

Open Innovation & Business Models

Day 1

Berkeley Innovation Forum

- Ashland Inc.
- Autodesk
- Applied Materials
- Best Buy
- Bakkavör
- Cisco
- Del Monte
- DuPont
- Ericsson
- FedEx
- Fujitsu
- Fundacion Chile
- Fidelity Investments
- Huawei
- Lennox
- Hewlett-Packard
- Hitachi
- Intel
- Johnson & Johnson
- Kraft Foods
- KAUST
- Lancaster University, UK
- Lockheed
- Mattel
- Nestle
- Nike
- Royal Caribbean
- Siemens
- Standard Chartered Bank
- TeliaSonera
- Clorox
- Toyota
- Tyco
- Coca-Cola
- United Health Care
- Unisys
- Visa
- Wipro

Agenda

- Website and Bookkeeping Issues
- The Big Picture - The Landscape – The Challenges
- Why is a business model important?
- The Focus of the projects
- Q&A

The 8 Areas of Innovation in a Business Model



Resources



Activities



Partners

Costs



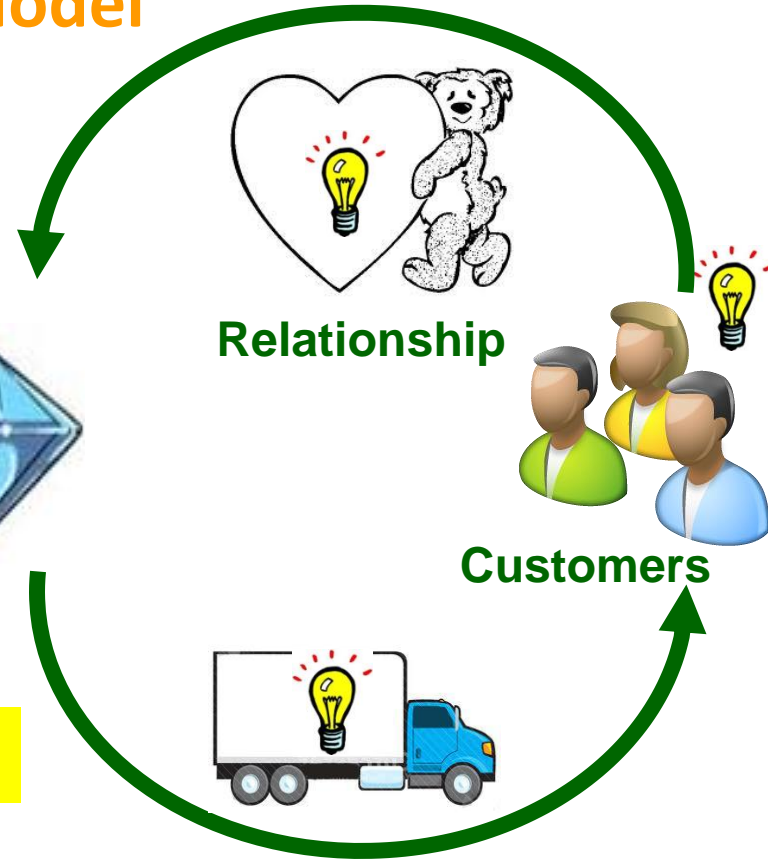
Value Creation

Value Capture

Revenue

Costs

\$ PROFIT



Relationship

Customers

Distribution

Revenue

Story of the Transistor



John Bardeen, William Shockley and Walter Brattain at Bell Labs, 1948.



The Story of the iPod



Tony
Faddell



TOSHIBA

wolfson[®]
microelectronics

9 months!

Open Innovation in 1928

Eastman & Edison 1st Kodak color movie



Collaboration between:

- Kodak's R&D
- Edison's design of a practical system
- Faster time to market
- Open Innovation back then happened in isolated pockets. The digital landscape changed all that.

Which Would You Rather Have?

Better Technology



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OR

Better Business Model

