

**idea**CONNECTION®

**Results-Based  
Open Innovation**

# Open Innovation: A Results-Based Approach

The term “open innovation” means many different things to different people. Whether it’s finding licensing opportunities, searching for collaboration partners, solving technical problems, setting up an open innovation portal, or crowdsourcing, you need to be certain that you are using the right tool for the job.

What this means is that different types of projects need different types of open innovation services.

Because of this, companies are often forced to engage with a variety of service providers, and try to decide which service applies to each project. This shotgun approach can lead to failed projects, high administration and legal costs, and can cause indecision – costing valuable time. This is especially critical when you consider that one of the principal uses of open innovation is to help speed products to market!

## One Partner – Many Services

IdeaConnection is different – we offer a variety of open innovation services, so you can feel confident that when you engage with us, we will be using the right tool for the job rather than trying to fit all of your projects into a single service.

The outcome is a much higher success rate, reduced legal costs, less administration, faster execution, and a higher return on investment. We treat each project individually, and match the project needs with the right mode of execution. *Because of this, IdeaConnection has a remarkably high success rate.*

## Pay for Results

Despite what many companies might tell you, activity does not equal value. We believe that companies should pay for the value they receive rather than activity that may fail to produce the desired outcome.

This is where our unique model shines.

This means that we have skin in the game, and this changes the dynamic. It means that we are very motivated to solve your problem or to find just the right technology. It means that we work with you to find the best way to execute. It also means that you can trust us to be transparent and honest about our capabilities, because if we lead you down the wrong path, we’ve lost money.

# ideaCONNECTION®

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*IdeaConnection:  
delivering innovation.*

# Confidential Challenges... Expert Solutions

*Do you wish you had access to brilliant teams of experts, thought leaders, and experienced problem solvers who can work on your company's technical bottlenecks? Imagine being able to hire a team of professionals who have a track record of solving even the most difficult challenges in your industry. Now, imagine only having to pay if you receive a solution that works for you...*

## R&D Problem Solving

### Open Innovation for the Real World

Actual results from open innovation can vary tremendously. IdeaConnection understands that solutions are what *really* matter – solutions that can be implemented in an impactful and quantifiable way. Many open innovation intermediaries claim they can provide results, but their shotgun approach often fails to deliver the sophisticated, well thought-out solutions you need. IdeaConnection is different – and an industry-leading success rate proves that multidisciplinary teams produce solutions to complex problems which are often beyond the capability of single individuals.

### Expert Teams

Our expert team members are required to complete an extensive application, and only the strongest candidates are accepted as IdeaConnection problem solvers. These are *true* experts: thought leaders, industry veterans, PhDs, patent holders, TRIZ wizards, and pros with *real* knowledge and skills. IdeaConnection hand picks the very best and puts them together into multidisciplinary teams with professional facilitators guiding them to deliver truly disruptive solutions.

### Quality vs Quantity

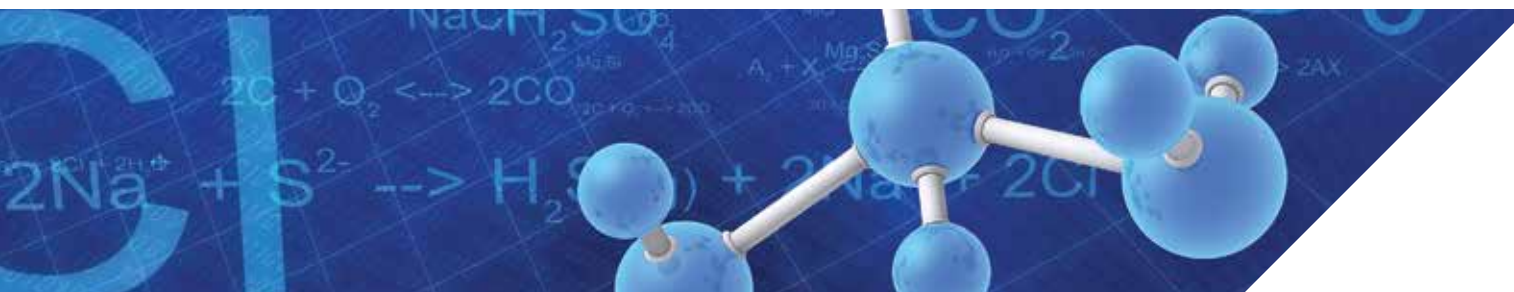
Unlike other crowdsourcing intermediaries, IdeaConnection focuses on teaming up the best and brightest. Our methodology of managed, hand-selected teams results in an environment that promotes meaningful and iterative dialogue between your company and our experts. This exchange of information is crucial to delivering superior solutions – something that is simply not possible with traditional crowdsourcing. We focus on taking the burden off you by delivering fewer, but more sophisticated solutions.

