

Innovation @ Berkeley

Garwood Center for Corporate Innovation
Haas School of Business, University of California, Berkeley

Spring 2017 ISSUE



3RD ANNUAL WORLD OPEN INNOVATION CONFERENCE



Ferran Adrià
Founder, elBulli Foundation,
Former Chef, elBulli



Francesca Bria
CTO,
Barcelona City Council



Carlos Moedas
EU Commissioner for
Research Science



Alberto Prado
Head of Digital
Accelerator, Royal Philips

A Meeting of Global Experts

Bridging the Gap in this Digital Age

The 3rd Annual World Open Innovation Conference (WOIC) traveled to ESADE Business School in Barcelona, Spain – “a hotspot for Innovation in Europe” says Chesbrough. On December 15 - 16, 2016, the WOIC created an international platform for academics and industry practitioners to collaborate and exchange ideas on Open Innovation in the Digital Age. The 3rd annual WOIC was another sold out event! The conference welcomed over 250 attendees from more than 20 countries. After three consecutive conferences, WOIC is quickly becoming one of the most well attended Open Innovation conferences. The event featured dynamic keynote speakers, such as: Ferran Adrià, former chef of elBulli restaurant and owner of elBulli Foundation; Francesca Bria, CTO, Barcelona City Council ;Carlos Moedas, EU Commissioner for Research, Science & Innovation; and Alberto Prado, Vice President, Head of Digital Accelerator, Royal Philips.

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Introducing BERKELEY INNOVATION FORUM 2.0

Hosts:



RocketSpace

Google



The Fall 2016 Berkeley Innovation Forum kicked off to a great start at Fujitsu's Open Innovation Gateway by hosting the very first BIF 2.0! For the first time, the Berkeley Innovation Forum invited CEO's from large corporations to participate in a panel discussion. The panel created a dialogue that became part of a larger conversation on how Open Innovation unlocks new growth opportunities within companies. Executives shared their success stories, challenges, pain points, and their personal journey on how they continue to innovate. Questions about innovation, influence, and strategy were discussed throughout – including how to collaborate with competitors.

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WOIC 2016

3RD ANNUAL
WORLD OPEN INNOVATION CONFERENCE

GARWOOD CENTER FOR CORPORATE INNOVATION
HAAS SCHOOL OF BUSINESS, UC BERKELEY

Industry practitioners share their Open Innovation journey:



George Yip,
Professor, Imperial
College London &
CEIBS



Xiaolan Fu,
Founding Director,
Professor, Oxford
University



Max von Zedtwitz,
Director, GLORAD



Yan Xu,
Associate Dean,
HKUST Business
School



Barca's Playbook: An Open Innovation Ecosystem: Keegan Pierce, Global Sports Consultant and Lecturer, ESADE; Jorge Juan Fernández García, Director of E-Health, Hospital Sant Joan de Déu Barcelona; Pere Obrador, Open Innovation Program, Telefonica R&D; Ivan Bofarull, Innovation Catalyst & Head of the Global Intelligence Office, ESADE.



Industry Awards: **Start-Up Disruption Award:** Paradigm Mtuity; **Business Model Transformation Award:** SAP; **Distinguished Leadership Award:** President Obama received by Carlos Mandojana, Consul General, Barcelona

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A Meeting of Global Experts

Bridging the Gap in this Digital Age

The WOIC is unique in its structure—industry leaders presented business challenges within their companies. Companies like Enel, Kaneka, BBVA, CERN, Paradigm Mtuity, EARTO, and Nofima presented their challenge to other practitioners and academics. This format created an open discussion between companies and academics, “I leave full of ideas for new papers and research collaborations” said a WOIC academic attendee. The WOIC takes an Open Innovation approach to networking sessions by allowing practitioners from different industries, and academics with different research fields to build unlikely relationships. Open Innovation is gaining a foothold in US and Europe, and as WOIC continues to grow, Open Innovation will have strong influences across the world.



Business Challenge: Paradigm Mtuity



Audience at WOIC 2016

From Small Village to Smart Village

Impacting Nations and Transforming Villages through Open Innovation

What is a Smart Village?

