

state of  
open innovation  
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**openinnovation.me**

for professional products

**openarchitecture.me**

for real estate

**open OS**

white label solution

**everyone** in the world  
should participate  
in innovation

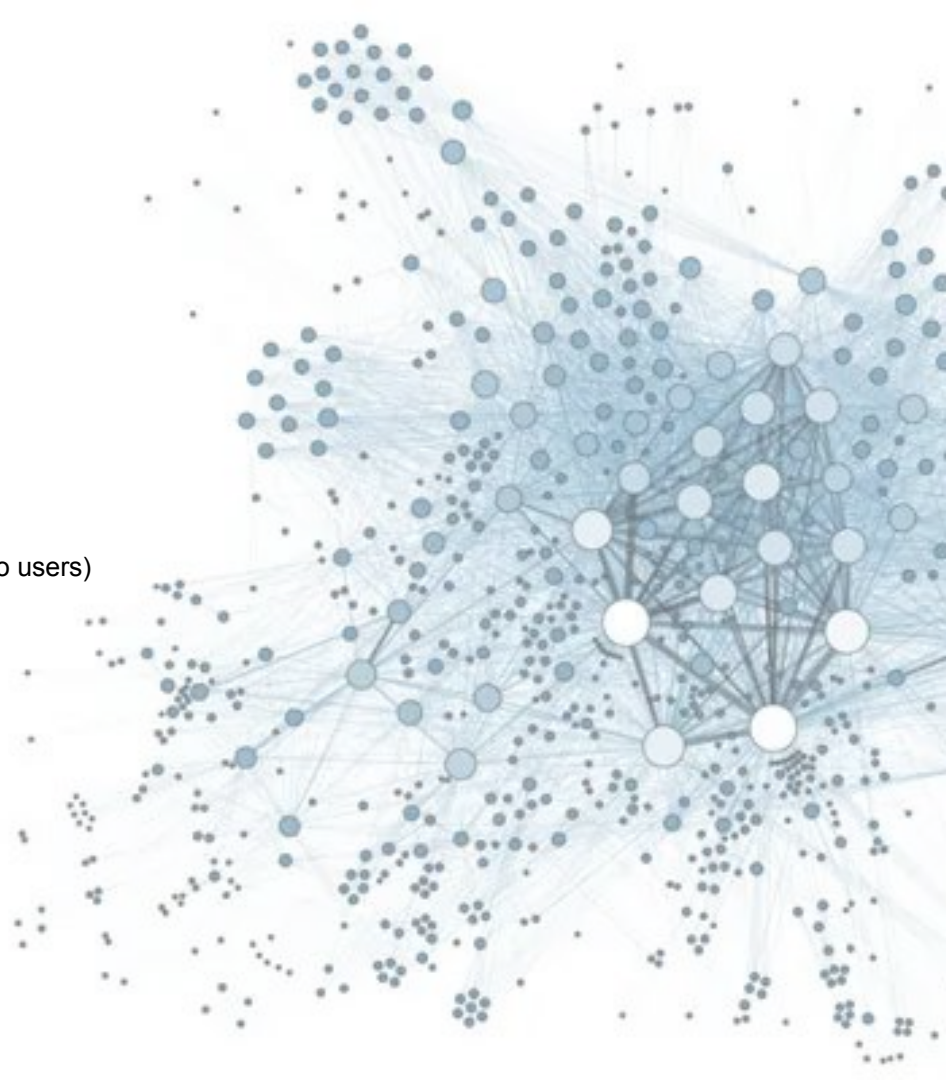
## what is open innovation



- an obligatory next step in innovation, no way around it
- innovating with anyone outside the company safe circle
- increasing innovation resources beyond the internal ones
- a multidisciplinary activity that combines engineering, science, marketing, management, design, sales
- **open innovation is first a process & culture change, then a technology change**

## open innovation processes

- cluster with cluster
- bigger with smaller companies
- companies with research orgs
- producers with their distribution chains (distributors, retailers, pro users)
- brands with customers
- companies with experts (orgs & individuals)
- publishing & using open data
- governments with companies, research centers, citizens
- **everyone with everyone**



# benefits of open innovations for companies, users, customers

## for users & customers (important for companies!)

- **more innovation reaches customers**
- less self-centered innovation - safety, comfort, ease of use

## for companies

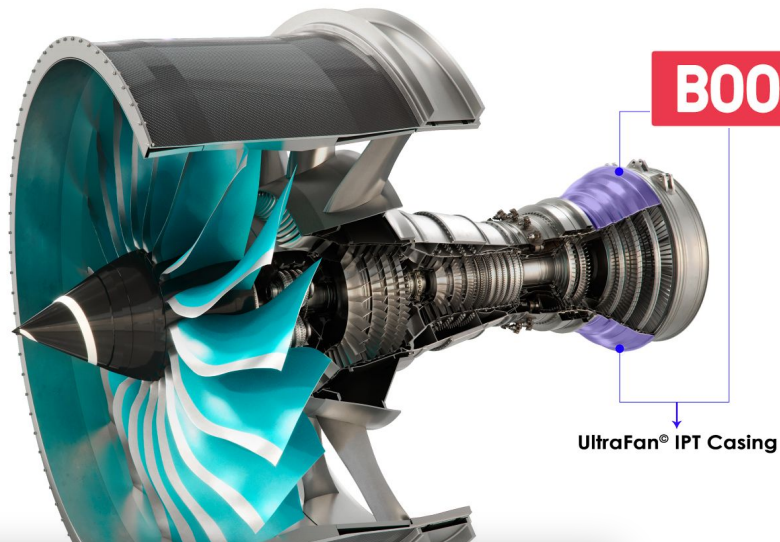
- fast innovation with limited resources, especially for smaller companies
- better positioning on the market, especially if there is a lack of competition in open innovation
- more complete customer relationship, higher customer and partner satisfaction
- B2C and B2B marketing and sales method
- very good training



