

openinnovation.me

Fiam openinnovation.me case study

open innovation as a B2B client relationship



This case study was accepted as the best practice case study at World Open Innovation Conference 2023 organized by Garwood Center For Corporate Innovation, Uni. of California, Berkeley



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 results, we built our platform to focus on four principles:

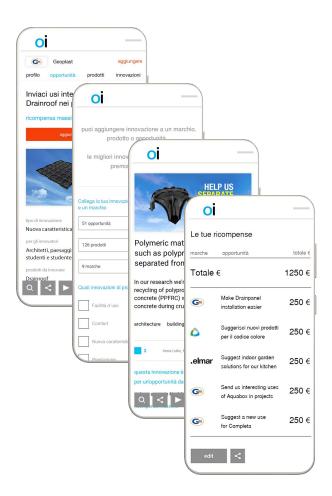
- **Everyone is included** everyone can have a good idea,
- Affordable for all all companies should afford it easily,
- Easy to use no training and support is needed,
- Industry specific we can easily and quickly make it specific to any industry.

openinnovation.me

openinnovation.me is an open innovation platform with features that reflect our principles:

- Unlimited number of opportunities (challenges),
- Companies can publish opportunities quickly and easily,
- Innovators can add innovations quickly and easily,
- Innovators can add innovations to products and company directly, without opportunity,
- Rewards range from 25 EUR to 10,000 EUR and more offering everyone an opportunity,
- Social media, desktop, and mobile friendly.

These features combine usability & marketing with innovation & product design needs, making it easy to all companies and innovators to participate and reach their goals.







Fiam is an Italian based manufacturer of industrial air and electric tools and assembly systems. Fiam tools are used by operators working at Electrolux, Whirlpool, Candy, ABB, Airbus, Lamborghini, Campagnolo. Fiam recognized open innovation as a possible direct connection between the operators (end-users) of their tools and their design team. Goals were:

- Safety, ergonomy, durability improvement,
- Any other design improvement,
- Next product design suggestions and ideas,
- New accessories suggestions and ideas,
- Overall training of the workers,
- Positioning of Fiam as an open innovation leader.



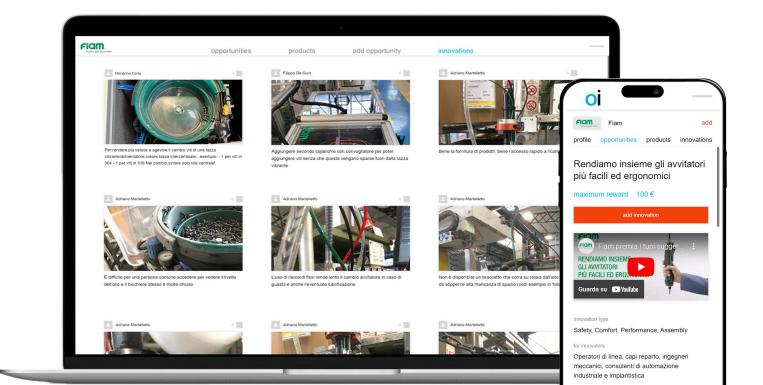


We designed a custom Fiam open innovation method, based on **openinnovation.me**, which they will use with all their clients. The method includes:

- Strategic choice one product at a time, one client at a time,
- openinnovation.me and other content,
- Presentations to clients,
- Workshops with operators,
- Promotion on social, web, fairs, and press.

Fiam applied the method with **Xylem** - water solutions provider, 8.1 B annual revenue.

Added innovations example



Final results

client	date	product	innovators engaged	innovations added	innovations rewarded
xylem	Apr 2023	CA - MCA	60	17	7

Fiam will proceed with more clients and more products per clients, which will continuously increase innovations.

Since openinnovation.me always remains open, contacted innovators can come back and add new innovations any time.

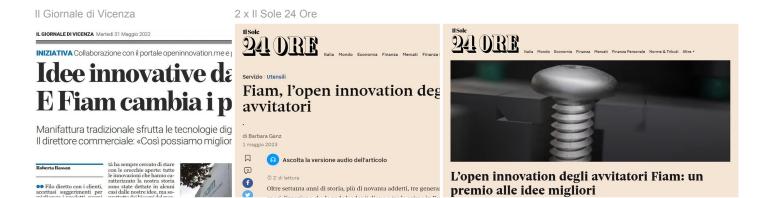
Fiam testimonials and press

Yes, it works. It's simple and allows us to explore opportunities that we may not know, and to have a new enriched relationship with our client.

Nicola Bacchetta, CEO, Fiam

It was a pleasure to carry on this open innovation project together!

Carla Lotto, Communication Manager, Xylem



Fiam gained substantial benefits

There were real CA - MCA product improvements:

- Sensors could be included in the standard package
- Operators trained in engine noise reduction methods
- The launch of upcoming new accessories has been confirmed as useful by operators

Fiam also had general benefits:

- Much better relationships Xylem,
- Fiam is perceived as a company which not only innovates products, but its services,
- Improved promotion thanks to the press (II Sole 24 Ore especially).



Contacts



Andrea Toniolo
Co-founder, CSO
andrea@openinnovation.me
LinkedIn



Nikola Tosic
Co-founder, CEO
nikola@openinnovation.me
LinkedIn

openinnovation.me

for professional products end-users

open os

white label solution, for anyone