

**innovate with 8 billion people open Zoom talk**

**12:00 CET Wed 23 Nov**

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passcode: 123

**Hosts**

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## opportunities

- 8 billion connected people
- multilateral, multicultural, many perspectives
- accelerating changes

## 3 levels of opportunities:

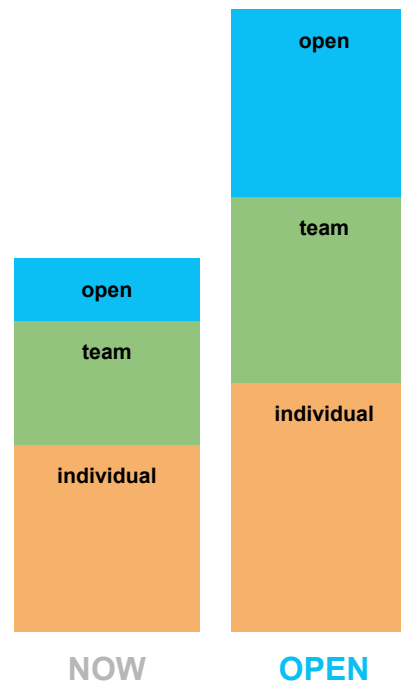
1. **market** - sustainability, digitalization, globalization
2. **company** - innovation, marketing, sales
3. **individual** - safety, participation

## brands capture opportunities by innovating

### 3 types of innovation:

- individual - black box, closed, risky
- teams - R&D, low ROI, closed, expensive
- open innovation - with everyone, new

### open innovation improves all innovation



**open innovation market is happening now**

**brands must compete for sales & customer participation**

every brand must be an open innovation brand

- opportunities are accelerating
- opportunities are increasing in complexity
- product design is **moderation**
- closed R&D ROI is lowering

previous trends that became big: user generated, open source

**soon:**

**all markets will be open innovation markets**

**all brands will be open innovation brands**

## rules of open innovation success

1. collect knowledge, not data
2. **equal to sales**: clear target, fair exchange, strong promotion
3. do not isolate open innovation, make it a part of everything
4. use incremental agile steps, avoiding big overwhelming projects that block
5. use platforms
6. experiment a lot to find your market fit

## 7 steps open innovation process

1. **accept** - all teams understand and appreciate open innovation
2. **rebrand** - reposition your brand from sales only to sales & open innovation
3. **tool up** - get on a platform
4. **educate** - communicate open innovation in every point of contact (equal to sales)
5. **listen** - listen to what your customers are saying
6. **answer** - answer every comment
7. **make** - make what customers suggest