Innovation through Knowledge Sharing and Foresight

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About
Innovation Factory
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

1. Preparation
   - Find sponsors
   - Define topic
   - Challenge team

2. Start!
   - Post new ideas
   - Enrich ideas
   - Vote

3. Ideation
   - Evaluate ideas
   - Selection criteria
   - Contact participants

4. Finish
   - Highlight ideas

5. Selection
   - Invite experts

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

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