A community empowered by Digital Technologies and Open Innovation Platforms to access Global Markets.



Chief Minister, Chandrababu Naidu with US-India Smart Village Team



UC Berkeley, Chancellor Dirks, and CM, N. Chandrababu Naidu discuss success of Phase I.



Prof. Darwin & Tsu-Jae King Liu, Vice Provost, UC Berkeley discussed UC's involvement in Phase II.

The village of Mori, India was the first prototype village to become a “Smart Village.” For six months, the UC Berkeley, Smart Village team, Andhra Pradesh Government, and Corporate partners worked on implementing the latest digital technology to empower the bottom of the pyramid. The prototype resulted in a larger initiative than expected. Phase I of the project concluded on Dec. 29 with final presentations to Chief Minister, N. Chandrababu Naidu. Over 30 silicon valley companies attended the event for a dialogue on how Open Innovation is helping Mori, a small agricultural village in East Godavari district; and how it has emerged into the Smart Village it is today by providing villagers access to global markets. Here are a few highlights from Phase I and the many firsts in the village of Mori.

The Impact of Open Innovation in Science

Lawrence Hall of Science, Secures Henry Chesbrough



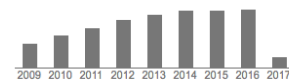
The UC Berkeley Lawrence Hall of Science is one of the leading centers for research in Science, Technology, Engineering, and Mathematics (STEM). This year, Professor Henry Chesbrough joined the advisory board at the Lawrence Hall of Science to add to the ongoing research and provide Open Innovation insights.

Henry Chesbrough Reaches New Milestone

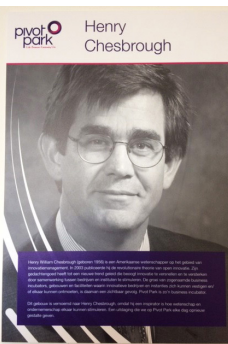
Far Exceeding Many Scholars in His League



Citation indices	All	Since 2012
Citations	50177	32384
h-index	54	47
i10-index	101	83



Congratulations to Professor Henry Chesbrough for his recent milestone of obtaining over 50k citations on Google Scholar.



Henry Chesbrough—Making History, Leaving a Legacy

Netherlands Names Building After Professor Henry Chesbrough

Pivot Park in Oss, the Netherlands is an inspiring campus for Open Innovation in the life sciences for start-ups and existing companies. Pivot Park named a building after Henry Chesbrough to honor how Open Innovation is an important pillar of Pivot Park. In addition, Pivot said “This building is named after Henry Chesbrough because he is an inspirer on how science and entrepreneurship can stimulate one another.”



Garwood Center, the International Hub for Open Innovation Research

This year, the Garwood Center hosted over 7 visiting scholars from all over the world. Scholars worked directly with Professor Henry Chesbrough and Professor David Teece to further develop their research. Weekly seminars were held to present and discuss their latest findings.

Open Innovation at Work, Mori is the first village to:

1. Have 100% household Internet
2. Be declared as a Cashless Village
3. Attract Silicon Valley Presence & Global Attention
4. Be valued by two great universities: Berkeley & Stanford
5. Establish a Co-Innovation Workspace:
 - Villagers engaged with tech firms.
6. Be published in a Harvard Business Case Study
7. Have village school children build a satellite to be launched by NASA.
8. Run a Village Accelerator to create entrepreneurs and jobs
9. Get health records of villagers on the cloud
10. Produce a female entrepreneur featured on TedEx
11. Develop New Disruptive Business Models
12. Be represented as a Smart Village at the UN



Heroes of Mori - Village Entrepreneurs



NASA, to launch first satellite built by children in India.



Phase I success leads to Phase II MoU signing.



Haritha, representing a community of 4.3 million weavers.

After months of prototyping, 7 village entrepreneurs launched their businesses through the UC Berkeley Accelerator Program; 8,000 people received healthcare access via telemedicine; Hella Training Center, a German Automotive firm trained unemployed villagers and college dropouts, over 19 village youth graduated in automotive mechanics from Hella Training Center. In addition, companies like Kaneka and Google became advisors to the Chief Minister. As the project moves to Phase II, Berkeley's involvement will increase, and over 22 firms are ready to invest in and expand to the next 456 villages in Andhra Pradesh.



