RISE SICS
OPEN HOUSE
2017

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Research Institutes of Sweden
RISE SICS
Co-creation, open innovation and intangible assets
“Co-creation is a management initiative, or form of economic strategy, that brings different parties together (for instance, a company and a group of customers), in order to jointly produce a mutually valued outcome”
Co-creation

CAMPAIGNS RELATED TO #FEATURED

- What new feature should we implement for Rocketbook?
- What merch should we add to our crowdfunding campaign for Tracy?
- What is your best use case for the Narrative Clip 2?
- What would be a killer feature for Lifef - the activity tracker for kids?
- What would you code with CoDrone?
- What can we do with the new ReVault sensors?
- How can we take Idea Hunt to the next level?
- What stretch goals should we add to Torch - The World's First Universal Coat Heater?
Windsurf with dron

Windsurf on the snow and without the wind.

By: Andrey Balyasnikov
Co-creation

Digitalisering av industrin

"Svenska små och medelstora företag inom Tillverkningsindustrin riskerar att konkurrias ut om de inte snarast påbörjar en digitalisering av sina verksamheter."
Involvement, diversity networks and platforms
Co-create the future together with RISE ICT

Contact: gabriel@ictsweden.se
“In a world of widely distributed knowledge, companies cannot afford to rely entirely on their own research, but should instead buy or license processes or inventions (i.e. patents) from other companies.

In addition, internal inventions not being used in a firm's business should be taken outside the company (e.g. through licensing, joint ventures or spin-offs).”
Let’s co-create and make some innovations!
We have stopped using our brains

“thinking mode = inactive”
You eat when your surrounding tells you to eat

You buy whatever the advertisement tells you to buy

You throw your food away when the “best before date” tells you to throw

Are you really in charge of your actions?

“thinking mode = inactive”
Let’s reboot our brains right now!

“thinking mode = inactive”
Reboot succeeded!

“thinking mode = active”
Warning!

Disruption mode inactive!
Let’s question everything!

Especially traditional solutions

Disruptive self diagnostics (name the famous person): \(2b + !2b = ?\)
– It’s a traditional quite boring thing that you all have at home (3p)

“thinking mode = active”

“disruption mode = active”
– It’s a traditional quite boring thing that you all have at home
(3p)

– It was probably invented in Paris in 1653
(2p)

“thinking mode = active”

“disruption mode = active”

(1p)
– It’s a traditional quite boring thing that you all have at home (3p)

– It was probably invented in Paris in 1653 (2p)

– You get information from it (1p)
And the answer is…

“thinking mode = active”

“disruption mode = active”
Bills and newspapers are going digital

How can we adapt the mailbox to fit our new needs?
Receive/send packages?

Shared economy?

Daily fresh food?

“thinking mode = active”

“disruption mode = active”
“thinking mode = active”

“disruption mode = active”
“thinking mode = active”

“disruption mode = active”
Do I own your ideas now?
You lose if you don’t know the rules

As more and more value is created outside your business, pay more attention to agreements and terms.
You need a strategy

What to make public and what to protect?
Patents, copyrights, goodwill, trademarks, software, databases, information…?
Intangible assets

Research cluster within Organic Bioelectronics

Intellectual property co-owned by ~30 scientists, RISE Acreo and Linköping University
Get involved

Question everything

Set up an IPR-strategy
…and whatever you do…

…please do not get inactive!
THANK YOU!

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