



Cracking Open Innovation

A Personal Perspective

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ADVANCED DELIVERY TECHNOLOGY FOR SKINCARE

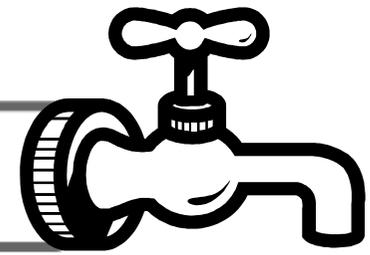
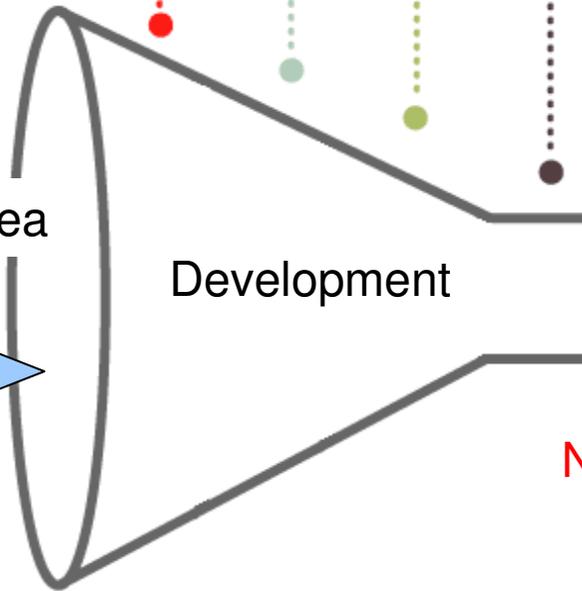
Big Corporates' Pipeline

PhDs



idea
idea
idea
idea
idea
idea
idea

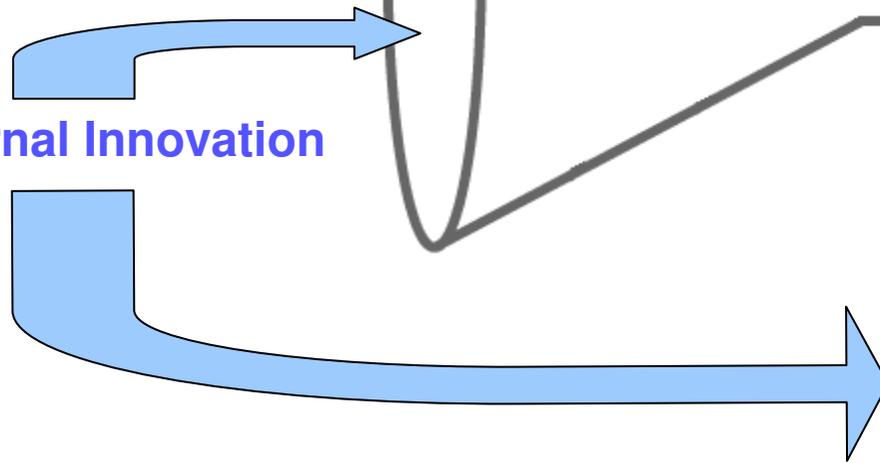
Cost
Stability
Processing
Regulatory



New Products



External Innovation



Open Innovation Programmes (or Like) “The Good Guys”

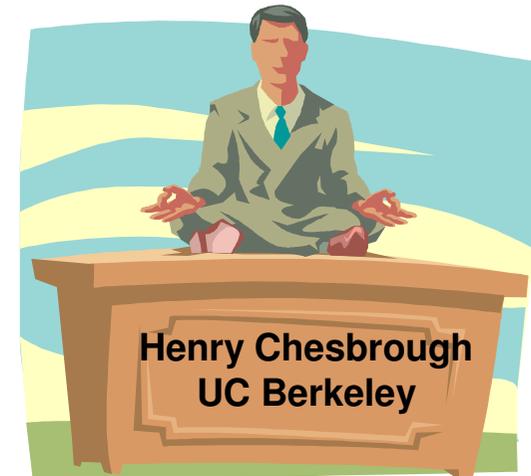


Banish “Not Invented Here Syndrome”

Inspiration – Software Industry

- “Open” Source Software
- Linux – long-tail model
- Source code freely available / shareware
- Best “brains” to contribute to program
- Universal ownership & web distribution

The Concept:

