This year, the Garwood Center successfully launched the first Garwood Innovation Fellows, a Distinguished Executive-In-Residence Program, at the birthplace of Open Innovation. Fellows diversely range from international executives who want to expand their network within Silicon Valley to industry experts seeking new opportunities in Open Innovation to government officers who lead innovation policy. Read more on page 6

President Pranab Mukherjee extended a special invitation to the Garwood Center at BerkeleyHaas. Professor Darwin gave opening remarks and clearly stated that India will need to incorporate Open Innovation policies throughout its ecosystem in order to thrive in the challenging global landscape.
The Garwood Center for Corporate Innovation hosted the 1st Annual World Open Innovation Conference, a major success and sold out event. Held in Napa Valley on December 4-5, 2014, the conference was an international gathering place for Open Innovation academics and industry leaders. Open Innovation experts conglomerated in one place to share their thoughts, ideas, and findings on Open Innovation. The 1st Annual World Open Innovation Conference captured value creation by seizing the global brain.

“To enable the notion of Open Innovation move from theory to practice, we need to develop shared understanding among researchers and practitioners. The World Open Innovation Conference is a perfect place for both researchers and practitioners to co-create such a shared understanding on Open Innovation for common good.” Mohi Ahmed, Director of Open Innovation at Fujitsu Labs of America.

“Where Theory Meets Practice”
The Chief Innovation Officer’s Roundtable is in growing demand at BerkeleyHaas. Senior executives are enthralled by the quality of the roundtable and look for engagement at UC Berkeley to learn more about Open Innovation. Each roundtable hosts leading executives from top companies. In March, Jim Spohrer facilitated a successful roundtable with a lively and interactive discussion.

Henry Chesbrough and Wim Vanhaverbeke organized a two day PhD seminar at ESADE on Management Sciences, Open Innovation & Open Business Models. Sessions focused on analyzing research methodologies, two recent Open Innovation papers, new directions in Open Innovation research, amongst other topics focusing on Open Innovation.

The Fall 2014 Berkeley Innovation Forum was held on October 21-23, 2014 at the University Club, California Memorial Stadium, which featured a 180 degree panoramic view of the San Francisco Bay Area. Chief guests included Guruduth Banavar, from IBM, and Navi Radjou, author of Jugaad Innovation.

Professor Solomon Darwin traveled to India to attend the Third International Conference on Creativity and Innovation at the Grassroots. There, he discussed the value that Open Innovation can add to India’s current business models, particularly to grassroots projects. He emphasized that Open Innovation is not just limited to formal and corporate organizations — Open Innovation can be established as a possible solution to have a successful grassroots movement.
GARWOOD FACULTY INVITED TO SPEAK

International Visitors to Garwood

Professor Henry Chesbrough was invited by Gunn Ovesen, CEO of Innovation Norway, to give support on current Open Innovation programs.

Norway November 2014

Spain January 2015

Professor Henry Chesbrough made an informal visit to the BBVA Innovation Center, where he talked to different members and staff about Open Innovation.

Japan February 2015

Daikin manufacturing company in Osaka, Japan, invited Professor Henry Chesbrough to a workshop on Open Innovation.

Brussels February 2015

From Open Science to Open Innovation, Professor Henry Chesbrough speaks on Open Innovation and applies it to Open Science research.

India March 2015

President Pranab Mukherjee and Indian Government Officials dialogue about the value of Open Innovation at Rashtrapati Bhavan, India’s state capital.

International Companies Visited by Garwood Leaders

Over 20 delegates from the Chinese government learned about Open Innovation from Professor Darwin, who emphasized America’s use of the Triple Helix Model: an Open Innovation ecosystem between government, industry, and academia.

China October 2014

France November 2014

Professor Henry Chesbrough sits with the Winnovation France team as they seek to apply more Open Innovation strategies to their current business model.

Colombia November 2014

Colombia University visits the Garwood Center to learn more about Open Innovation strategies from Dr. Sohyeong Kim.

Germany February 2015

The board of directors of DB mobility, one of the leading passenger and logistics companies in the world, learned about disruptive innovation to re-shift the service of their products.

UAE February 2015 (United Arab Emirates)

The Prime Minister of United Arab Emirates’ cabinet visited the Garwood Center for collaboration to start their new Open Innovation Center.
GARWOOD INNOVATION FELLOWS

WHAT DO EXECUTIVES-IN-RESIDENCE SAY ABOUT THE FELLOWS PROGRAM?

“Through participation in the research group’s weekly meetings, I have been exposed to the conceptual academic way of thinking and researchers from around the world.”
- Philipp Skogstad

“The access to insights and resources through this role provides a great advantage to further enhance our innovation practices and abilities.”
- Todd Schofield

“I’m curious to learn more about Open Innovation and learn how I can apply it to social practices and smart city planning in Seoul.”
- Gunso Kim

“I am learning about the challenges and opportunities of Open Innovation. Also, to avoid re-inventing the wheel and delivering tangible outcomes faster.”
- Mohi Ahmed

This semester, the Garwood Innovation Fellows worked with leading faculty to learn about rising trends within Open Innovation. The Executives-In-Residence also networked with an affinity group, peers, and MBA students on applied projects and sought out Open Innovation opportunities within their own ventures.

