

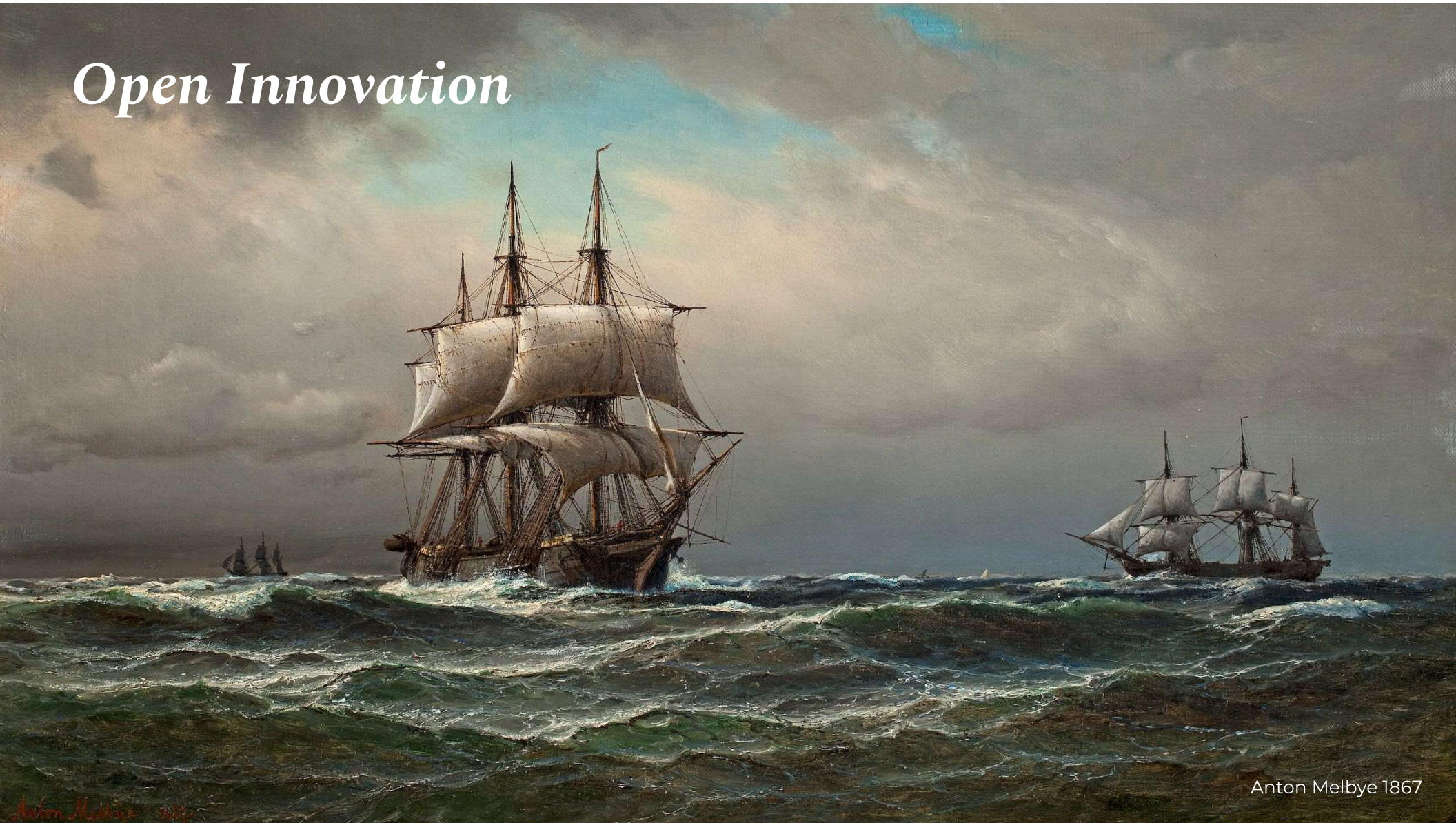


# Open Innovation

Matteo Vignoli, University of Bologna

EIT HEI Initiative Webinar Series

# *Open Innovation*



Anton Melbye 1867

# Open Innovation

*Cultivating Innovation and Innovators*

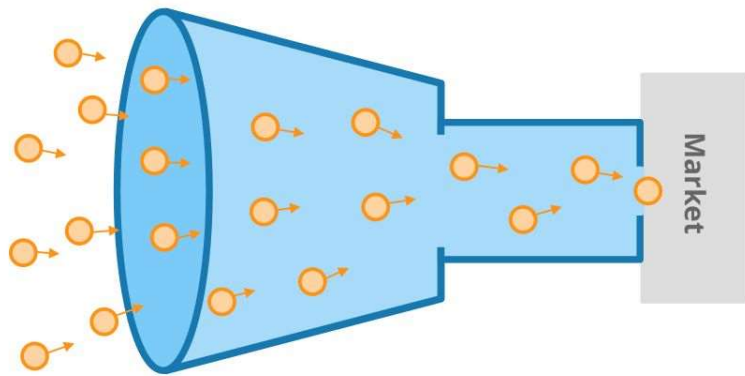
“Open innovation is the use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively. [This paradigm] assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as they look to advance their technology.”

