

/ Unlocking Innovation: The Strategic Power of Partnership Building for Open Innovation

Jara Pascual
CEO Collabwith,
Author book: Innovation and Collaboration in the Digital Era

Agenda:

WHAT IS OPEN INNOVATION

WHAT IS INNOVATION

WHAT IS COLLABORATION

WHY A PARTNERSHIP COLLABORATION

HOW TO MAINTAIN A PARTNERSHIP

INNOVATION ECOSYSTEMS: CASE EUROSPACEHUB



Jara Pascual, MBA and Master of Telecommunication Engineering, is founder and CEO of Collabwith, an author and an entrepreneur focused on innovation. Collabwith is an online platform bringing people together and encouraging collaborations online and offline. As board member of the Forum Knowledge4Innovation, her voice is heard regularly at the European Parliament discussing the topics of female investment, digitalization, from Lab to Market and academia-industry collaboration. She is Chair of the WG Innovation Ecosystems for the European Alliance for IoT Innovation. She is also the host of the Innovation Podcast "Business of Collaboration". She writes about innovation and collaboration management for different online magazines, is a telecommunications engineer and has worked for 15 years in Innovation Management doing transformational innovation culture and projects in a number of Fortune 500 Companies and R&D Labs.

Jara Pascual
CEO Collabwith

Author book: Innovation and Collaboration in the Digital Era

/ WHAT IS OPEN INNOVATION?

“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.”

Prof. Henry Chesbrough
Father of the concept Open Innovation

“Prof. Chesbrough analyzed successful companies and discovered that there was a common point of working on innovation together with internal departments and others.”

Prof. Henry Chesbrough
Father of the concept Open Innovation

/ TYPES OF OPEN INNOVATION



INTERNAL COLLABORATION

Innovation projects is working across different departments inside the organization. So, the innovation team is not a closed door and a mystery for the rest of employees.



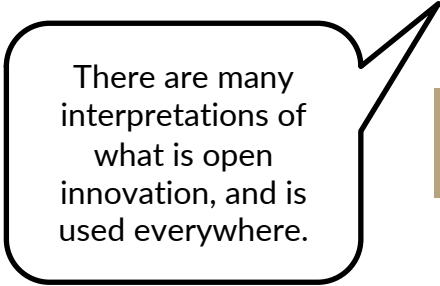
EXTERNAL COLLABORATION

Innovation projects is working together with external organizations to the company, at any kind of level of collaboration.



CHALLENGES (Crowdsourcing)

Get ideas or solutions from people located anywhere from any type of discipline.



There are many interpretations of what is open innovation, and is used everywhere.

/ PODCAST CONVERSATIONS



PODCAST Prof. Henry Chesbrough on the Role of the Open Innovation in the Recovery Plan



<https://collabwith.com/2020/05/podcast-prof-henry-chesbrough-on-the-role-of-the-open-innovation-in-the-recovery-plan/>



PODCAST Steven Rader on How to Successfully apply Open Innovation at NASA



<https://collabwith.com/2020/05/steven-rader/>



/ WHY DOES OPEN INNOVATION IS TRULY USED, NOT APPLIED?



Marketing and branding



PR



Talent acquisition



Find new product ideas

“No-one will tell publicly to everybody and their competitors their true problems and true challenges.”

