

openinnovation.me

what we learned
from our case studies,
so far...

about us

our vision

everyone everywhere benefits from open innovation

2010	started innovation consultancy
2020	focused fully on open innovation
2021	launched openinnovation.me
2022	first case study
2023	launched OPEN OS, white label solution
2024	started partner program

our press

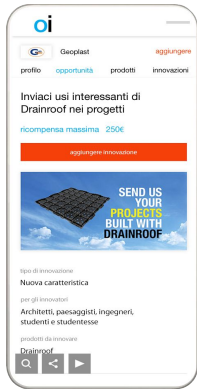
Il Sole
24 ORE



**IL GIORNALE
DI VICENZA**

how does openinnovation.me work?

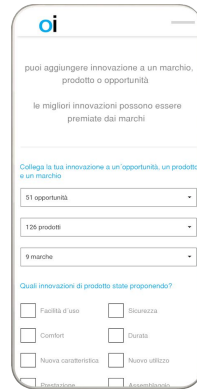
our method is optimized for innovators, companies, and fast installation



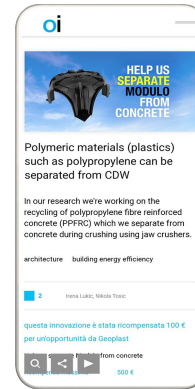
company publishes opportunities



company promotes opportunity
QR on products are cool



innovators add innovations



company evaluates innovations in APPS



innovators are rewarded directly by company



innovation is implemented

benefits of open innovation

every company should do it, same as social media

- **improve your relationships, improve your brand position, build trust**
- offer more value to clients, local and international
- be more competitive, defend against competitors
- continuously innovate, especially after main solutions are offered
- increase innovation rate
- improve culture
- train and inspire clients
- a new way to include customers and clients

and many many more...

6 case studies

parameters



ownership

company finds their own way to use openinnovation.me



openness

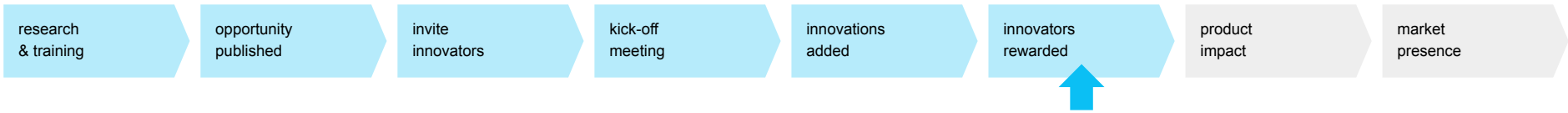
less control by company, more options to external innovators



holistic

open innovation has a positive effect on the whole business, not just product innovation

progress



b2b relationship



revenue	20 MM EUR
product	factory tool
innovators	factory operators
industry	B2B, manufacturing

10
ownership

7
openness

9
holistic

openinnovation.me connects our client's product designers directly to the end-users of products without the management supervision on either sides. This improves ergonomcy, safety, comfort, efficiency of products.

CEO invented their own way to use openinnovation.me - as an addition to their B2B service. This gave positive results in client relationships, promotion, positioning, and sales and has become the core of the company service.

research & training

opportunity published

invite innovators

kick-off meeting

innovations added

innovators rewarded

product impact

market presence



designing products with clients



revenue	10 MM EUR
product	HORECA furniture
innovators	end-users, HORECA workers, chef / owner
industry	B2B, HORECA

8
ownership

10
openness

7
holistic

the initial project was to use openinnovation.me to engage selected industry experts in incremental innovation. Surprisingly, immediately in the first project, a new product design was suggested by a notable industry expert.

Overall goal of open innovation for this client was to offer more value beyond products, customization, and consulting - to become more valuable than competitors.

research
& training

opportunity
published

invite
innovators

kick-off
meeting

innovations
added

innovators
rewarded

product
impact

market
presence

new sustainable product uses



revenue	35 MM EUR
product	sustainable construction solutions
innovators	end-users, engineers, customers
industry	B2B, construction

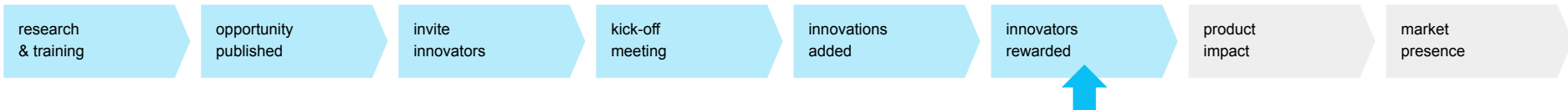
8
ownership

10
openness

7
holistic

Client is already very advanced in innovation for sustainability - analyzing their last decade approx. 25 - 30 % of revenue comes from open innovation product design. This is enabled by a very flexible innovation method which maintains a very high innovation rate - several products per year.

While this company already had a very good approach to open innovation for product innovation, they focused on two other ways - incremental improvements of products that are most relevant for end-users, and new uses of products.



complete business strategy



revenue	startup
product	furniture
innovators	end-users, customers
industry	B2C, furniture

10
ownership

?
openness

10
holistic

For every client that adopts open innovation by working with us, we recommend a top level rebrand that communicates their adoption of open innovation. In most cases, we work with companies that already have decades of history and therefore we work on slight repositioning. In this case we had an opportunity to build a brand from scratch, together with owners.

Also, it is important that the product - furniture - itself is highly modular and depends on the customer participation. Our clients understood the power of open innovation and worked with us on focusing the complete business on open innovation.

research
& training

opportunity
published

invite
innovators

kick-off
meeting

innovations
added

innovators
rewarded

product
impact

market
presence

working with installers



revenue	20 MM EUR
product	energy management instruments
innovators	installers
industry	B2B, home energy management

7
ownership

6
openness

8
holistic

This company is a leader in sustainable energy management for homes and buildings. Their products are fairly complex and the client so far did not feel the need to engage external innovators in the product design. However, they feel a great need to cooperate more and better with installers, making the products better for them and from their perspective.

research
& training

opportunity
published

invite
innovators

kick-off
meeting

innovations
added

innovators
rewarded

product
impact

market
presence

software improvement



B2B + portal designer

revenue	150 MM EUR
product	software
innovators	purchasing managers, procurements
industry	B2B, manufacturing, electric motors

7
ownership

6
openness

8
holistic

The company is a leader in manufacturing, offering a high level of R&D, consulting, and customization to their global clients. They have recognized that one of the most successful improvements in client relationship was their client portal. After they have completed all the essential portal features, they decided to use openinnovation.me to further innovate the portal.



suggestions

- ownership is the key to success
- the whole company should be open
- focus on quality over quantity

benefits

- amazing top level engagement
- improved trust
- holistic benefits
 - marketing
 - strategy
 - sales

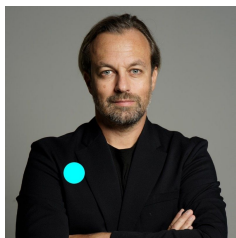


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openinnovation.me

for professional products

open OS

white label solution