



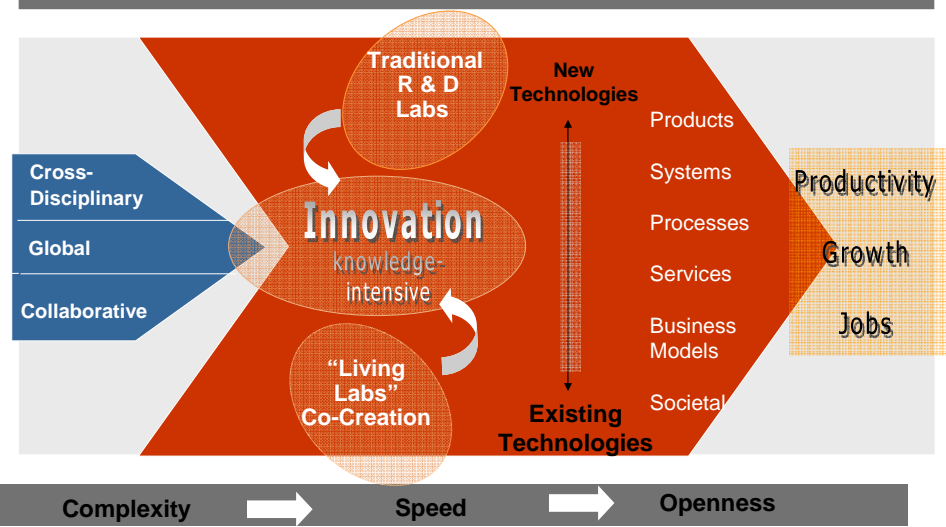
Mobilizing the Collective Intelligence

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The Innovation Process – Engine for Growth



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CKIR Workshop, August 2006

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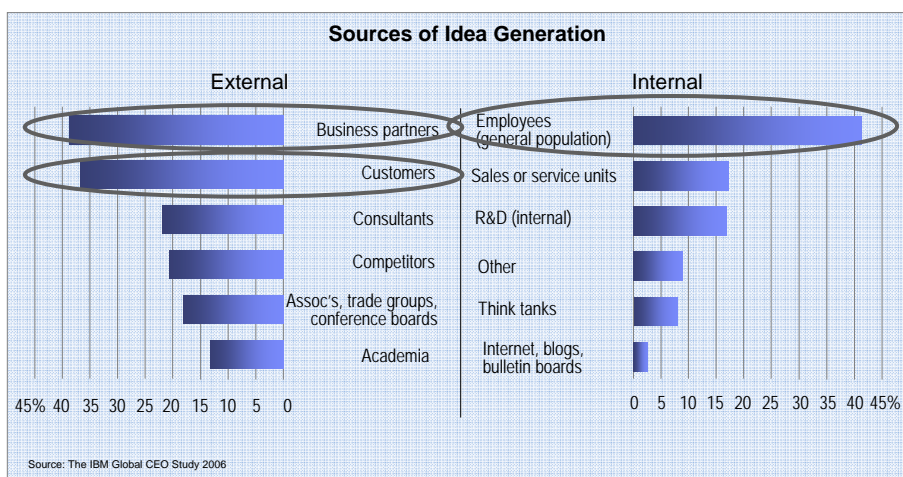
Web 2.0 provides us with a Platform for Collaboration and Innovation

“Web 2.0’ has emerged as a catch-all phrase to describe the new generation of Internet-based services that allow people to collaborate, share and manage information with unprecedented ease and scale”



- | | | |
|---------------------------------|---|------------------------|
| 1. Read WEB | ➡ | Read/Write WEB |
| 2. Top Down | ➡ | Bottom Up |
| 3. Desktop Applications | ➡ | Web-based Services |
| 4. Predefined | ➡ | Adaptive |
| 5. Working Environment = Island | ➡ | Window to the Web |
| 6. One-size fits all | ➡ | Individualized |
| 7. Closed User Group | ➡ | Open Web Ecology |
| 8. Privacy | ➡ | Sharing with Community |
| 9. Personal Computing | ➡ | Social Computing |