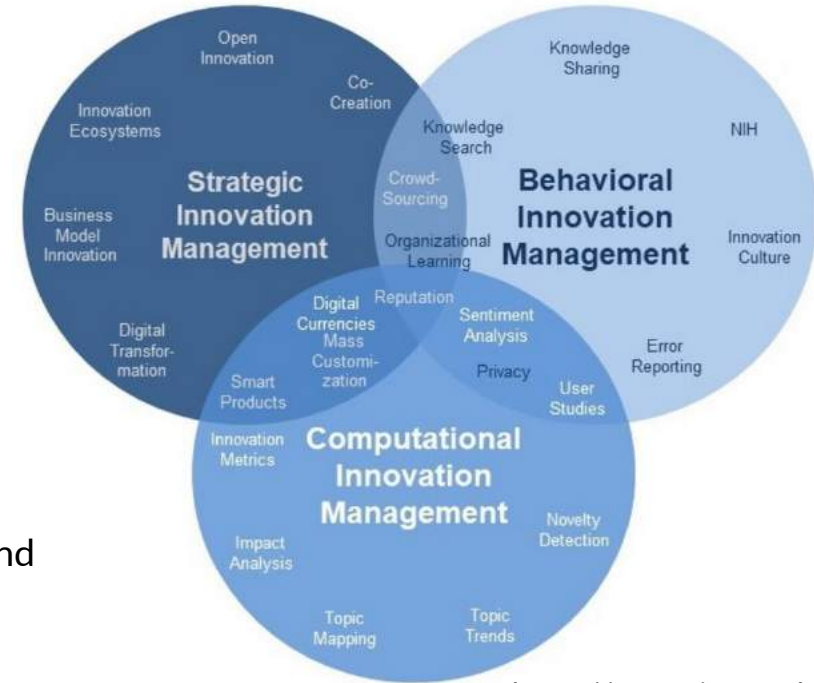
Jara Pascual
CEO Collabwith

Autora libro: Innovation and Collaboration in the Digital Era

/ OPEN INNOVATION RESEARCH PROGRAM AT RWTH AACHEN UNIVERSITY

This is reflected by **decreasing project fees**. When comparing the data from our past studies with the present findings, we find that the average cost for an OI project with an OIA decreased from €41,000 to €16,000. Nevertheless, project fees differ widely, ranging from free basic trials to over €100,000 (e.g. when including OI consulting service).

OIAs in our study reveals an **estimate of the recent market volume of €1.3 billion**. OIAs expect that this volume will increase until 2023 to €3 billion. Environmental dynamism and competitive pressure characterize the market. More than a third of the OIAs perceive changes in the market as unpredictable (38.3%).



<https://www.time.rwth-aachen.de/cms/TIME/Forschung/Forschungsprojekte/~epqtx/OIA/?lidz=1>

/ PODCAST CONVERSATIONS



PODCAST Prof Frank Piller on Avatars for Collaborative Innovation



<https://collabwith.com/2020/06/podcast-prof-frank-piller-on-avatars-for-collaborative-innovation/>



PODCAST ISPIM FLORENCE: Prof. Tucci on Innovation Management "If you are not interested enough, it is hard to convince others to support you"

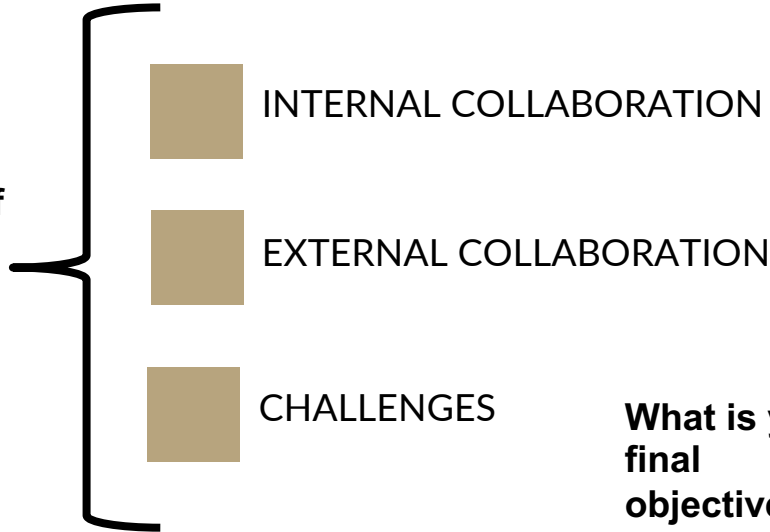


<https://collabwith.com/2019/05/podcast-ispim-florence-prof-tucci-on-innovation-management-if-you-are-not-interested-enough-it-is-hard-to-convince-others-to-support-you/>



/ WHAT ARE YOUR OBJECTIVES?

What type of Open Innovation you want to do?



