



Innovation by networking

The efficient way of development

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Agenda

- What is the innovation? Creativity - Innovation.
- Network and clusters – the natural sources of the creativity and innovation.
- Open innovation model – useful of wishful thinking?
- Network wisdom – new model for the network innovation.
- Q&A



What is the innovation?

- Technological product and process (TPP) innovations comprise implemented technologically new products and processes and significant technological improvements in products and processes. A TPP innovation has been implemented if it has been introduced on the market (product innovation) or used within a production process (process innovation). TPP innovations involve a series of scientific, technological, organisational, financial and commercial activities. The TPP innovating firm is one that has implemented technologically new or significantly technologically improved products or processes during the period under review. [Oslo Manual]



Creativity - Innovation

Creavitivy is the key

But

Creativity not turned into the innovation is the ordinary hallucination.

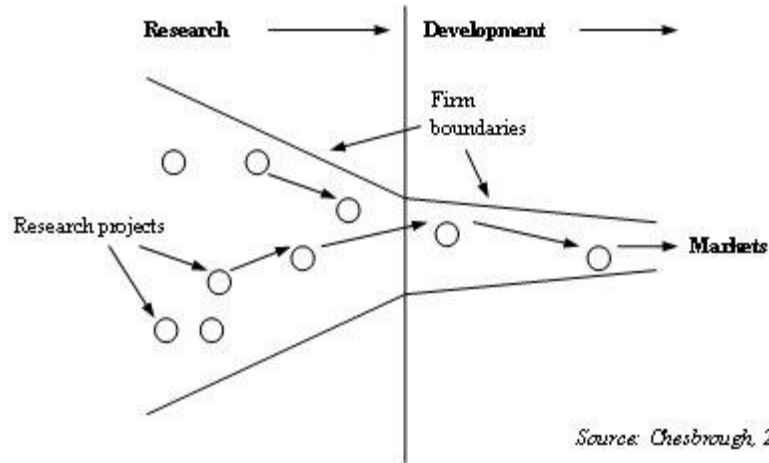


Networks - Clusters

- Ability to increase the level of actors' confidence – direct way to attract actors to implement open innovation approach.
- Collaborative mapping of needs and competences.
- Potential knowledge management HQ – the key role of moderators, cluster managers and external innovation brokers.

