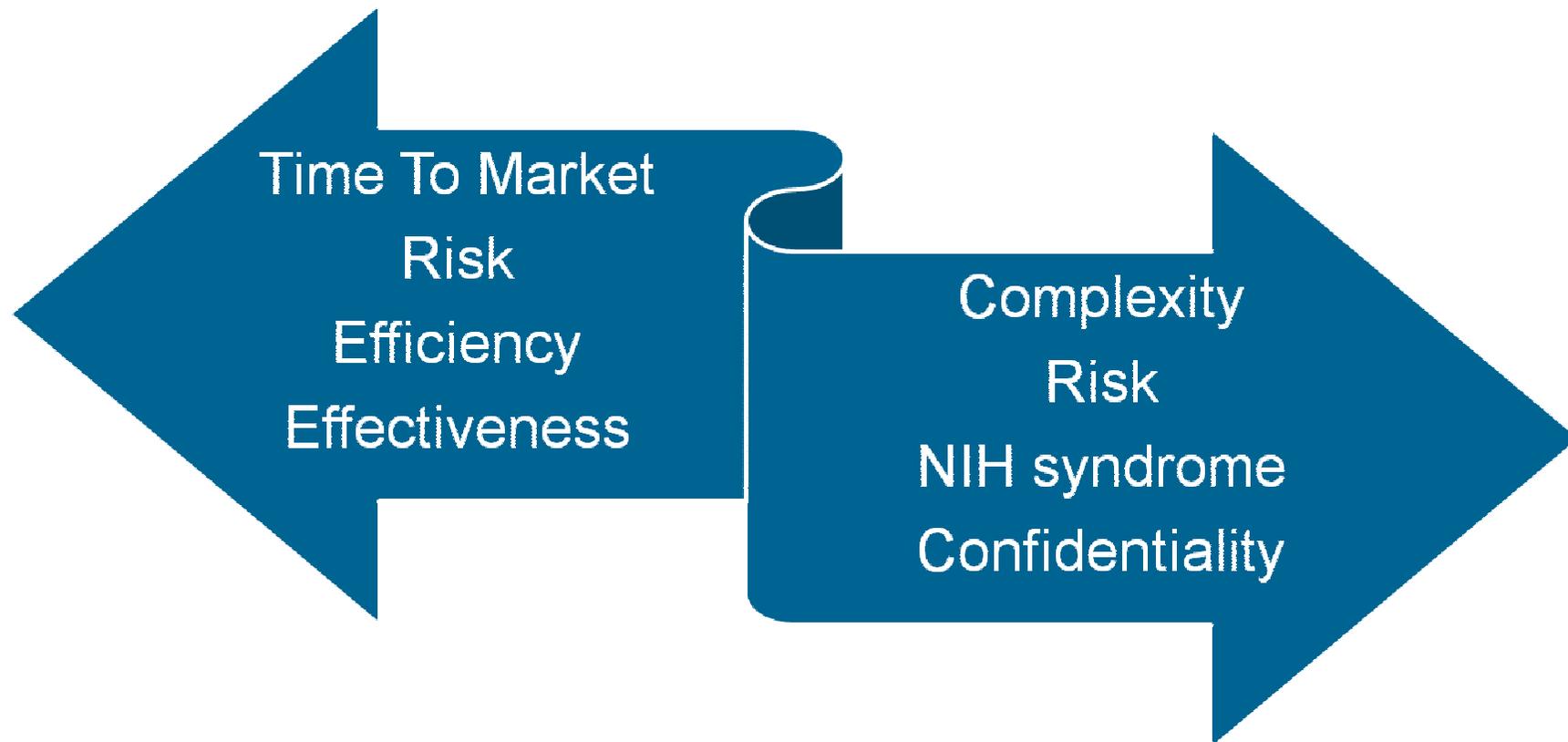
“innovation performance has been shown to be depended, to a large extent, from the ability of an organization to get access to new knowledge sources and connect those with previous knowledge in an innovative way”