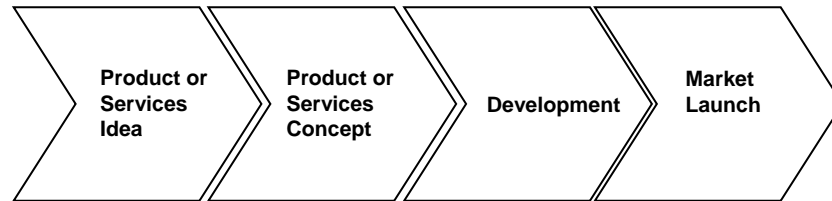
Those who use the Product and/or Service become a key Source for Innovation



Innovation is a risky Business

What the Manufacturer believes

What the User wants



Only 25 % of all Innovations are successful

BUT - Technology gives New Opportunities to involve the User in all Phases

From “User under Microscope” to “User-Innovator”

User as “Research-Object”



User as Innovator

- Observation and Surveying
- Prototype Development
- Testing (Usability, Feasibility, Market Testing)
- Large Scale Demonstration and Validation
- Piloting

- Interactive User Feed-back
- Incremental User Innovation Ideas
- User Idea Generation
- User Community innovation

Industry R&D Led



User/User Community Led

Consumers

Contributors

Innovators

What is a Jam? Mobilizing the Collective Creativity

Collaborative Innovation Tool:

- Developed to accelerate innovation –both idea discovery and implementation
- Structured as a multiple-day, web-based forum where participants brainstorm and propose new ideas

Format:

- Participants post ideas regarding specific jam topics and collaborate on ideas brought forward by others
- Moderators highlight key discussion ideas and facilitate collaboration

Contributions and Participation:

- Contribution level at the discretion of each individual participant
- Structured to allow for flexible participation when time allows

Why Participate in Innovation Jam? Why would they come ?

- Sneak preview of new, emerging technologies and business insights from IBM Research
- Exclusive access to IBM's leading technologists and business thought leaders as well as members of our diverse global ecosystem
- Potential to jointly pursue new products and business opportunities
- Tap into a global cross-industry 'focus group' to test assumptions and uncover new insights
- Access to jam insights, emergent themes and patterns
- Participation in a new model for sharing ideas, collaborating and identifying an organization's most innovative thinking

Innovation Jam - Phase 1 Overview: July 24-27

Participants from more than 75 countries came together to explore and surface new market opportunities during InnovationJam. Overall outcomes include:

- **140,000** individuals participated in jam related activities
- **37,000** ideas and comments posted
- Concurrent usage peaked at **31,000** participants jamming simultaneously

Most Active Discussions by Posts:

Going Places

- Passenger experiences (776)
- New services for passengers and drivers (606)

Staying Healthy

- Employer programs for healthy employees (1733)
- A Company's role (450)

A Better Planet

- Energy - 15 different topics were consolidated and reduced to 5
- Consuming less (571)

Finance & Commerce

- Finding talent and skills (349)
- RFID tag reader in cell phone (282)

How to activate User-Innovators

- Identify Groups of User Innovators
- Remove Barriers to user-innovation
- Provide User Innovators with Incentives to Innovate
- Provide easy-to-use Tools, Information and Skills to start innovating
- Create settings in which new Ideas and Prototypes can be tested
- Create supporting Communities in which User-Innovators can share Ideas

Want more ?

See you on November 20 at the Launch of the
European Network of Living Labs !!!

Obstacles and Measures

Obstacles

1. Technology Dominance in EU Research Programs
2. Supply-side View in Innovation (Technology Push)
3. Low use of ICT by SMEs

Measures

1. Establish User Innovation as a Policy Priority with the European Network of Living Labs as the Centre of Gravity
2. Dedicate European R&D Funding for Applied Research into Collaborative Innovation Processes
3. Active Support for Open Source Communities as a Show Case for User Innovation (CIP and Regional Funding)

Thank
YOU