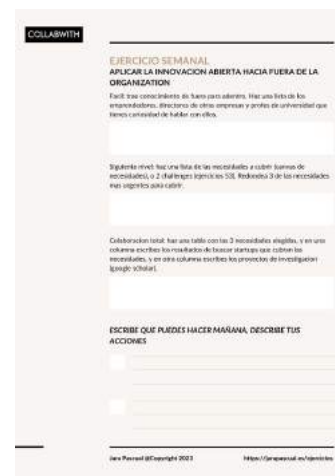
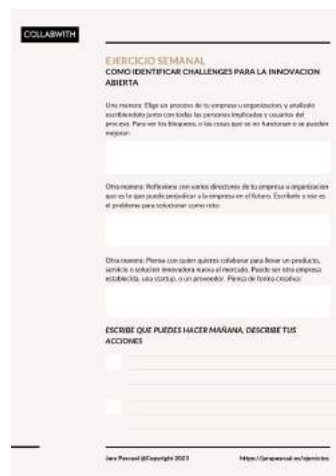
What is your final objective with Open Innovation?



/ PDFs GUIDE TO SUPPORT YOUR DECISION MAKING

QUESTIONS TO ANSWER

- ❑ What type of Open Innovation you want to do?
- ❑ What is your final objective with Open Innovation?
- ❑ Do you prefer your own platform or being in another platform?
- ❑



/ LET'S DO AN EXERCISE:

Write here the following:

- What type of open innovation you would like do?



10 min. activity
5 min. presentation

/ WHAT IS INNOVATION?



INNOVATION

GENERATING VALUE
FROM CREATIVITY

IDEATION

A PROCESS TO
GENERATE MORE
IDEAS WITH OR
WITHOUT A THEME

INVENTION

CREATING A NEW
„THING“ NOT
EXISTING BEFORE

CREATIVITY

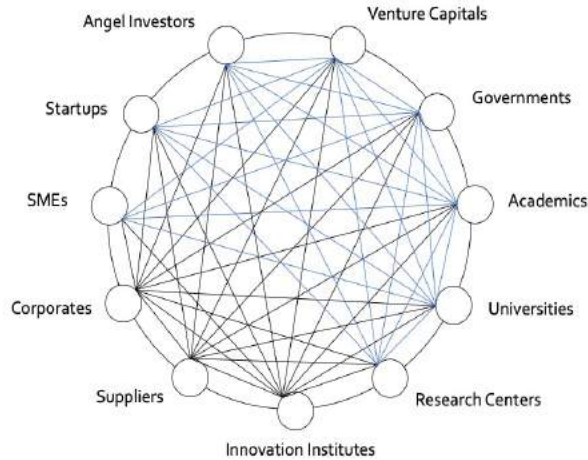
A QUALITY TO
GENERATE IDEAS OR
WAYS OF DOING
THINGS IN
DIFFERENT WAYS

/ WHAT IS COLLABORATION?

“Our customers and collaborators are not in our backyard.”

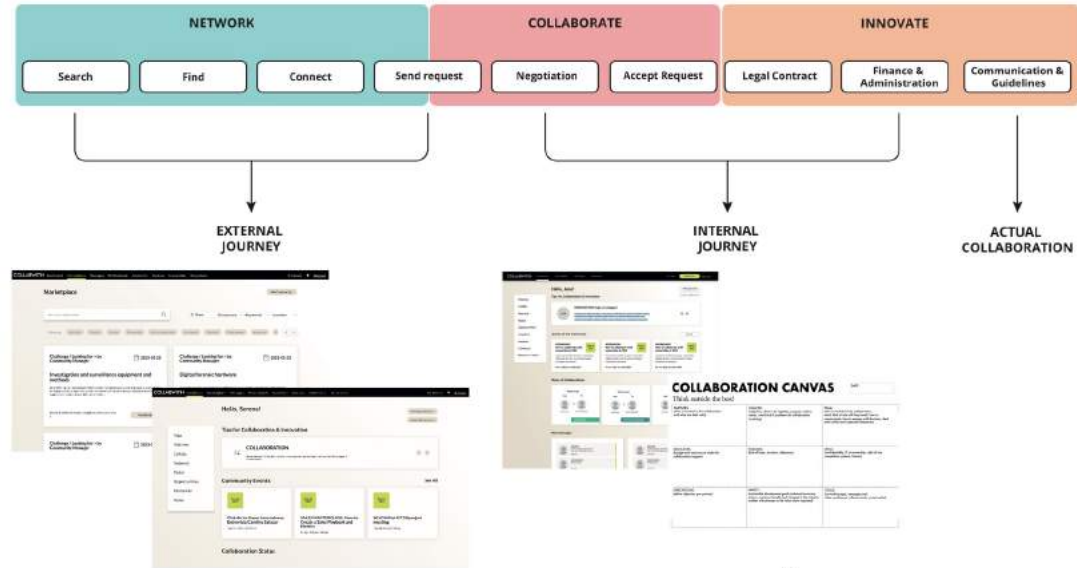
/ COLLABORATION JOURNEY & MINDSET

Connect people who are not connected or working in silos



Collaboration Journey

.....



