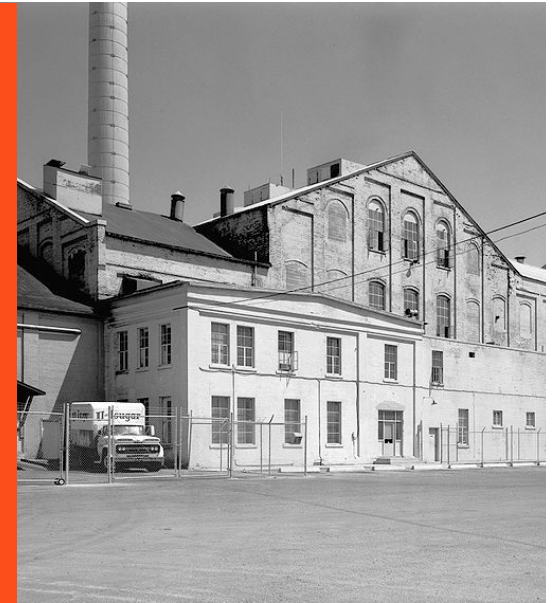


# Innovation through Knowledge Sharing and Foresight

prof.dr.ir. Han Gerrits  
professor VU University  
founder & ceo Innovation Factory

# 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...

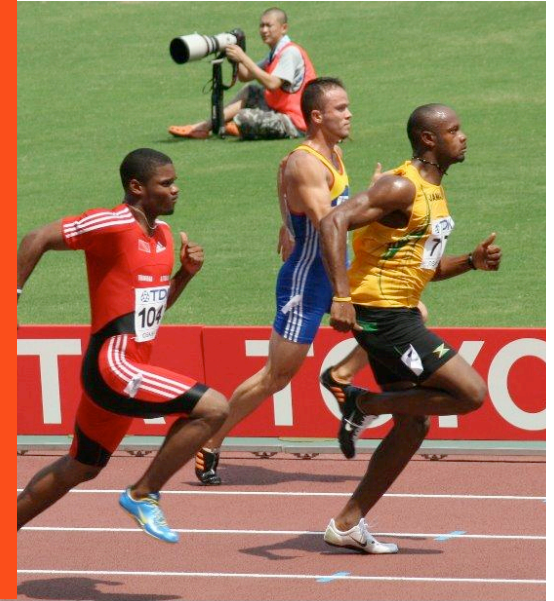


**idea**

# Some of our Clients



# Our Vision: What is Open Innovation?

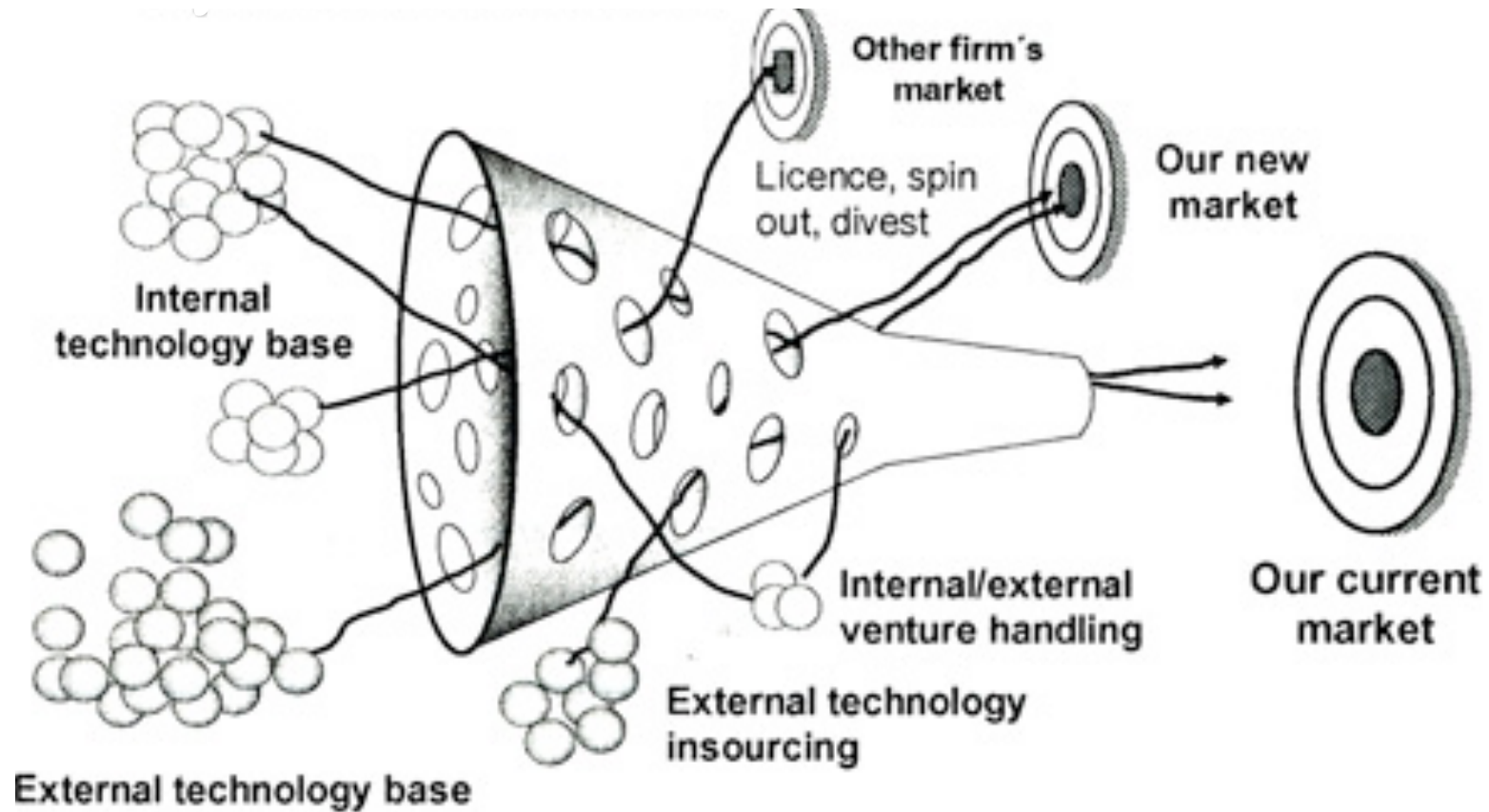


# Open Innovation opens up innovation...



- ★ “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...