Henry Chesbrough, 2006

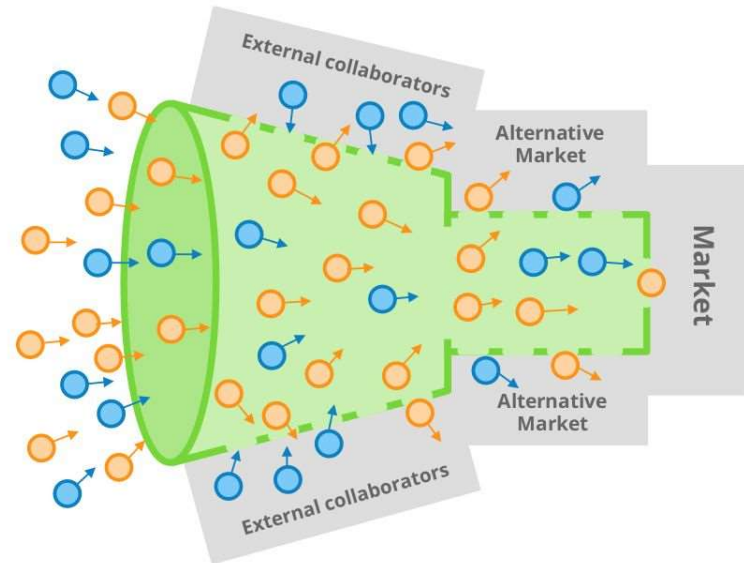


# “Not all the smart people work for you”

A fundamental premise to Open Innovation - Henry Chesbrough

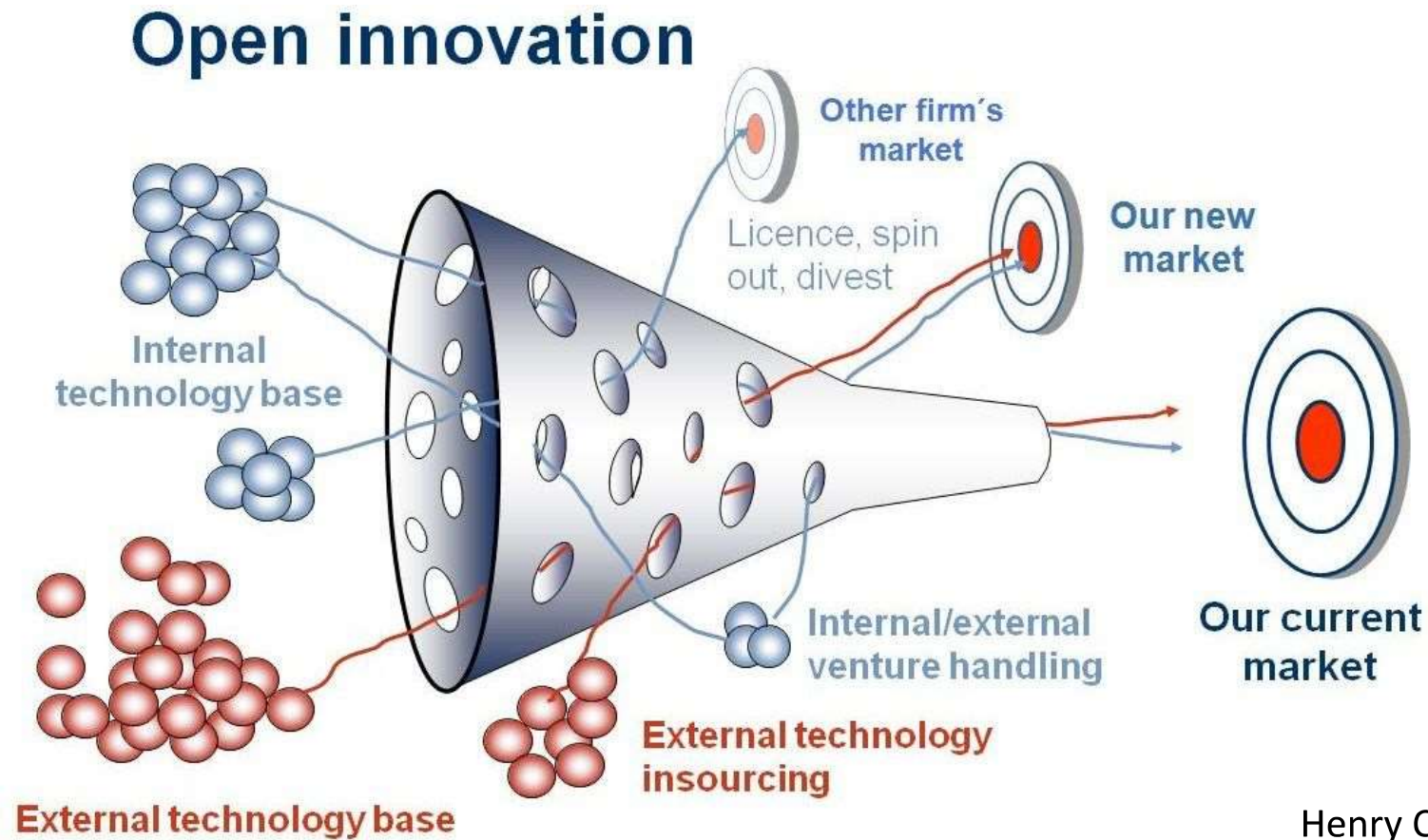


Closed Innovation

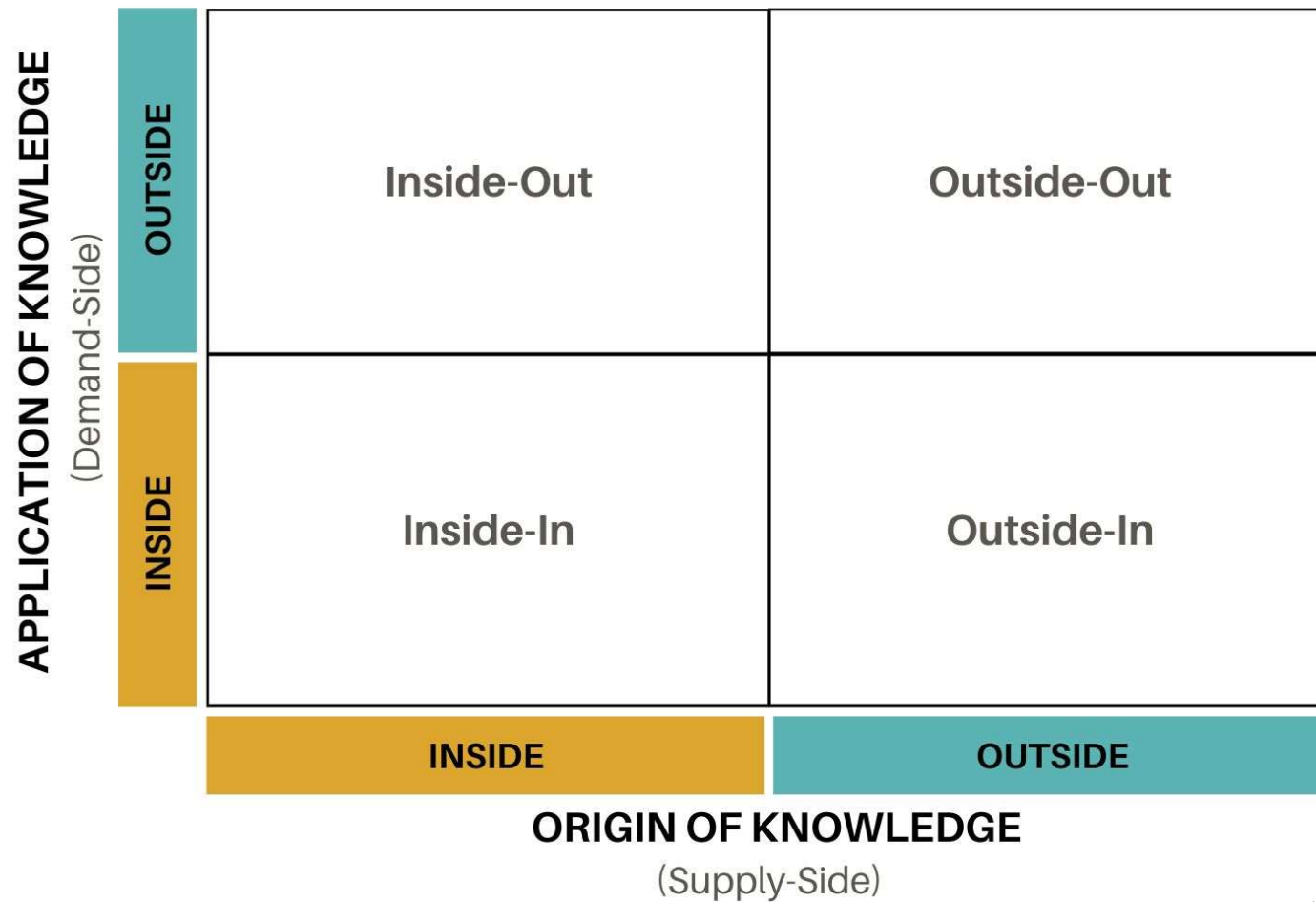


Open Innovation

# Open innovation



Henry Chesbrough, 2003



Gutmann, T., Chochoiek, C. and Chesbrough, H., 2023. Extending Open Innovation: Orchestrating Knowledge Flows from Corporate Venture Capital Investments. *California Management Review*, 65(2), pp.45-70.



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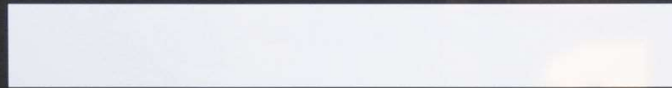




**NOTHING IS A MISTAKE.**

**THERE'S NO WIN**

**AND NO FAIL.**



**THERE'S ONLY**

**MAKE**

**JOHN CAGE**