### Unparalleled Confidentiality

If you wish your challenges to remain confidential, IdeaConnection will not publish them on our website, or anywhere else. Only pre-screened problem solvers who have signed a non-disclosure agreement receive invitations to work on challenges, and then, only hand-picked professionals will see the full details of your project. IdeaConnection understands that discretion is critical in technical work and product development. Our clients know that by using IdeaConnection they have the option of not announcing their projects, goals, and problems to their competitors, nor to the rest of the world. Our dedicated problem solving teams work within a secure collaboration environment, and never even know the client's identity.

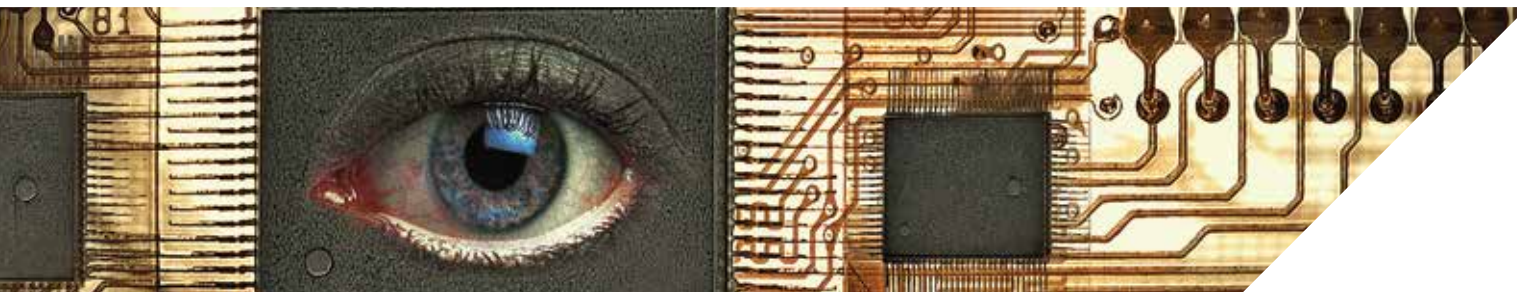
### Clean IP Transfer

IdeaConnection has created a framework where intellectual property is transferred cleanly and easily. All problem solvers have already agreed to transfer the IP if their solutions are approved. As part of our due diligence we require all employed problem solvers to furnish a notarized intellectual property release document, signed by their employer. IdeaConnection takes care of the legal paperwork and IP transfer. Hand-picked problem solvers mean cleaner IP.



# Identify Emerging Technologies and Collaboration Partners

*Pay only for Success*



## Technology Scouting

### Access a Global Network

Your company relies on you to look outward, forward, and beyond – for breakthrough solutions, emerging technologies, and the next big thing. The pressure is on to find “More, newer, bigger, better, faster, cheaper” by any means necessary. They rely on you, but who do you rely on? Where is your best return on investment? How will you keep an eye out for what’s next?

The answer is IdeaConnection. Access a global network on a success-only basis. Source materials, find new technologies, identify collaboration partners, and let IdeaConnection deliver a stream of fresh leads to meet your technology needs and advance your product development portfolio.

### The IdeaConnection Advantage

With thousands of unique partners around the world and a huge network of industry experts, IdeaConnection uses a prize-based method to motivate our global network of experts to search the world for new and emerging technologies, materials, and collaboration partners.

Rather than simply posting a requirement on our website and finding the low hanging fruit, we take an active role in seeking out technology leads, engaging our network of scouts and industry experts by incentivizing them to access their own peer networks to find the technologies you need. This “network of networks” reaches into the millions, finding leads that are beyond any digital search.

### A Focus on Results

You pay on a “per quality lead” basis. You define the criteria, and you decide what information you require to be able to make a decision on whether or not a lead works for you.

*Our clients tell us that IdeaConnection continually outperforms other technology scouting and sourcing intermediaries.*



# Open Innovation Portal Support

Open innovation portals are a great way to reach out to the world – to find new technology opportunities, new products, and to identify innovative collaboration partners.

However, it's an open secret that a large percentage of open innovation portals do not meet expectations.

You know that the opportunities are out there, but there seem to be too many out of scope submissions to your portal, and too few of them are actionable. If you simply don't seem to be able to reach that target audience who have those golden opportunities, and if when you do, your portal doesn't seem to motivate them to submit, IdeaConnection can help.