Ref:
Jara Pascual, Innovation & Collaboration in the Digital Era
.....

/ EXTRA SUPPORT

Think, really, with whom you would like to collaborate: analyse your needs.

NEEDS CANVAS

Think outside the box & deep breath!

DATE

Add Collaboration Opportunities & Needs on Collabwith Marketplace

THINK

WHAT IS KILLING YOUR COMPANY NOW?

HOW WOULD YOU DO YOUR BUSINESS IF YOU WANT TO START IT AGAIN?

DO YOU NEED DIFFERENT REVENUE STREAMS? EU FUNDING, SPONSORS, CUSTOMERS, SERVICES, ETC,

DISCOVER

HOW AND WHAT CAN YOU IMPROVE YOUR PROCESSES?

WHERE DO YOU LOOK FOR NEW NEEDS? CUSTOMER FEEDBACK, IT TICKETS, PROBLEMS TO SOLVE, CHALLENGES TO OVERCOME, ETC.

LISTEN TO YOUR PARTNERS, CUSTOMERS AND EMPLOYEES. WHAT CAN YOU IMPROVE?

INSPIRE

WHERE ARE YOU GETTING INSPIRATION FOR NEW IDEAS FROM? NEWSLETTERS, MEETUPS, WORKSHOPS, ETC.

HOW CAN YOU BE APPLIED GREAT IDEAS FROM OTHER INDUSTRIES TO YOUR COMPANY MARKETING, SALES, OPERATIONS, WORKPLACE, ETC?

OBSERVE YOUR COMPETITION AND YOUR CUSTOMERS TO FIND NEW BUSINESS IDEAS AND APPLY TO YOUR WAY OF WORKING.

SUMMARY OF PRIORITIES: WRITE DOWN YOUR NEEDS.

TAKE ACTION: TRANSLATE YOUR NEEDS INTO ACTION.

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/ EXTRA SUPPORT

A support to prepare a collaboration, analyse a current collaboration and negotiate a new one.

COLLABORATION CANVAS

DATE

Think outside the box!

PARTNERS: [who is involved in the collaboration and what are their roles]	CONCEPT: [objective, what to do together, purpose, outline, needs, what kind of problems the collaboration is solving]	TEAM: [who is involved in the collaboration, which kind of role will they have?, how to communicate, how to engage with the team, deal with conflict and celebrate milestones]
RESOURCES: [budget and resources to make the collaboration happen]	TIMELINES: [kick-off date, duration, milestones]	LEGAL: [confidentiality, IP co-ownership, right of use, competition, patents, license]
EXPECTATIONS: [define objectives per partner]	IMPACT: [sustainable development goals, balanced economy actions, customer benefits and changed in the industry, number of businesses in the value chain impacted]	TOOLS: [co-working app, messaging tool, video conference, software tool, social media]

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/ LET'S DO AN EXERCISE:

CCLABWITH

Write here the following:

- What is your dream collaboration?



10 min. activity
5 min. presentation

“How many times did you see or suffered that partners are only logos-sharing?”

Jara Pascual

Jara Pascual @Copyright Book: Innovation & Collaboration in the Digital Era

Book author: Innovation and Collaboration in the Digital Era

CCLLABWITH

/ WHY A PARTNERSHIP COLLABORATION?

/ WHY A PARTNERSHIP COLLABORATION?

CO-CREATE
SOLUTIONS

CO-INVESTIGATE
RESEARCH

INCREASE
CREATIVITY

REACH NEW
MARKETS

ADDED VALUE
TO CUSTOMERS

/ LET'S DO AN EXERCISE:

Write here the following:

- Why do you want to create partnership collaborations?
- What is your reason?



10 min. activity
5 min. presentation

/ STEP BY STEP

FIND WHY TO PARTNER

This is first step, and question: do you need a partnership? And why do you need a partnership?

FIND TO WHOM TO PARTNER

It's a process to be respected and have a conscious selection.