BARCELONA November 2016

Professor Solomon Darwin was invited to the Smart City Expo in Barcelona by Former Deputy Mayor of Barcelona. Professor Darwin now serves as an advisor on making cities smart.



INDIA February 2017

Professor Henry Chesbrough attended NASSCOM Leadership Forum to speak on Open Innovation in the Digital Age, and the latest updates on Smart Villages in India.



CANADA March 2017

Professor Solomon Darwin was invited by the Fields Institute for Research in Mathematical Sciences at the Univ. of Toronto, Canada to give a special talk on Smart Villages & how any village can be turned into a smart village.



BARCELONA March 2017

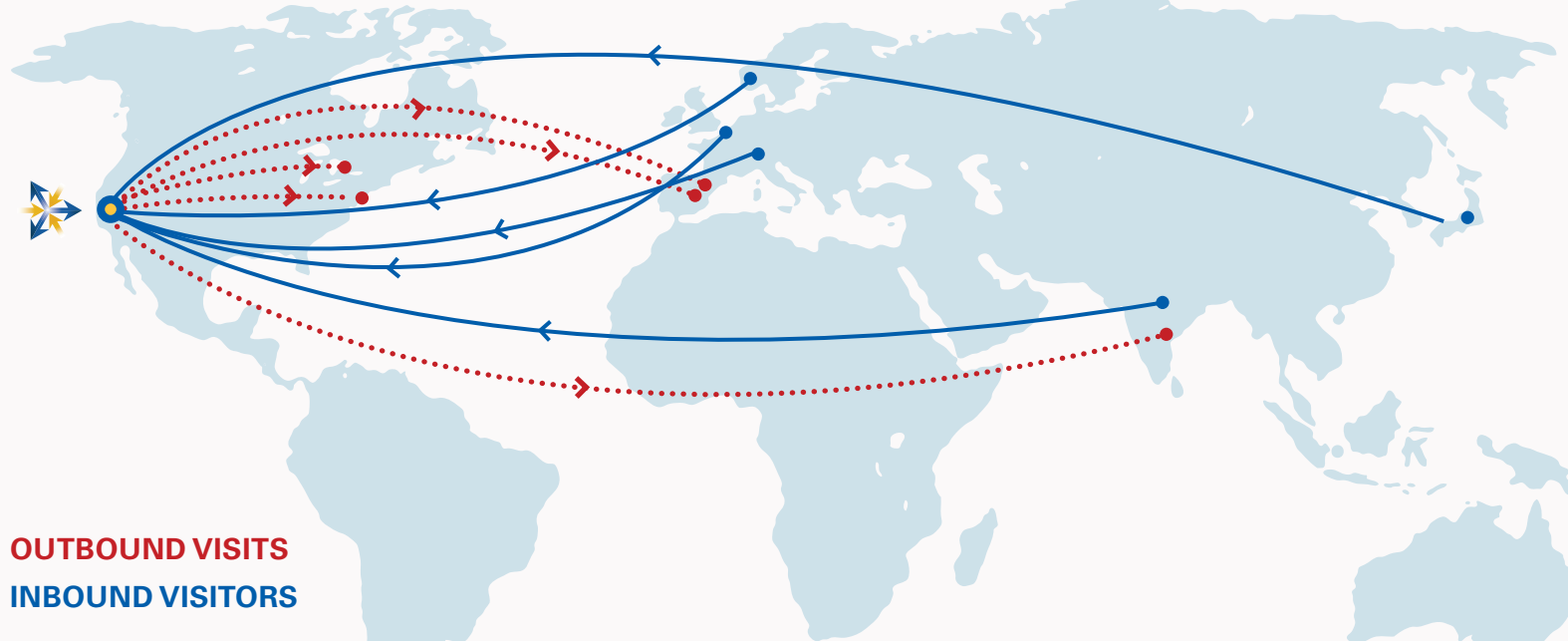
Professor Henry Chesbrough was invited by KIC Innoenergy for an interview on how the future of energy will require ecosystems of collaboration between start-ups and big energy corporations.