IdeaConnection offers a suite of proven methods to target the people and organizations with the technologies that your business needs. It motivates them to submit, and *helps make your portal initiative a success.*

## Outreach

Our team actively engages with relevant universities, associations, researchers and other organizations in order to steer the owners of emerging technologies to submit the best ones to your portal. IdeaConnection's personnel are dedicated exclusively to outreach on your behalf and actively target technology owners based on your specific technology needs.

Once we have engaged with targets and made the value proposition of the portal, we encourage them to submit their relevant technologies or products. Subsequently, we maintain relationships with them so the next time they have a disruptive technology your portal is foremost in their minds.

## Marketing

IdeaConnection has vast experience running online marketing campaigns targeting technology owners. You can leverage our extensive experience and knowledge in this area to develop a custom, targeted campaign to put your portal in front of the right people, and make the most effective use of your budget. IdeaConnection will also tune your portal to rank high in the search engines to generate targeted organic traffic. IdeaConnection runs the largest and busiest Open Innovation website on the internet – let us put that expertise to work for you.

## Dissemination

IdeaConnection has access to a network of thousands of experts who can leverage their own networks to find you what you need. This unique “network of networks” solution uses a system that awards these experts for referring

technology leads to your portal. This motivated, active search can help find technology opportunities that are beyond the reach of marketing, your portal, your competition, or any digital search.

## Screening

Our experts are under strict NDAs, and have relevant knowledge and experience pertinent to your area of interest. These experts will evaluate submissions to your portal and forward to you only the opportunities that are in scope; thereby reducing the quantity you need to review. This saves you money by reducing the workload impact on internal resources. An additional benefit is that by seeing only the submissions that interest you, you are being provided with a layer of protection from IP contamination.

## Optimization

IdeaConnection has interacted with literally thousands of portal submitters. We understand what motivates them, and we have seen the simple missteps made in OI portal execution that can create a dramatic loss of potential technology opportunities.

From tuning your messaging to target the right people and maximizing in-scope submissions, to helping you understand the expectations and mindset of potential submitters, to communicating a compelling value proposition that will speak to technology owners, IdeaConnection can optimize your portal for success.

With almost a million new websites being launched every week, competition for web traffic is fierce. With this degree of competition, launching a successful open innovation portal requires a deep understanding of what makes a portal successful, and access to the tools to make it happen.

IdeaConnection can help you with a continual initiative that will help protect your investment in your portal, and serve as a powerful tool to find the right opportunities before your competition.

*Don't have an OI portal yet?  
IdeaConnection can get you going with a  
complete end-to-end custom portal solution  
including design, hosting and maintenance.*

# Breakthrough Thinking... In-depth Discussion

*Much more than just Ideas*



## IdeaRally®

Are you interested in breakthrough thinking that will help you set strategic future directions for your R&D?

There are many types of “cold fusion” problems that have had incremental advances over time, but need fresh, new perspectives to move research and discovery to the next level. By sponsoring your own IdeaRally®, you can get these fresh perspectives and ideas, through open, thoughtful discussions among many of the world’s top experts.

An IdeaRally® is an online gathering of hundreds of experts, all put together for one purpose – to discuss new, embryonic ideas that will advance scientific thought for long standing problems, and to give you new directions and possibilities in which to target your research activities.

### Thousands of Experts

IdeaConnection has access to thousands of experts and professionals in a wide range of disciplines who are eager to lend their knowledge and expertise to your topic of interest. IdeaConnection also engages in an international targeted marketing campaign to engage people all over the world who have the capability, expertise and experience to contribute in a meaningful way: thought leaders, researchers, university faculty, industry veterans, consultants and more. You can even suggest we invite specific people who you feel would make an important impact on the IdeaRally®.

Over the course of the IdeaRally®, hundreds of these experts put their minds together to focus on your problem, and to help give you new avenues of investigation. These experts are not only motivated by the challenge of making a difference, but they also

compete for thousands of dollars of prizes for the best new concepts and overall contribution to the IdeaRally®.

### More Than Just Ideas

One of the challenges with asking a crowd of people for ideas is that you can be presented with too many ideas – most of which are too superficial to help you decide on a course of action. With IdeaConnection’s unique IdeaRallies ideas are discussed, critiqued, expanded upon, and vigorously defended by Rally participants – using the concept of peer review to enhance solutions. Lively discussion is the key to the all-important peer review process that provides the breadth you need. Additionally, participants can rank ideas via a voting system that can help you prioritize areas of investigation.

### Participation

IdeaConnection supplies an experienced moderator who encourages and facilitates discussion and helps maintain focus on your topic areas. Your own people can also participate as much or as little as you want – anywhere from highlighting “featured” topics and ideas for which you would like to stimulate more discussion, all the way to engaging in the conversation and discussion itself.