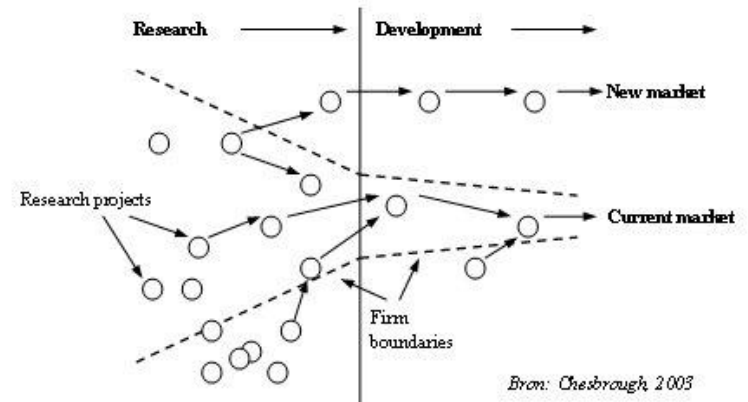


Two models of innovation



Closed model of innovation

Open model of innovation



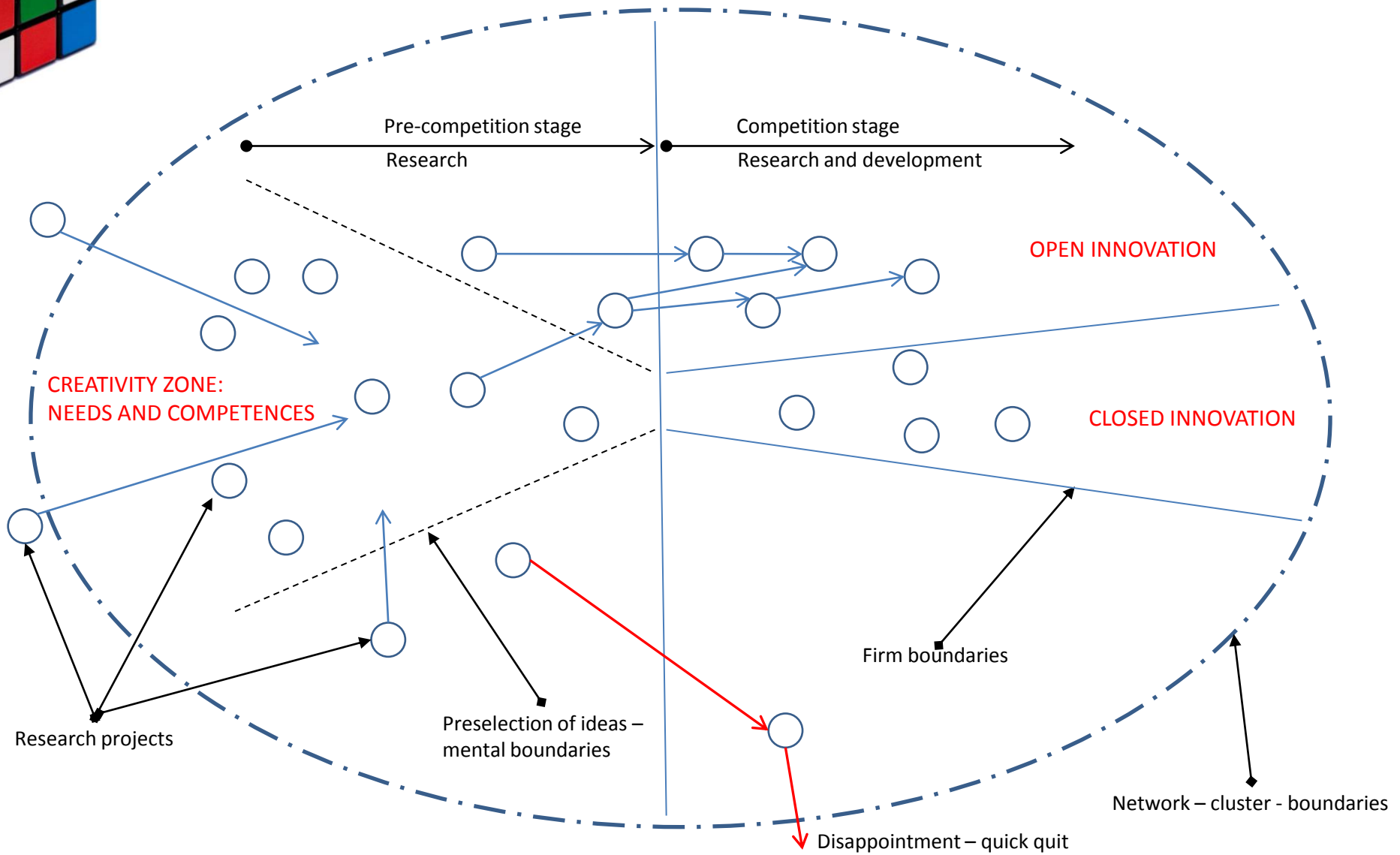


Two models of innovation

- Closed Innovation – lower creativity, patents' boundaries, necessity to deal with the „secondary inventors”, the high knowledge of companies about the right fields for research and right partners.
- Open Innovation – lower ability to enhance the best inventors, the best opportunity to build the trust network - crowdsourcing



Network Wisdom – model of network innovation





Challenges and threats

- First stage as a mapping, attracting and pre-selecting section.
- The purposive outbound flows of knowledge and technology.
- The abundant underlying knowledge landscape – the question of confidence.
- The proactive and nuanced role of IP (Innovation Process) management.
- The problematic assessing of innovation capability and performance.



Questions

- How to implement open or mixed innovation approach into companies?
- How to attract companies to build the coherence among their strategies and the network one?
- How to find the metrics for assessing the right narrow business sectors?
- Crowdsourcing – for whom and how?



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Thank You!



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