Open Innovation

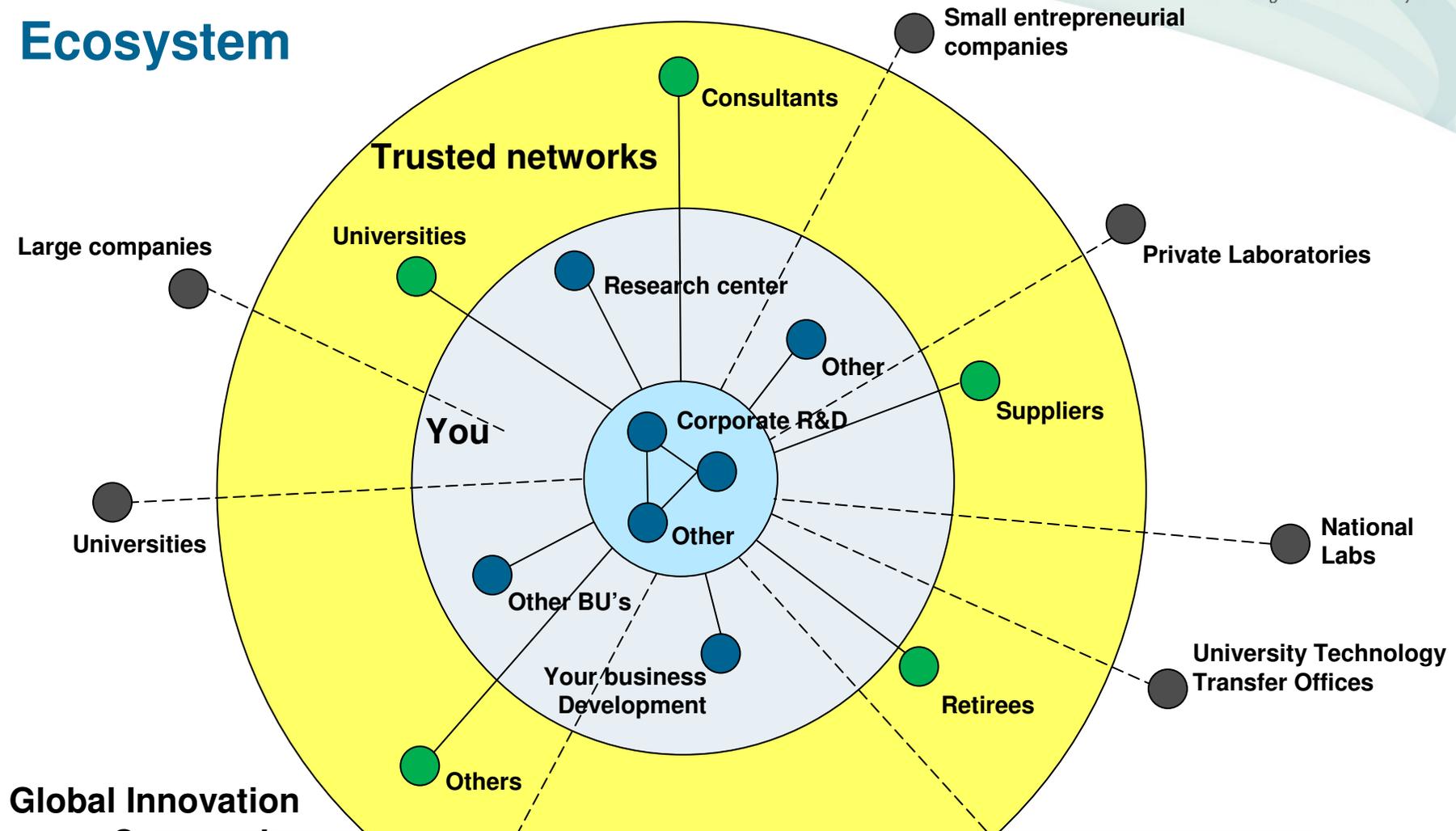


Professor Frank Piller (MIT smart customization & RWTH Aachen):
“Open Innovation is *the formal discipline and practice of leveraging the discoveries of unobvious others as input for the innovation process through formal and informal relationships*”

Why do companies use collaborative innovation?



An Innovation Ecosystem

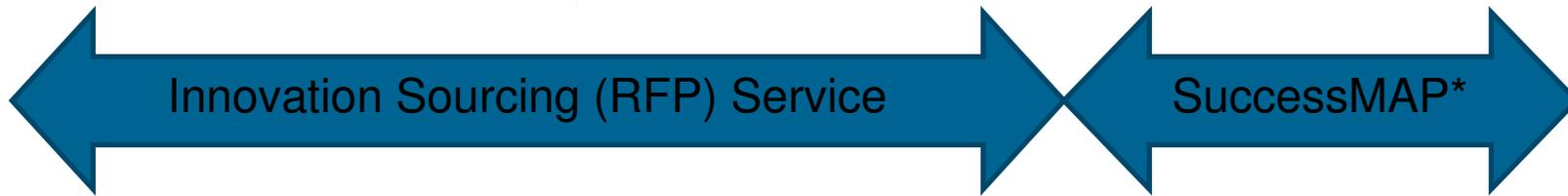


We provide a structured method to connect your company to the global innovation community