UNITED NATIONS March 2017

Smart Village Fellow, Shreya Evani represented UC Berkeley-Garwood Center at the Future Leaders Panel where she shared her field experience in working on the Smart Village Project.

GARWOOD FACULTY INVITED TO SPEAK



..... OUTBOUND VISITS
← INBOUND VISITORS

INTERNATIONAL VISITORS TO GARWOOD

INTERNATIONAL COMPANIES VISITED BY GARWOOD LEADERS

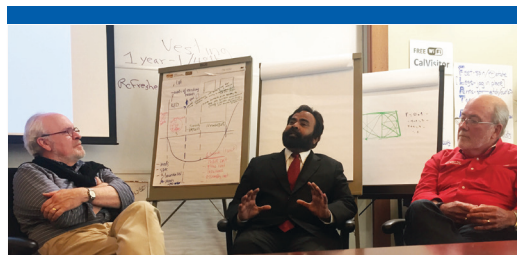


INTERNATIONAL CORPORATE VISITORS TO GARWOOD



JAPAN February 2017

Daikin attended a one day lecture with Professor Henry Chesbrough. There was dialogue about the latest innovations within Daikin and how Open Innovation might continue to impact their current business model.



NORWAY March 2017

Norwegian executives from BI Business School heard from Berkeley-Haas faculty, including Professor Darwin who spoke about how Open Innovation works within companies.



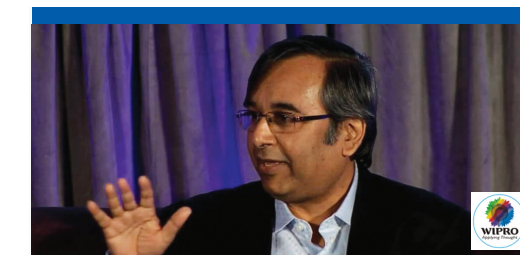
BELGIUM July 2016

NATO - North Atlantic Treaty Organization seeks advice from Professor Henry Chesbrough on how Open Innovation can be applied at NATO.



SWITZERLAND April 2017

Swissnex visits Berkeley-Haas to hear from leading faculty and gain insights on Open Innovation and Cooperation.



INDIA October 2016

Wipro CTO, KR Sanjiv met with Professor Solomon Darwin to discuss further international collaboration with the Garwood Center and the larger ecosystem at UC Berkeley.



Kaneka's Sr. Management Embraces Open Innovation

An Open Conversation on Business Models

Kaneka, a Japanese Chemical Manufacturing company attended a one day seminar at Berkeley-Haas to learn more about Open Innovation; and find new ways to effectively apply Open Innovation within their company. The seminar hosted c-suite and senior level executives, including their board of directors. The exchange of ideas among company executives was engaging! Professor Henry Chesbrough facilitated group exercises on open business models. This helped generate new ideas to bring solutions to business challenges within Kaneka.

Norwegian Executives, Inspired by Open Innovation in India's Rural Villages

How is Open Innovation working in India?

Senior executives from Norway visited Berkeley-Haas for a week long event on Innovation. Professor Darwin gave a presentation on Open Innovation, Smart Cities, and Smart Villages. During his presentation Professor Darwin reported on the successful results of the Smart Village initiative. He shared case studies and research findings on how Open Innovation is making an impact in the villages of India. Darwin expressed the importance of everyone's collaborative efforts – from UC Berkeley, Corporations, and the Government of India. Many of the Norwegian senior executives expressed interest in participating in Phase II, and others were curious about how a similar model can be applied to their company.



Clorox, 30 Years of Open Innovation

Deep Insight into Clorox Strategy



Clorox innovation executives attended a seminar with Professor Henry Chesbrough. Executives talked about their innovation journey – their advantages, and what they did to overcome their challenges. They articulated their innovation processes, including how they were using Open Innovation in their business model from the very beginning.