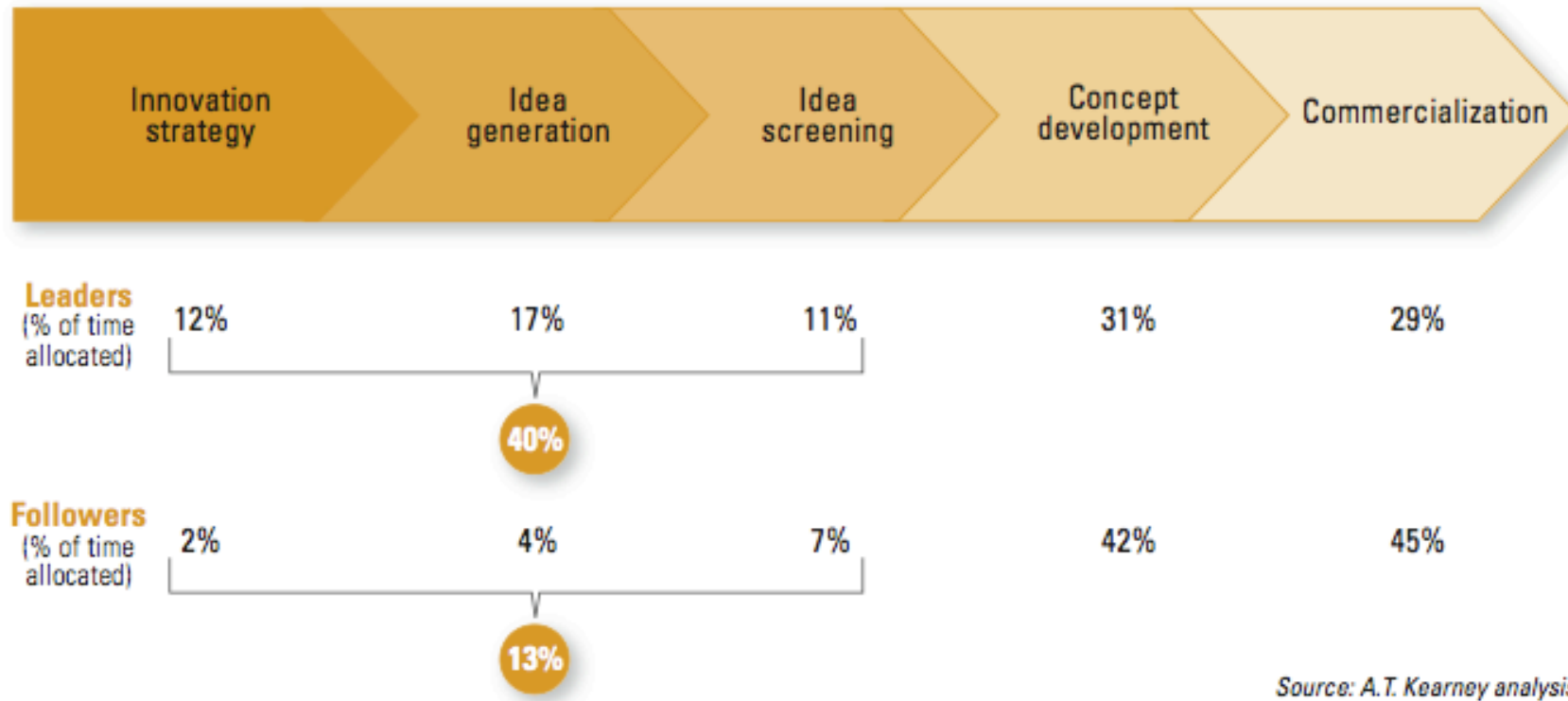


★ Connect employees, without hierarchy across geography, time and function

★ 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

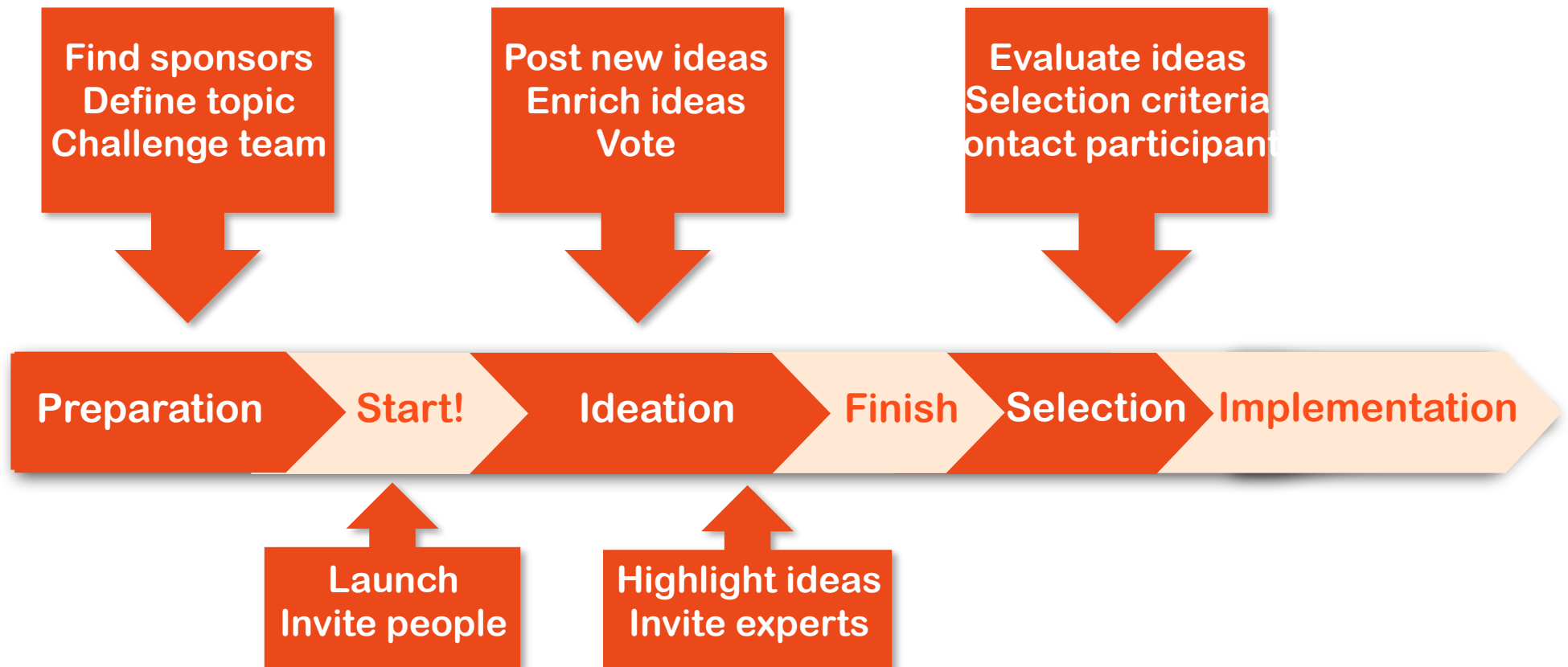
# Our Approach: Challenge Driven Innovation



# Idea Challenge

- ★ **Tightly Focussed**
- ★ **Time Limited**
- ★ **Management Involvement**
- ★ **Broadly Dispersed**

# The process of a challenge



# Building communities for innovation

# Thank you!

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