THINK THROUGH MEET FEW TIMES

It's not about the speed it's about a long-term relationship.

PLAN AND KICKOFF SMALL ACTIVITIES

It's about complementary visions and bring benefits because this partnership.

COMMUNICATE PARTNERSHIP

Communicate the partnership not with a press release only, but with an activity or documents.

MAINTAIN PARTNERSHIP

Consistent and ongoing partnership collaboration to provide value both ways and meetups.

/ HOW TO MAINTAIN A PARTNERSHIP?

“It’s important to take
care of partners too, not
only customers or
employees”

Jara Pascual

/ WHY TO MAINTAIN YOUR PARTNERSHIP?

- KEEP THEM IN MIND WHEN YOU NEED A NEW THING
- PLAN CHECK UPs REGULARLY
- A GOOD PARTNER IS PART OF YOUR INNOVATION ECOSYSTEM

REMOTE

IN PERSON

CHECK UPs

INNOVATION
ECOSYSTEM
COMMUNITY

INCLUSION,
TAKE THEM
WITH YOU

Onboarding partners and ambassadors

.....

 Signed Partnership Collaboration agreement

Welcome e-mail

Send welcome package

Mini Roll-Up
Posters
Flyers
Stickers
Word-written note welcoming

Schedule trainings / Monthly meetings

Create partnership merchandise (batch)

Update email list of partners

Create logos / prepare content

Same month Schedule

Live / online / Videos / Canvas / Workbook

Free trainings (online course)

- Innovation Ecosystems training (1h)
- Collaborations training (1h)
- Entrepreneurship training (1h)
- Et training (1h)
- Non-academics
- Academics
- Students
- Startups
- Space diplomacy training (1h)
- Social media expert influencer training (1h)
- Digital platform demo (30 min)

Same week

By email

- Innovation Ecosystems guide
- EuroSpaceHub guide
- Social media guide / press kit
- Press kit for partners / logo partners
- Add collab into marketplace
- Invite academics and non academics

After 3 months

Communication

By email

- Blog interview to members from partners
- Shop merchandising
- Podcast interview

Monthly

Partners meetings follow up

Agenda

Features and statistics

- Partners reports (coms, CTA, projects)
- What do you need / how can we help you?
- Update on EuroSpaceHub



eurospacehub

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COLLABWITH

/ HOW TO MAINTAIN A PARTNERSHIP VS COMMUNITY

KEEP IT NICE MANTRA	BUSINESS	ACTIONS	VALUES
<p>Because there is so much negativity, and it's enough difficult to do business, and overwhelming..</p> <p>You are an active member to create the future of what you give, and you receive..</p>	<p>Develop your personal brand, and business... you ask a question, then they help you.</p> <p>A community is feedback for your business to grow.</p>	<p>Response, ask questions, help others..</p> <p>Engage with your community...</p> <p>Share what you know, so we are all learning together, and this is maximizing value</p>	<p>Create the space you want to be part of...</p> <p>Giving value and getting value...</p>
<p>How to translate the nice mantra into actions and content.</p>	<p>How to translate business brand into actions and content.</p>	<p>How to translate the actions into actions and content.</p>	<p>How to translate the values into actions and content.</p>

/ TYPE OF COLLABORATIONS

EXPERTISE
COLLABORATION

PR & Marketing collaboration, and knowledge sharing

RESEARCH
COLLABORATION

Co-creation and co-invention

INNOVATION
COLLABORATION

Co-creation and co-invention

INNOVATION
ADOPTION

First customer partnership

GO TO MARKET
COLLABORATION

PR & Marketing collaboration

CREATIVE
COLLABORATION

Have fun, enjoy and increase branding equity.

Which collaboration is best for you?

/ INNOVATION ECOSYSTEMS: CASE EUROSPACEHUB



“The objective is to increase collaborations, valorization of tech transfer and leverage startup projects with access to networks.”