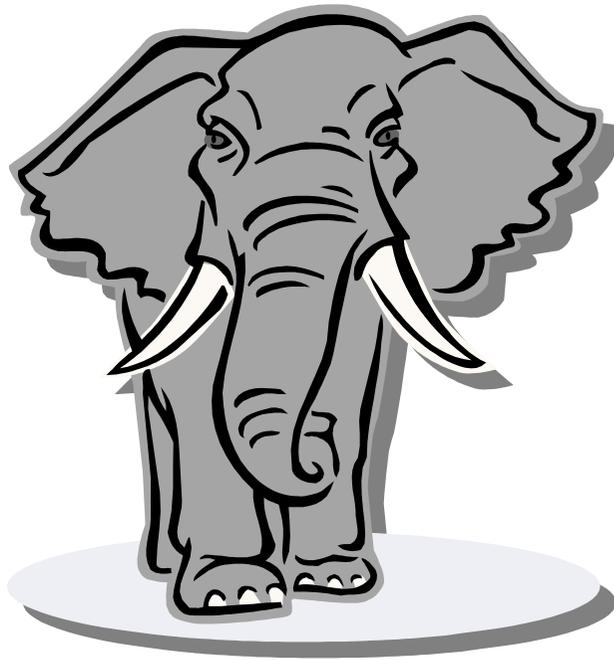


Open Innovation: The new imperative for creating and profiting from technology



WTO – Intellectual Property Rules - TRIPS - 1st Hurdle

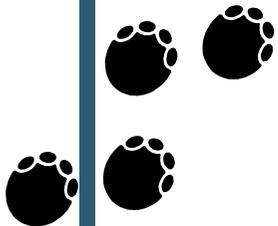
- Bi / multi-lateral regulations - 130yrs



- Legal framework
 - Patent law

- Can be NO disclosure of an idea:

- Without with CDA / NDA
- Prior to patent application
- Prior publication of application



So Whats The Problem? - 2nd Hurdle

“I believe in Grandmothers” aims:

More efficient production

Lower energy costs

Sustainable products

Environment friendly

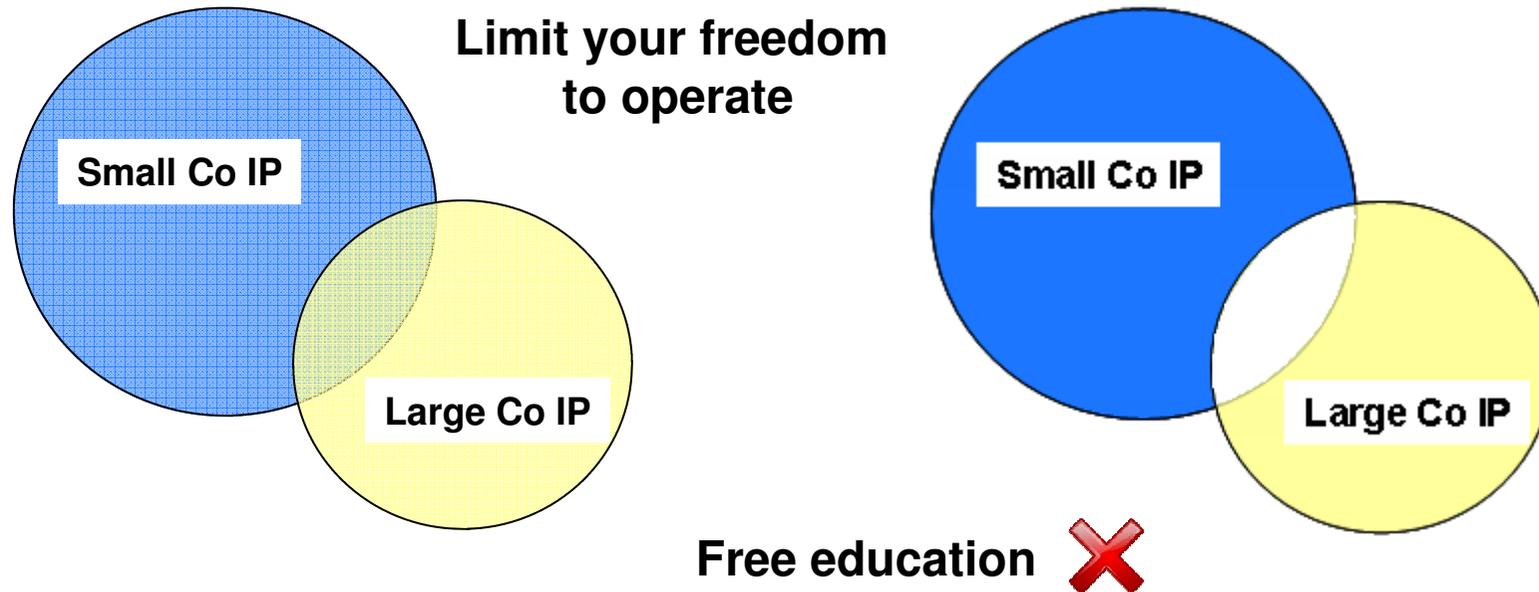


- **Reticence to broadcast problems**
- **Need to approach Co. with solutions**
- **Need to be proactive**
- **Co. do not want CD info**



A Few Safeguards

- Disclose only information in the public domain – patent appl.
- Pre-publication – patent appl. – 18 months (UK):





The Golden Rules of **Open** Innovation

- **Sign CDA / NDA – Don't predate, have a defined term – <5yrs**
- **Reach a commercial / development agreement – ASAP**
- **Recover any costs incurred**
- **Try to establish trust / encourage openness**
- **Key to national competitive advantage**



THANK YOU