INTERNATIONAL EXECUTIVES ATTEND BERKELEY-HAAS TO LEARN ABOUT OPEN INNOVATION

On November 17-19, 2014, during the Corporate Business Model Innovation Program, a group of 34 executives representing various sectors collaborated together for 3 days in a highly intensive and interactive course led by industry experts: Henry Chesbrough, Steve Blank, and Andre Marquis. From large group discussions to small breakout groups, the executives brainstormed ideas to adapt Open Innovation into their established corporations. The Business Model Innovation program was organized by the Center for Executive Education (CEE).

KUWAIT EXECUTIVES GAIN INSIGHT INTO OPEN INNOVATION

From Kuwait to the Silicon Valley, Design Thinking to Venture Creation, the KFAS Innovation Challenge, sponsored by UC Berkeley’s Center for Executive Education, provides a mindset and toolkit for innovation across carefully selected Kuwaiti businesses. One of these tools, as presented by Professor Solomon Darwin, was Open Innovation. The KFAS Innovation program was organized by the Center for Executive Education (CEE).
UC BERKELEY STUDENTS WIN IBM WATSON COMPETITIONS

With capabilities in natural language processing to dynamic learning, to even beating Jeopardy contestants, Watson is IBM’s latest in cognitive technology. The UGBA 198 class with Professor Darwin, BerkeleyHaas and Professor Don Wroblewski, UC Berkeley’s College of Engineering, was among the first to access Watson; to build a compilation of information, and develop innovative applications. Throughout the Fall 2014 Semester, Apollo Hospitals provided data to help the class develop four high-quality business plans: KiP, Dr. Watson, Patent Fox, and Health Note. On December 12th, the select group of both business and engineering students presented their final presentations to IBM judges, which included: Jim Spohrer, Lisa Schrumpf, Suzanne Lema, Keith Mercier, and Dima Rekesh. Officers from other sectors were also represented including Don Wroblewski and Jean Paul Jacob from UC Berkeley Engineering, Dharmesh Dubey from Johnson & Johnson, Mohi Ahmed from Fujitsu, Steve Myers from UnitedHealthcare, and Karl Mochel from GE.

Amongst the four competitive models, Patent Fox took the win. Executives praised its ability to remain impartial amongst competitors to reduce patent services cost, and to efficiently process patents and filing services, all while allowing clients to focus on innovation. Patent Fox advanced as UC Berkeley’s representatives to the nationwide final rounds in New York to compete for a cash prize of $100,000 and IBM Watson Ecosystem partnership. Patent Fox placed third at the IBM Watson finals on January 9, after the judges lauded the undergrads for creating an app that would help protect intellectual property from patent infringement and litigation. Haas student Vi Tran, BS 15, deemed it a rewarding experience and says the team is determined to pursue their company further with help from the IBM global entrepreneurship program, which offers access to startup resources.

STUDENTS LEARN FROM INDIAN BUSINESS MODELS VISIT TO THE SMART CITY, AHMEDABAD

Professor Darwin’s UGBA 193i: Building Smart Cities, Leveraging Open Innovation is a travel-study course where students travelled to India. While there, they analyzed the Open Innovation process of constructing a successful Smart City that uses “technology to transform core systems to optimize best use of finite resources,” according to Rahul Sharma of IBM India. From architecture experts to supply chain experts, the students engaged with various sectors to create their proposed Smart City.
The Garwood Center and AIMA (All India Management Association) invites US senior executives to join a 4-day program for a holistic experience in India’s expanding business market. Participants will attend executive briefings and engage with policy makers, regulators, entrepreneurs, academics and C-suite executives. Program highlights include:

- Perspectives offered by national and foreign firms operating in India to assess new markets and growth opportunities.
- Understanding India’s growing middle class to create relevant value propositions
- Takeaways from best practices & processes employed to overcome market challenges
- Cross-border networking opportunities with senior executives & government ministers
- The program will end with a geo-cultural experience and a spectacular sightseeing tour of the “Golden Triangle” (Agra-Jaipur-Delhi) – Dec 18 - 20 (optional).

For more information contact:
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http://corporateinnovation.berkeley.edu/executives/overseas-executive-program/

CHIEF INNOVATION OFFICER’S ROUNDTABLE

FRIDAY, MAY 22, 2015
YAHOO HQ, SILICON VALLEY
Hosted by Kenneth A. Goldman, CFO, Yahoo

Kenneth A. Goldman has been the Chief Financial Officer for Yahoo since October 22, 2012. Mr. Goldman is responsible for Yahoo’s global finance functions including financial planning and analysis, controllership, tax, treasury, and investor relations.