Lessons learned



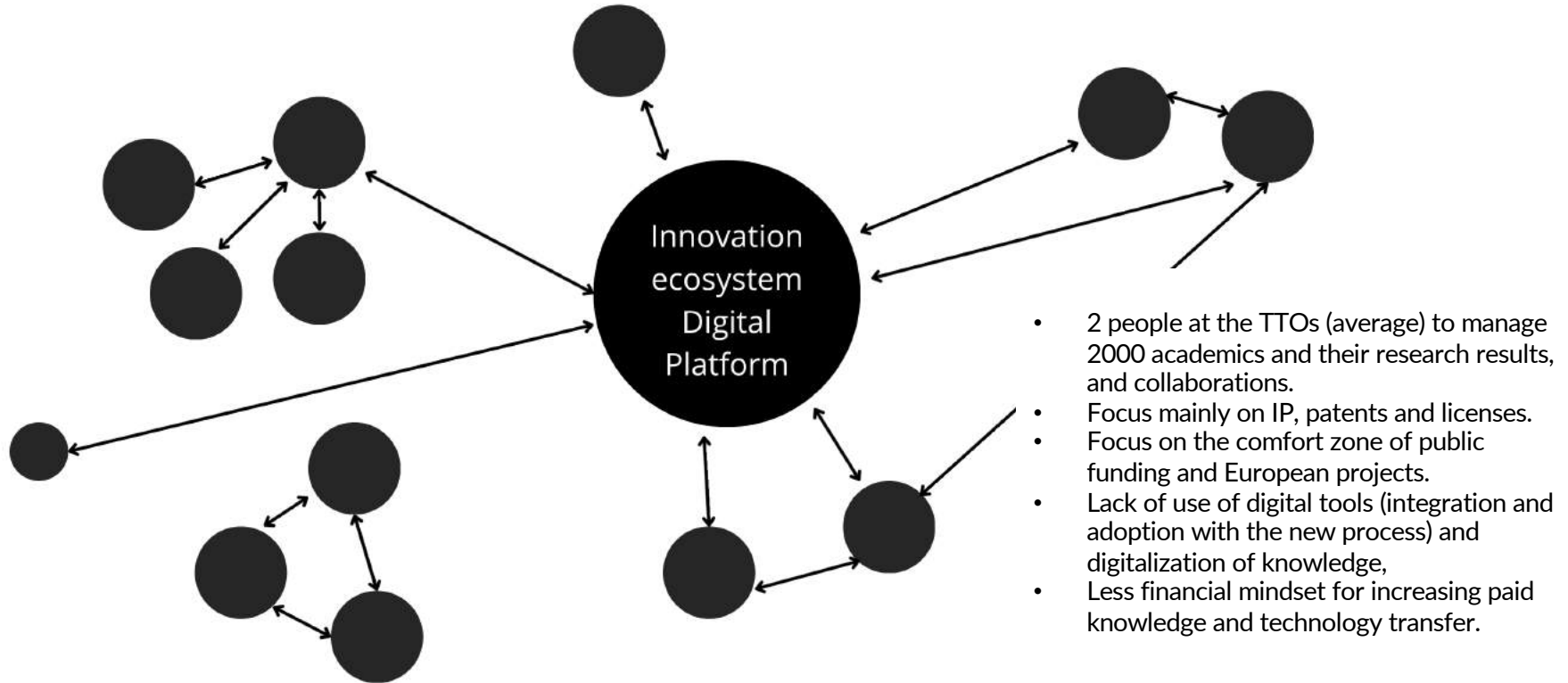
- Regions, countries and organizations still need more understanding of what it does mean to coordinate an innovation ecosystem in person.
- Some applies to coordinate digitally the part of digital innovation ecosystem to connect with other ecosystems, communities and networks.
- There is a new and concrete part to learn to coordinate an innovation ecosystem from a hybrid perspective. So, there is in person, digital and hybrid coordination, governance and activities.
- The different levels of understanding and traditional mindset impacts the results to achieve the new role of TTOs and universities.
- It's required a truly commitment to adopt new digital tools for the work of the TTOs, but the issue is not the tools, but the transformation of the current TTO role to the new TTO role inside the innovation ecosystem, together with the digital transition mindset.
- As there is a lot of silos inside universities and within the innovation ecosystem, the role of regional governments is key in order to trigger and setup a proper innovation ecosystem bringing all actors together, but the coordination is recommended to be shared with clear responsibilities among the innovation agencies, universities and regional government.

“Knowledge transfer != go-to-market != adoption of innovation.”

