On Open Innovation

Lars Iversen
@Larski
Partner, Springfellow International
Microsoft acquires Mojang for 2,5 billion USD - to be compared with Geely acquiring Volvo for 1,3 billion USD.
A new breed of companies who harnesses the power of exponential technology will haunt traditional business as we know it – and rule the world!
New breed of companies are coming..

- **Digitized** (information driven)
- **Deceptive** (Exponential growth)
- **Disrupted** (Business Models)
- **Dematerialized** (GPS, camera, radio, as-a-service etc.)
- **Demonetized** (Uber, AirBnB, classifieds, etc.)
- **Democratized** (No need to be Coca Cola to serve the planet)
LINEAR VS. EXPONENTIAL

GROWTH

TIME

EXPONENTIAL

DISRUPTION

LINEAR

SPRINGFELLOW
40% of existing Fortune 500 companies will not survive 2040
Google buys Waze for 1 bn USD
Nokia buys Navteq for 7.2 bn USD
Microsoft buys Nokia for 8 bn USD - down from 140 bn valuation

100 billion users/sensors - Exponential

Virtual

Infrastructure - linear
Traditional, incremental innovation

- Top down and hierarchical
- R&D system is way too costly to maintain
- Rely on “structured” innovation processes that can’t deliver the agility and speed need
- Driven by financial outcomes
- Linear, sequential thinking
- Do innovation in secret R&D labs rather than opening up the innovation process and harnessing the creativity of all their employees, customers, and partners.
- Strategic planning based on the past
- Risk intolerance
- Process inflexibility
- Still believe that “knowledge is power”
- Large number of employees
- Control over own assets
Unilevers target is to have 70% of pipeline projects with a significant input from Open Innovation. Their 2013 result was 58%, up from 38% in 2011. Rather than simply characterising innovation as closed or open, Unilever are aiming for a “seamless” approach. This involves moving from arms length, cost-driven old style projects to long-term partnerships, integrating strongly with internal operations.
100 million passengers.

Leverage your business. Co-create with us.

Co-create

Data
Utilize our data to create new solutions for travelers or businesses.

Reach
Increase the user base of your application with 100 million passengers.

Expert knowledge
Co-create with the pioneering experts in aviation to advance the way we travel.
KLM Schiphol Automated Baggage Handling Challenge

Baggage handling is an important aspect in air travel. After the passenger has checked in, the Baggage is transported from the terminal to the airplane and after landing it is transported from the airplane to the Baggage conveyor belts to be picked up by the passengers. Baggage Handling is currently carried out manually, which is time consuming, and is considered heavy labor.

KLM Royal Dutch Airlines and Schiphol Amsterdam Airport are constantly striving to improve both the human factor as well as efficiency, and believe that new technologies can be a breakthrough in Baggage Handling. The goal of this challenge is to find proposals for baggage handling systems to carry out this process fully automated.

RESPONSE DEADLINE IS: MARCH 24, 2015

Reward

A maximum of four respondents, one per category, will be awarded cash prizes up to €10,000 each. Prize winning respondents will be invited to execute pilot projects with KLM and Schiphol.

Successful pilot projects can result in supplier negotiations with KLM and/or Schiphol for acquisition of up to 30 Automated Baggage Handling Systems. Furthermore, there will be the opportunity to market and demonstrate successful solutions (together with KLM and Schiphol) to other airports.
400 000 designers and innovators  (Aros inventor got 280 000 USD so far...)
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670,000 users in their innovation network
Targets to sell 100 million phones 2015 – 30 % of the company works with R&D – P2P customer service
Thank You!

@Larski
WeChat: Larski73
Linkedin.com/larsiversen
Lars.iversen@springfellow.com