

Observatory for Intellectual Property

Open innovation platforms for SME's

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A new trend : platforms dedicated to innovation intermediation.

→ objective : to help companies to solve their problems by connecting them to research communities.

→ several models :

- specialized companies operating like a market place**

- in-house platforms or open crowd sourcing to a wide audience (ex : Cisco “iprize”)**

What can provide platforms for companies, especially SME's?

Special tools based on semantic analysis software used to :

- link companies to find solutions with research communities
- analyze bulk data (patents, publications, global databases...) to identify potential partners
- seek knowledge available to solve a problem, technical or not (from area unrelated to the company's business i.e.)

A shared method :

All the platforms use more or less the same method :

- Audit of the problem and determining the price that the company is willing to pay for property results
- Solutions using software to identify experts
- Evaluation of results

Example of question :

- An SME specialized in fuel cell systems for autonomous power generation.
- The company believes that its technology can be adapted to a medical device, but does not control the regulatory aspects related to the technical adaptation of the product.
- The platform by mobilizing its network, completed by the screening of the literature, has identified and contacted experts and partners who can provide technical solutions and verifies the adequacy of their offer with the client's needs.

Example of platform : hypios (1/3)

private company created in 2008 - 20 employees

hypios connects companies (the "seekers") to present their technological and organizational problems to a network of researchers (the "solvers").

→ The platform uses multiple Web sources to identify more than 800 000 researchers in 150 countries with their areas of expertise. 6 000 of them belong to the hypios' community of active solvers .

→ hypios determine in real time, using proprietary algorithms, the diverse expertise and choose who seems to be able to solve these problems. "intelligent problem-solving "

Example of platform : hypios (2/3) :

“hypios is a marketplace where problems are solved”

- The problem is submitted to hypios : the seeker formulate the problem and decide of the price and the problem schedule.**
- Solvers view the problem(s) and provide solutions**
- The Seeker choose the solution(s) that best fit(s) his needs**

Example of platform : hypios (3/3) : IP Policy

→ **The winning solution** : When a Seeker chooses the winning solution, hypios gives the Seeker exclusive rights to the solution. The Solver forfeits all rights to practice or resell this solution.

→ **The “runners-up”** : In addition to the winning solution, the Seeker can select up to 4 other solutions. hypios give the Seeker licensing rights to these solutions, and the Solvers whose solutions are selected a smaller portion of the reward money than the winning Solver. The Runners-Up retains the right to resell and practice their solutions

→ **Others solutions** : Every solution submitted to hypios that is not purchased or licensed by the Seeker will be stored in hypios' solution database and could be used for others seekers. A solution's presence in the database does not prevent its author from selling the solution's exclusive or licensing rights to someone else outside of hypios. In this case, the Solver is not required to share any of the profits with hypios.

Advantage of platforms :

- allow companies' resources to accomplish multiple tasks
- allocate resources more efficiently
- increase the chance of finding the right solution
- introduce external knowledge into organizations
- avoid "reinventing the wheel" and consuming resources on problems that have already been solved
- expedite the problem solving process and realize strategic goals faster
- no financial risk

Questions for the future :

- This activity is carried by small companies: who will be the winners?
- Can they be competent on all technologies?
- How to be sure of their compliance with the rules of intellectual property and compliance with these rules by their customers?
- Is their business model viable?

Public policy on the subject ?

What can be a public policy on the subject (currently under discussion) ?

- Facilitate access to these services for SME's by promoting them
- Supporting SME's to formulate the right question
- Fund the first access to these services

Thank you for your attention.

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