We do this using the NineSigma Open Global Innovation Network



Proven Proces for Problem broadcasting



Project Selection

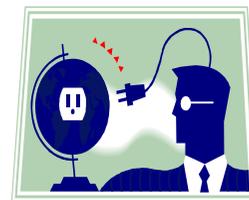


Need Translation



Request for Proposal (RFP)

Connecting



Report

Evaluation/ Selection

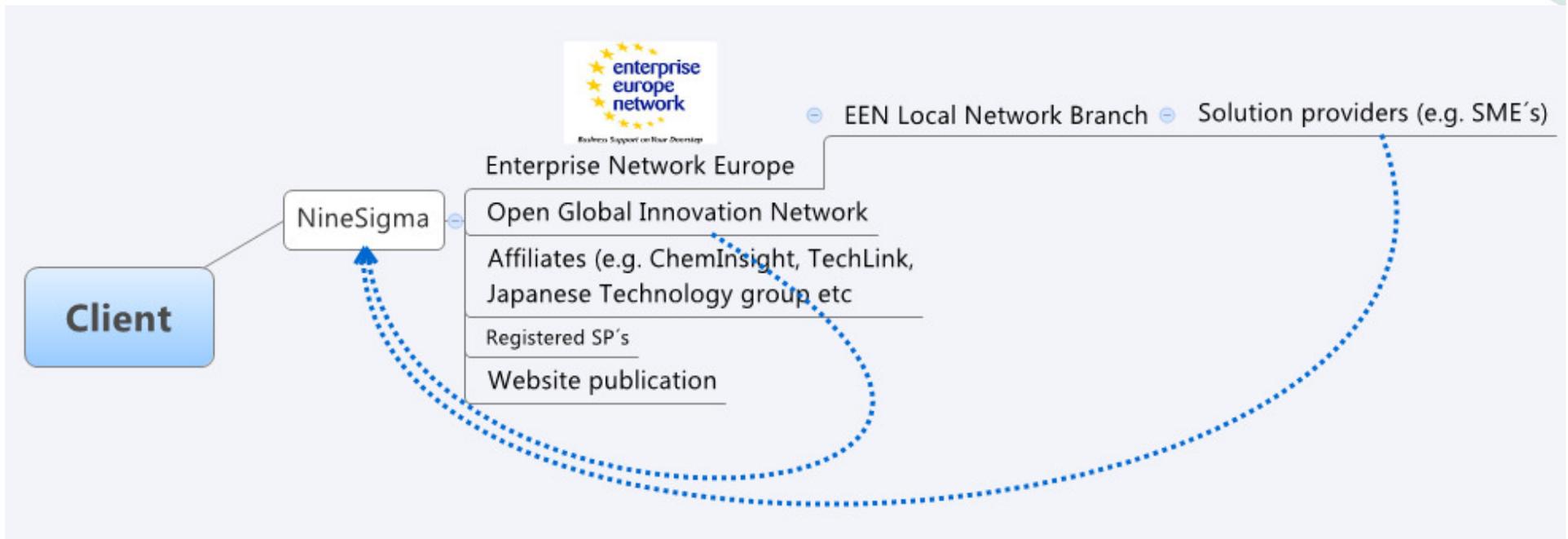


Acquisition



*MAP=Method to Assess Providers

Proces of broadcasting and collaborating with EEN



Examples of successful Technology exchange connections

Regional economic development:

Piemonte region in Italy



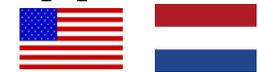
Connecting SME's to the global innovation community

Collaborative Innovation Europe (sustainability)

Unilever consortium project for bio polymer packaging

Problem broadcasting: recent examples US –EU vv

TNO Netherlands with different US food clients



SIK (Swedish Institute for Food and Biotechnology)



contracted with US Nestlé business

Henkel Germany with US based SME's



Danone France with US based SME's



Improving effectiveness of EEN

Access

- Lower the threshold for SME's to use the broadcasting model regionally and globally to connect and develop

Simplicity

- Simplify the broadcast and response process

Speed

- Time between our broadcast and reporting out to clients is 4 weeks with 1 week extension period depending of the quality and reporting back

Quality

- Better quality of response: train the solution providers and the local network branches to connect in a better way

Thought leadership

- Supporting the thought leadership on open innovation, creating more incentives for companies both SME's and multinationals to collaborate on innovation by e.g. supporting schemes on sustainability topics

Contact

Rick Wielens
M +32 495 58 69 09
Email wielens@ninesigma.com