### A Unique and Powerful Way to Push Boundaries

IdeaConnection’s IdeaRally® is one of the most economical and efficient ways to get hundreds of experts throughout the world all focused on helping you achieve a breakthrough for your own problems. Get a serious advance with technology and a leg up on your competition – contact us today to find out more.

# Enterprise Wide Innovation

## Internal Innovation Crowdsourcing Platform

IdeaFlow™ gives you efficient access to some of the very best technical resources there are – the ones inside your company.

## IdeaFlow™

When you need a solution to a problem, or have a question that needs to be answered quickly and confidentially, your very own people may be your best asset. Regardless of the size of your organization, someone in your company may already have a solution to your problem, or can give you valuable insight to help you get the answers you need.

Your organization is full of experienced, resourceful people who understand your market, your technologies, and your clients. By using the right tool, these people can be motivated to dramatically increase the innovation capabilities of your company. The solutions to your challenges could be closer than you think.

*How can you access this valuable resource in an efficient and effective way?*

IdeaFlow™ is an enterprise crowdsourcing solution that puts all of the resources of your company at your fingertips with an on-demand, human-powered knowledge management platform that is both scalable and secure.

The platform can be used for idea gathering, finding solutions to complex technical problems, finding information about suppliers and materials, getting scientific insight, and getting answers to tough questions.

Questions and problems are posted in a challenge-based framework, and participants on the platform are incentivized to collaborate and find solutions to the company's challenges.

The IdeaFlow™ platform guides you through the two main stages of problem solving:

### Asking the Right Question

Abraham Lincoln once said “Give me six hours to chop down a tree and I will spend the first four sharpening my axe.” You need put effort into making sure that you are asking the right question if you want to get a solution that is actionable.

This stage of the platform provides a structured format for a group of stakeholders to brainstorm and investigate root causes of the problem and develop questions to be answered. These questions are evaluated and ranked by the group, and the best ones are refined and turned into challenges.

### Finding an Answer

In this stage, each challenge is published on your secure platform, and disseminated to people in your company who wish to participate – it could be a select group of scientists, or it could be thousands of diverse people. Participants then collaborate to develop a solution. The best contributions are awarded with small cash prizes, gift certificates and/or accolades such as letters of appreciation from your head of R&D. Administrators have full access to metrics, user management and process management.

IdeaFlow™ allows you to keep sensitive information and challenges inside the company, but you can easily expand the search for answers to IdeaConnection's industry-leading, external global platform when required.



# One Innovation Partner: Many Services

*IdeaConnection: the only  
innovation partner you need*



## More Open Innovation Services

### Prior Art Citation Search

Do you need to find that obscure dissertation or paper sitting on a dusty shelf somewhere? IdeaConnection can find it for you.

To complement your traditional services, IdeaConnection conducts prior art citation searches (PACS) for patent litigation and prosecution in a way that is very different from any other resource.

If you have tried USPTO EAST System, Delphion®, LexisNexis®, Dialog®, Derwent WPI®, INPADOC®, MicroPatent PatentWeb®, Questel-Orbit®, STN®, CAS®, GenomeQuest®, ACM®, IEEE®, and not found what you want, it's time to try our service.

IdeaConnection aggressively mobilizes its extensive network of experts, using an economic incentive to motivate them to search their own networks of colleagues, research partners, and academic peers. They search obscure non-patent literature, presentations, posters, oral proceedings, grant proposals, lecture notes, academic theses (PhD & Masters), conference proceedings, foreign language citations, government reports, and many other physical and digital resources beyond Google.

IdeaConnection succeeds because we have thousands of relationships with experts around the world who are able to find that obscure reference that is not available through regular channels.

Our clients have found that we are extraordinarily successful at finding publicly disclosed or described obscure citations, with a 60% success rate to-date.

PACS is a service with no up-front fee, and you only pay if we succeed in finding citations that you can use.

### Consulting

Do you need a subject matter expert for a short consultation or for a longer project? Thousands of IdeaConnection's problem solvers and experts are available on a per-project basis. Finding just the right subject matter expert can be difficult, and IdeaConnection has access to highly specialized experts, thought leaders and professionals across the globe who can help you *right now*.

*IdeaConnection is the only  
innovation partner that offers you  
a full portfolio of ways to maximize  
your innovation potential.*



**idea**CONNECTION<sup>®</sup>

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1027 Pandora Ave.,  
Victoria, BC  
Canada V8V 3P6

1-877-525-6671 North America  
1-250-483-6328 International  
sales@ideaconnection.com

IdeaConnection.com