



InnovationXchange IXC UK Ltd.

Making Open Innovation a Reality

What is Open Innovation?



- Relevant and useful technology exists both inside and outside organisational boundaries
 - – The biggest companies can no longer assume they have all the answers!

“We could do this, but we don’t have...

- **Time** - *“We’re jammed here, trying to deliver our normal jobs”*
- **Resource** - *“I can’t afford to put a team on this, and anyway it’s not their skill-set”*
- **Contacts** - *“Where do we start?”*
- **Network** - *“We know people all over, just not the right ones”*

The **trusted** Go-Between



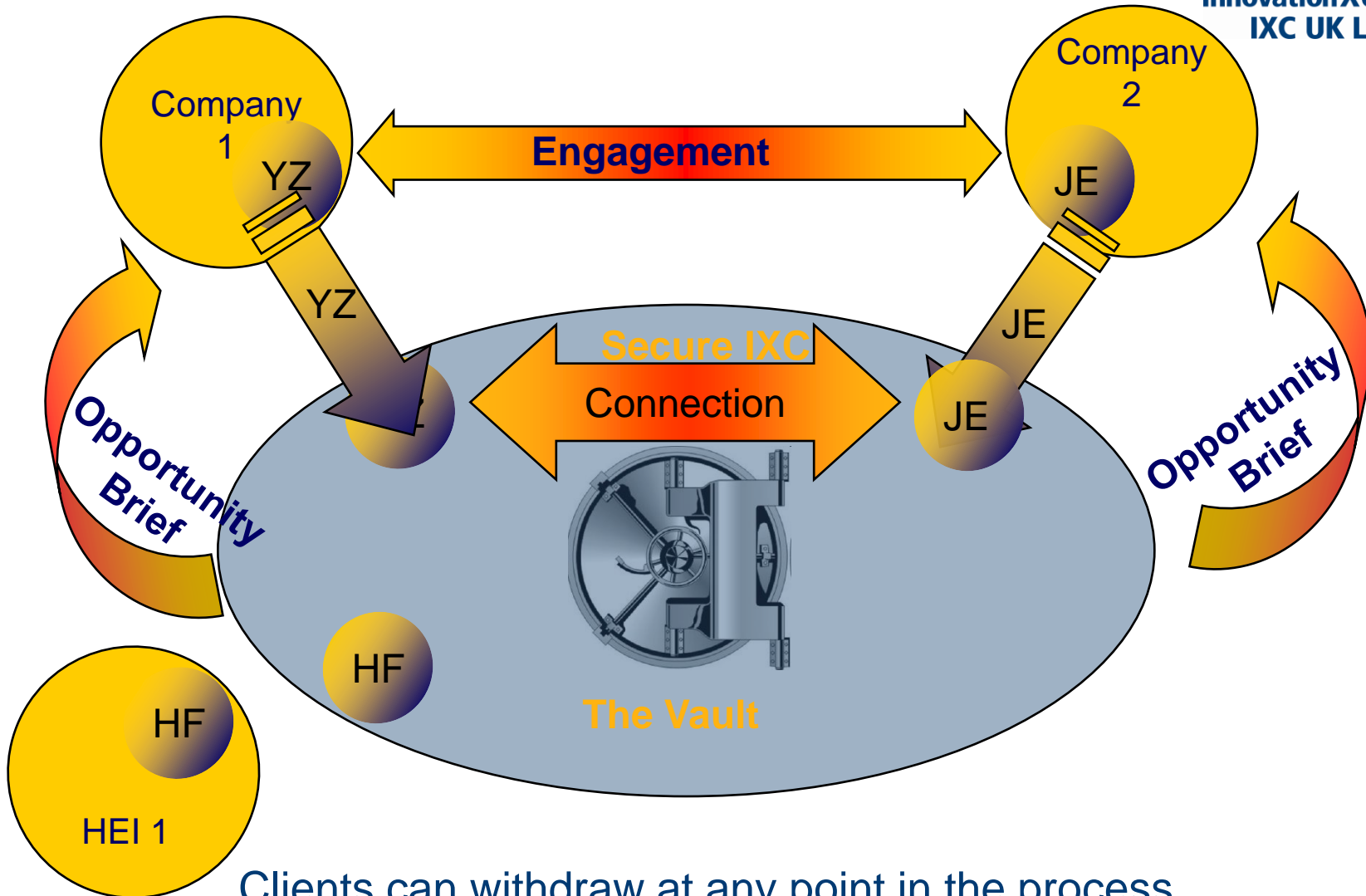
The InnovationXChange network

- **A network of Intermediaries** working inside multiple member organisations, under a unique confidential structure, to search for and create connections for business growth.
- **A trusted resource** for its members' innovation, business development, research alliance and commercialisation teams.
- Providing a **confidential linkage** to extensive external networks around the globe - connecting the brightest and best .

IXC Engagement Process



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Key IXC Dimensions



- HEI to Large Corporate and SMEs
- Accessing resources outside of the core expertise and exposing hidden networks
- Opening up new routes to market
- Awareness of technology developments before they become public knowledge
- Addressing solutions to specific challenges
- Cost effective addition to the innovation endeavour
- Preservation of anonymity and competitive advantage

Two Years' UK Progress



- 57 Clients serviced in the UK
- Pilot has identified 1124 connections of which 224 are with HEIs
- 380 opportunities worked up and presented to clients
- 70 business engagements (43 R&D, 6 patents, 18 Collaborations and 3 joint ventures)
- Current client base comprises of 38% multi nationals, 34% SMEs and 28% HEIs and Research Institutes
- Client turnover in the network is > £275 billion (at Nov 08)

Lessons Learnt



- Networks must collaborate
- Many companies need a trial service to see the benefit
- IXC Hub development requires government funding
- The IXC service can have a large impact on smaller firms however they are less able to afford the full IXC service.
 - Government or regional support enables SME's to interact with IXC
 - RDAs, Advantage West Midlands, NWDA
 - MAS
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Thank you!

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