At Berkeley-Haas, the power of Watson is in the classroom. Watson is the smartest computer of this era, and can process over 200 million records per second. The power of Watson is omnipresent, and is always accessible to everyone via the cloud. It is somewhat omniscient as it can retain more knowledge in its corpus than any human on earth. It communicates and understands natural language based on cognitive technology. Read more on page 6

The Garwood Center for Corporate Innovation is excited to announce the Fall 2014 Berkeley Innovation Forum. The event will be held on October 21-23 at the University Club, California Memorial Stadium. The presentations and break out sessions will be given by some of the most well-established executives in the world. Featured presenters include: Guruduth Banavar, from IBM, and Navi Radjou, author of Jugaad Innovation. During the conference, we will also hear from Professors Henry Chesbrough and Solomon Darwin, experts in the field of Open Innovation.
The Garwood Center for Corporate Innovation, Haas School of Business, University of California, Berkeley, is pleased to announce its 1st Annual World Open Innovation Conference. This conference is unique in its outreach and prospective value to both business executives and academic scholars. We hope to foster stronger connections between business practice and academia, by inviting some of the world’s leading organizations to share their Open Innovation challenges with our academic colleagues. Many academic scholars will come and present their own research on the topic to consider how their findings might improve the performance of real organizations. The conference thus aims to address and bridge the gaps between academic research and the practical execution of Open Innovation.

**WHO SHOULD ATTEND?**

- University Professors and Doctoral Students in the field of innovation
- Innovation Consultants
- Chief Innovation Officers
- Innovation Directors and Managers
- Government Officials
- Researchers at Corporate/ Government Research Institutes
- Managers and Directors in New Product Development and Strategy

**To register for this conference, visit:** [http://woic.corporateinnovation.berkeley.edu/](http://woic.corporateinnovation.berkeley.edu/)

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**CHIEF INNOVATION OFFICER’S ROUNDTABLE**

**“CLOUD TECHNOLOGY ECOSYSTEMS: TRENDS AND CHALLENGES”**

**FRIDAY, OCTOBER 24, 2014**

**Confirmed Guests:**

- Steve Myers, CTO, Optum/UnitedHealthcare
- Nitin Narkhede, CTO, Wipro Technologies
- Shantanu Baruah, CTO, HCL America
- Dr. Girish Nallur, Marketing Principal/ Open Innovation & IP Management, FedEx
- Todd Schofield, Managing Director, SC Studios, LLC
- Kristina Susac, Table Host, Berkeley-Haas
- Solomon Darwin, Table Chair, Berkeley-Haas

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**UPCOMING CHIEF INNOVATION OFFICER’S ROUNDTABLE**

**Friday, November 21, 2014**

**Topic: Knowledge Platforms for Emerging Business Models**

- Steve Myers, CTO, Optum/UnitedHealthcare

**Friday, December 12, 2014**

**Topic: The Future of Healthcare Business Models**

- Brian Mathews, CTO, Autodesk

**Friday, January 23, 2015**

**Topic: The Future of Making Things**

- Dr. Jim Spohrer, Director, IBM University
Garwood Center is offering an executive program at the birth place of Open Innovation. As an Executive-In-Residence, you will have access to renowned faculty, courses, research resources, student projects, and opportunities to network with Silicon Valley executives. An Executive-In-Residence can participate in a mentorship program with MBA students to develop working relationships with potential collaborators. Learn about rising trends within Open Innovation, build an affinity group, solve problems, and experiment with new ideas.

For more information about this program, contact: Dr. Sohyeong Kim, sohkim@haas.berkeley.edu

EXPERIENTIAL LEARNING:

In the Spring of 2014 Professor Solomon Darwin taught undergraduate students from UGBA 193i, a course in Open Innovation for Emerging Economies. On April 11, 2014, they gave their final presentations at SkyDeck. Student presentations summarized their findings, and overall experience of what they learned while studying business models in India. Dean Richard Lyons joined the student presentations and addressed the executives who were judging the students.

“this quarter I was a mentor for a team of MBA and MS students in the Lean Launchpad class at Haas and the quality of work this team of undergraduate students did was quite comparable.” Imtiyaz Haque, VP Philips

UGBA 193i Judges:

OPEN INNOVATION AT CHEZ PANISSE WITH ALICE WATERS

The Garwood Center for Corporate Innovation has been working with Alice Waters’ Edible School Yard Foundation (ESY) to analyze its educational and social impact on the American School system. Previously, Dr. Sohyeong Kim investigated how the California Cuisine Ecosystem has evolved and sustained itself by using Open Innovation strategies. Now, current undergraduate students are using the same framework to analyze the social and educational impact that Open Innovation has had on edible education. Chez Panisse was happy to sponsor a wonderful culinary experience to the participating students.
LUXEMBOURG May, 2014

On May 28, 2014, the European Investment Bank hosted the Open Innovation Seminar. Professor Henry Chesbrough was invited as a keynote speaker to present on Open Innovation.

CHINA July 2014

Professor Darwin was invited to teach at several universities in China. Professor Darwin speaks to university faculty members and students about Open Innovation and Open Business Models.

DUBLIN June 2014

Henry Chesbrough presented at the Open Innovation 2.0 Conference. Presentations focused on further developing Open Innovation and how it is impacting the world.