## world open innovation conference 2023 report

- we presented our **FIAM openinnovation.me case study**
- the top event in open innovation
- everyone was represented - medium companies, big companies, startups, government, clusters
- top industries mentioned - healthcare, energy, aerospace
- startup networks, accelerators
- processes that create cluster cooperation beyond IP issues
- healthcare dominates - without open innovation healthcare stops
- everyone uses platforms
- next year in berkeley, california



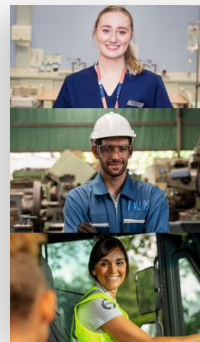


**BOOMTOWN**

UltraFan® IPT Casing

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**openinnovation.me**

Vast amount of innovation knowledge is owned by millions of nurses, factory operators, commercial drivers, and other operative workers. Their knowledge is the key to making products safer, more comfortable, easier to use, more durable. Our mission at **openinnovation.me** is to make open innovation, including the rewards, accessible to all these potential innovators.

As a result, we built our platform to focus on four principles:

- **Everyone is included** - everyone can have a good idea.
- **Affordable for all** - all companies should afford it easily.
- **Easy to use** - no training and support is needed.
- **Industry specific** - we can easily and quickly make it specific to any industry.

**Collaboration & Engagement**

**UNIVERSITIES**



**GOVERNMENTS**



**Global Accessibility**



- Democratizing access to the startup ecosystem
- Flexibility in entrepreneurship
- Supporting entrepreneurs worldwide

**+ 180 Innovation partners**

**+ 400 opportunities published**

**+ USD 100M in contracts awarded**

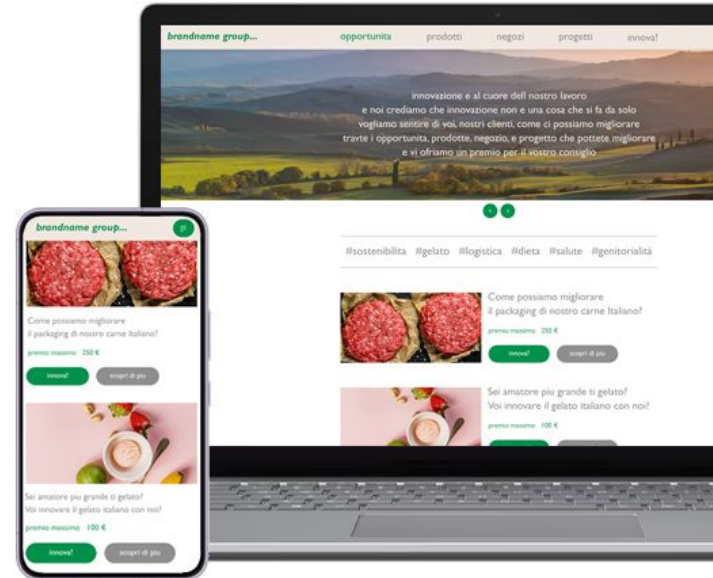
**+ 800 ongoing partnerships**

**+ 9000 researchers engaged in our projects**



# how should companies adopt open innovation

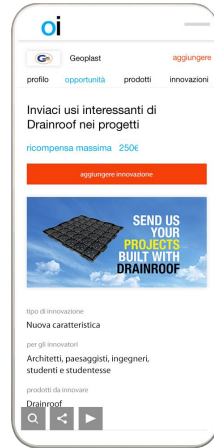
- **call us :)**
- use our platform
  - openinnovation.me - for professional products
  - openarchitecture.me - for real estate
  - open os - white label solution, for example open.nike.com
- step by step, this is a project that starts and never ends
- align with your brand, this is not an engineering only project



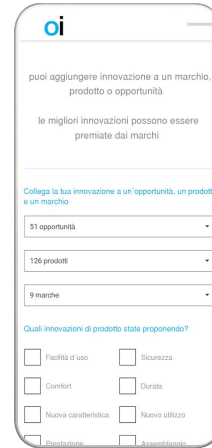
# we make open innovation easy



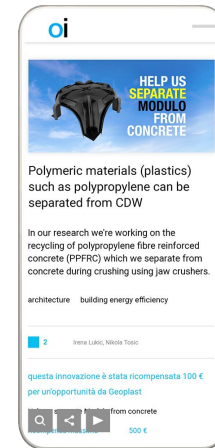
icon on website  
QR code on products  
campaigns...



find opportunity



add innovation



brand sees innovation



innovation is rewarded  
with cash