How Does Open Innovation Work in a Sharing Economy?

Douglas Atkins will share how the power of community was implemented at Airbnb to develop successful business results. Atkin leverages the power of community to bring about transformation. Communities are built around asking small questions to grow relationships. Atkin calls this “the commitment curve”, which helps determine what asks you should make and when. Atkin’s successful friendraising method in New York was replicated in San Francisco, which lead to Airbnb overcoming legal hurdles resulting in business success.

What are the Emerging Trends and Practices in Open Innovation Business Models?

Manjula Talreja's experience at Cisco has allowed her to work with other business entities to build an ecosystem of vendors and partners at Cisco. How has Open Innovation helped Cisco build this ecosystem and how has it influenced collaboration with other Silicon Valley companies?

What Can We Learn From Legacy Companies that Have Transformed Themselves?

Robert Miller is one of the first founding members of the Berkeley Innovation Forum. Throughout the years, Miller has learned how to implement and communicate Open Innovation to make the impossible, possible. Miller will talk about his Open Innovation journey at Dow and Nestle Purina. He will share how their cultural and organizational issues were overcome through Open Innovation.

How Do You Build Future Business Models?

Scalability of knowledge is critical to succeed in the current landscape. Unfortunately, institutional architectures have a downside: The consistency and predictability they create to promote efficiency also limit an organization’s ability to try new things or change. John Hagel’s research knowledge and consulting experience will educate us on the pros and cons of what he calls institutional innovation, which is playing an increasing role in Open Innovation, today’s business entities, and organizational structures.

Why Do Intrapreneurship Programs Succeed & Others Fail?

The Intrapreneurship program enables employees to act as entrepreneurs and transforms game-changing ideas into profitable businesses in new markets within SAP. Wayne Morris will share about his experience and the lessons learned along the way. How has Open Innovation helped SAP move forward and how is the intrapreneurship program impacting the corporate culture?