Find your way to Open Innovation & Co-Creation

INTROSHOP AGENDA

The evolution of Open Innovation

Morphological grid box
Select the right Open Innovation method for your research or design question in interactive sessions.

Method sessions
Gain specific know-how in each OI method. The typical sequence of every session includes a theory part, industry-specific best practice examples, hands-on interactive case studies and a discussion.

Netnography
Immersing yourself in consumer worlds and listening to conversations.

Lead User
Identifying the most innovative users and developing disruptive concepts.

Game-based research
Transforming traditional research into interactive and playful game-based research.

Crowdsourcing
Gaining hundreds of ideas submitted by consumers in an innovation community.

Target group
The Introshop addresses R&D and innovation managers, market researchers, product managers as well as social media and communication experts.

General information
- Duration: one day
- Group size: max. 10 participants (more upon request)
- Organisation: prepared working documents
- Location: your offices or HYVE headquarters in Munich

Moderation
Madeleine Kröper is part of the HYVE Innovation Research team. She studied work- and organizational psychology in Potsdam and Madrid and furthermore graduated at HPI School of Design Thinking.
METHODS

Netnography
The analysis of online generated content in social media offers deep insights into the needs, problems and desires of your target group. In our Netnography session you immerse in a specific research topic by reading and clustering virtual enduser quotes and generate initial consumer insights.

Lead User method
Lead Users are highly creative people who have future-oriented needs and who are motivated and qualified to innovate. The identification of them is a complex task and requires creative but also strategic thinking. The determination of Lead User characteristics, the group composition as well as the application of specific search strategies are developed in this session.

Game-based research
‘Gamification’ is the use of game thinking and mechanics to enhance non-game-contexts. In the field of marketing research, game-based elements offer a playful environment spurring interaction with consumers, high prediction and response rates. In this session we introduce you to the key drivers of ‘Gamification’ and provide you examples of ‘gamified’ elements in innovation research.

Crowdsourcing
Nowadays, many companies leverage the wisdom and the creativity of the crowd to get hundreds of ideas and designs. Our aim is to gain a deeper understanding of the strengths and weaknesses of online crowdsourcing platforms for collaborative ideation and idea evaluation within this session.

OPEN INNOVATION

What is Open Innovation?
Open Innovation [OI] is an active, creative and social process, based on voluntary collaboration between companies and external users. It is initiated by the firm to generate value for customers.

What can I get out of the Introshop?
The Introshop introduces you to the world of Open Innovation and presents you state-of-the-art methods. Within interactive sessions you get to know the most relevant tools. Exercises especially developed for the Introshop help you to apply these methods.

Why is Open Innovation relevant to me?
A new type of active consumer has emerged in social media. These users are innovative, knowledgeable and enthusiastic about supporting companies and brands in developing new products. Integrating them into your innovation process and using their skills, insights and motivation leads to cost effective and consumer oriented innovation with high success rates.

Does it work?
Leading companies such as Adidas, Beiersdorf, BMW, Intel, Lufthansa, Procter & Gamble, Siemens and Unilever already apply Open Innovation approaches to create superior new products.

Questions answered in the Introshop
What is OI and why is it so popular in recent years?
What are the OI tools applied nowadays?
How is OI used by the most innovative companies?
How can OI be integrated into the innovation process?
What are the deadly sins of OI initiatives?
How can you avoid the most common pitfalls?
What are potential business benefits for your company?

Success case of Open Innovation
Nivea “Invisible for Black & White” deodorant co-created with consumers – the most successful product market launch in the 130-year history of Beiersdorf.