Jara Pascual
CEO Collabwith

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/ BOTTLENECKS FOR THE NEW ROLE FOR TTOs



/ NEW ROLE OF TTOs



- Negotiation of legal contracts, IP, patents (as a legacy of legal departments transformed into TTOs)
- Supporting to academics and applying to EU projects and national projects to get extra funding for university and research projects
- Supporting project management activities for EU projects
- Establishing long term partnership contracts with companies and other businesses.

- Facilitate collaborations between the actors of the ecosystem
- Continuous incubation and acceleration support for spin-offs and startups and scaleups with continuous learning and trainings, access to experts and research
- Connecting to other academic networks, and innovation communities
- Leverage public funding together with startups and industry to support innovation adoption, first time customers and research transfer.

/ WHY UNIVERSITIES SHOULD BE THE COORDINATOR OF THE INNOVATION ECOSYSTEMS



Universities are the core of the knowledge, and they should be the knowledge hubs where innovation is coming from.



Universities have the capacity to manage the IP transfer from many different themes, topics, research areas which can help the innovation ecosystem from the multidisciplinary perspective.



Universities have connections to other universities, businesses, technology parks, and research centers through their academics, researchers and their offices.

/ TOOLS

NEEDS CANVAS

Think outside the box & deep breath!

DATE _____
Add Collaboration Opportunities & Needs on Collabwith Marketplace

THINK		
WHAT IS KILLING YOUR COMPANY NOW?	HOW WOULD YOU DO YOUR BUSINESS IF YOU WANT TO START IF AGAIN?	DO YOU NEED DIFFERENT REVENUE STREAMS (E) FUNDING, SPONSORS, CUSTOMERS, SERVICES, ETC.
DISCOVER		
HOW AND WHAT CAN YOU IMPROVE YOUR PROCESSES?	WHERE DO YOU LOOK FOR NEW NEEDS CUSTOMER RESEARCH, TICKETS, PROBLEMS TO SOLVE, CHALLENGES TO OVERCOME, ETC.	LISTEN TO YOUR PARTNERS, CUSTOMERS AND EMPLOYEES. WHAT CAN YOU IMPROVE?
INSPIRE		
WHERE ARE YOU GETTING INSPIRATION FOR NEW IDEAS FROM NEWSLETTERS, MEETUPS, WORKSHOPS, ETC.	HOW CAN YOU BE APPLIED GREAT IDEAS FROM OTHER INDUSTRIES TO YOUR COMPANY MARKETING, SALES, OPERATIONS, WORKPLACE, ETC.	OBSERVE YOUR COMPETITION AND YOUR CUSTOMERS TO FIND NEW BUSINESS IDEAS AND APPLY TO YOUR WAY OF WORKING.
SUMMARY OF PRIORITIES. WRITE DOWN YOUR NEEDS.		TAKE ACTION. TRANSLATE YOUR NEEDS INTO ACTION.

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COLLABORATION CANVAS

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INNOVATION ECOSYSTEM CANVAS

Energy flows where your attention goes.

DATE _____

STARTING	PREPARATION	DEFINITION	BONDING
KNOWLEDGE: [what kind of knowledge do you bring to the community and ecosystem?]	ACTIVITIES: [you need to establish activities to bring people together. The objective is to share information and knowledge and bring value to them]	MISSIONS: [define needs and issues your ecosystem and community are facing]	VALUES: [identify and define values for your ecosystem and community, such as transparency, innovation, collaboration, respect, diversity, etc]
SUPPORT: [how can you help your community and ecosystem?]	PURPOSE: [what is your ecosystem and community theme and purpose? What is the value creation you are creating with your ecosystem and community? Which problems are you solving?]	SOLUTIONS: [what kind of solutions do you need to bring to the ecosystem and community?]	MEASURES: [create your own metrics for the ecosystem and community, including impact and value. Choose your SDG (sustainable development goals) and communicate it]
ACTIONS: [create a list of actions you want to add into your community and ecosystem: companies, institutions, investors, intellectual, startups, community, policy makers, customers, etc.]	INFORMATION FLOW: [set the information and the format you want to share, news, events, resources, expertise, content] collaborators, etc.]	TOOLS: [create games to social media channels on collabwith channel, etc. Where does your ecosystem and community meet and connect?]	EDUCATION: [what do you have to educate your ecosystem and community, social innovation, collaboration, open innovation, your topic, etc.]

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Download the guide how to orchestrate an innovation ecosystem?



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