INTERNATIONAL COMPANIES VISITED BY GARWOOD LEADERS

International companies visited by Garwood Leaders:

- European Investment Bank
- Open Innovation 2.0 Dublin 2014
- Universitat de Vic
- Tsinghua University
- Triple Helix International Conference XII
- Skolkovo

CHINA April 2014

70 Chinese executives learned about Open Innovation from Henry Chesbrough and Solomon Darwin. The consulate general of India was invited to speak and dialogue with Chinese executives who are seeking opportunities in India.

JAPAN April 2014

Japan executives visit Cisco’s headquarters in San Jose to learn about innovation processes, and how to best conduct research into the customer experience.

GERMANY May 2014

Delegation members of Deutsche Bahn AG Germany visited the Garwood Center. The CFO of TechShop spoke of plans to expand to India, Europe, as well as universities.
On May 22, 2014, Professor Henry Chesbrough received an Honorary Doctorate from University of VIC in Catalonia, Spain.

Solomon Darwin received a special invitation to Skolkovo (the Silicon Valley hub of Russia) during his time at the XII Triple Helix Conference. He was also invited as a guest lecturer while in Skolkovo.

Korea’s largest telecommunications company, SK Telecom visited the Garwood Center to learn about innovation culture and change management.

Indian executives from prominent Indian companies visited the Garwood Center. The visiting Chief Operating Officer of Apollo Hospitals committed resources and time for IBM Watson students to develop products for Indian market.
OPEN INNOVATION LEVERAGING IBM WATSON

The IBM Watson course, also listed as UGBA 198, has been one of the most successful and challenging courses for undergraduate students at Berkeley-Haas. The intention of UGBA 198 is to incorporate student innovation with Watson – IBM’s artificially intelligent computer system that is capable of answering questions posed in natural language. Unlike other intelligent computer systems today, Watson is unique in that it learns by “reading” vast amounts of information rather than relying only on the information that is programmed into it – making the possibilities of its use in data dependent industries endless. Watson “grows” with knowledge as it processes new information that it then uses to pitch potential solutions to a specific problem – varying confidence levels and alternative choices included.

By creating such a unique course, it is the hope of both UC Berkeley and IBM to provide students with the opportunity to leverage Open Innovation and apply their critical business and analytic thinking skills on a real life project that will have impacts on our everyday lives. Students are immersed in an environment completely reflective of today’s business and technology world. Students are divided into groups of five and are challenged to develop new cognitive computing applications for a variety of industries ranging from health care to finance. Although students are able to employ the use of Watson in these differing industries, UGBA 198 students are encouraged to delve deeper into the realm of health care. Professor Darwin’s close relationship with India’s renowned Apollo Hospitals (current CEO and CIO were themselves students of Darwin’s executive program class), gives students the opportunity to work with the largest health care association in the entire world. Apollo Hospital’s decision to give 12,000 patient records to our student app developers allows them to work with real-time data and further supports student goals of creating a tele-
The Spring 2014 Berkeley Innovation Forum was held on April 22-24. The event was hosted by The Coca-Cola Company at its headquarters in Atlanta, GA. BIF Members and presenters alike came with energy, and enthusiasm, ready to engage in the excitement of the BIF conference. Mike Gamble, Global Equipment Research Director at The Coca-Cola Company, and guest speaker of the evening shared an enlightening talk on Innovation Challenges and Lessons Learned in Emerging Markets. Gamble captivated the audience, and created momentum that set the stage for the day event.

The first day of the conference began with welcome remarks by Professor Henry Chesbrough. Followed by special introductions from Shell Huang and Brock Kolls of The Coca-Cola Company. Professor Henry Chesbrough shared his expertise on Open Innovation. Professor Darwin moderated a panel discussion with participants from EMC, Johnson & Johnson, Wipro, FedEx and Novelis. The panel discussions led to an inspiring breakout session for a group Open Innovation challenge, where members met to generate innovative solutions.

The Spring 2014 BIF made for an unforgettable experience.

GARWOOD GIVES BACK TO THE COMMUNITY

SOLOMON DARWIN TEACHES OPEN INNOVATION TO INTERNATIONAL HIGH SCHOOL STUDENTS

Professor Darwin explains Open Innovation concepts to students at B-Bay High School, as part of the Berkeley Business Academy. Students are taught about social responsibility, innovation, and strategy. Group projects facilitate a better understanding of how companies use Open Innovation for strategic thinking. Students gained insight and experience to help with their personal projects and presentations.
On September 10-12, 2014, Professor Henry Chesbrough attended the World Economic Forum in Tianjin, The People's Republic of China. This year’s event focused on creating value through innovation. Professor Chesbrough was the moderator of a panel discussion that focused on Business Redesign, and a discussion on New Business Models for Science. Panelists belonged to some of the most prestigious corporations around the world.

On September 22, 2014, Professor Henry Chesbrough received an Honorary Doctorate from the University of VIC in Spain, where he has been teaching for nearly ten years. On May 22, 2014, he was honored for his research in Open Innovation and entrepreneurship.

On September 10-12, 2014, Professor Solomon Darwin was invited as a keynote speaker in Tomsk, Russia. This year's event focused on creating value through innovation. Professor Darwin delivered his keynote presentation on Open Innovation Leveraging Triple Helix Model. Over 230 participants attended the conference, with attendees from over 30 countries, 50 universities, including government officials from the UN and EU, as well as Skolkovo Directors of MIT and Russia. Professor Darwin's key points focused on the exponential growth of innovation, stating that the future is approaching much faster than anticipated. He expressed to the audience the benefits and dangers of technology, and emphasized the need for business models to thrive on anticipated technologies, rather than simply focusing on current technologies.