Merging of Open Innovation & Business Models

Henry Chesbrough & Alex Osterwalder



Alex Osterwalder, Business Model Canvas



Professor Henry Chesbrough was invited to the Business Model Canvas Public Masterclass in San Francisco with Alex Osterwalder. Chesbrough talked about the importance of collaboration between existing businesses and their innovation engine. He shared why it is important for an existing business to collaborate with its innovation engine. Examples were given of companies that get collaboration right and wrong, the discussion continued on how Open Innovation can facilitate good business model innovation.



CEO Panel: Sara Terheggen, Partner, Morrison & Foerster; Solomon Darwin, Garwood Center; Manish Vyas, President, Tech Mahindra; Pankaj Munjal, Chairman, Hero Cycles; Mark Hatch, Former CEO, TechShop; Henry Chesbrough, Garwood Center; Kevin Surace, CEO & President, Appvance.



Open Innovation in Space: Eugene Tu, Director, NASA Ames Research Center



Innovation at Ericsson: Attila Takacs, Director, Ericsson Garage



Dr. Frederik G. Pferdt, Chief Innovation Evangelist, Google Adjunct Professor, Stanford



Duncan Logan, CEO, RocketSpace



Lessons learned from Apple with Larry Tesler, Former Chief Scientist, Apple



Doug Merritt, President & Chief Executive Officer, Splunk

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Berkeley Innovation Forum 2.0

Members of the BIF gained great insights from CEOs who have learned to embody a component of Open Innovation within their company. “The goal is to ask an outside party to collaborate with you, then bring it to other parts of the organization” said Chesbrough. Overall, Innovation takes time and Open Innovation requires agility.

Each session at the Fall 2016 Berkeley Innovation Forum was well attended. Networking sessions created a space for recent and past members to build relationship and expand their personal network. The event began at RocketSpace with the first networking dinner, followed by a reception event at Ericsson Garage, a reception at NASA on the final day, and an optional session at Google Garage. The Open Innovation dialogue continued from beginning to end. Berkeley Innovation Forum continues to foster rich discussions on Open Innovation challenges within companies and innovation challenges around the world.

Chief Innovation Officers Roundtable



Predicting the Future with Hal Varian, Chief Economist at Google

Google | October 28, 2016

Hal Varian, Chief Economist at Google was guest speaker at the Chief Innovation Officers Roundtable hosted at Google Headquarters. Hal Varian showed different techniques and strategies on how Google is ahead of the game in this field. He demonstrated various examples and models for the future of doing business. Such data trends result in eliminating products that are not used by companies. The roundtable discussion became an open dialogue between Hal Varian and company attendees. The level of engagement was intellectually stimulating, as many found Hal Varian’s findings could be applied to their own companies.



Professor Henry Chesbrough

Faculty Director
Garwood Center for Corporate Innovation

Moderator, Chief Innovation Officers Roundtable
UNLOCKING GROWTH OPPORTUNITIES WITH COMPETITORS

Unlocking Growth Opportunities with Competitors

Berkeley-Haas | April 14, 2017

Sought after scholars presented their latest research on Cooperation with case studies on how two competing companies can work together. Over 40 executives attended the event – the largest roundtable ever! The Chief Innovation Officers Roundtable discussion shows an increased demand for knowledge between cooperation and Open Innovation through research and case studies. Professor Henry Chesbrough (moderator) shared his insight on how Open Innovation is a key component for competitors to collaborate. Executives contributed to the discussion by sharing success and failure stories within their companies.

Cooperation Experts



Frédéric Le Roy



Sea Matilda Bez



Devi R. Gnyawali



4th Annual World Open Innovation Conference

WOIC 2017

DECEMBER 13 - 15, 2017
San Francisco, CA, USA

The 4th Annual World Open Innovation Conference returns to California! The event will be held in the epicenter of Silicon Valley – San Francisco – December 13-15, 2017. The World Open Innovation Conference has sold-out the past three years, we expect another successful and sold-out event. This year’s theme is “Strategic and Public Policies for Open Innovation”. The conference offers a unique setting to combine the latest in Open Innovation research with Open Innovation practices of some of the world’s leading companies. Academic scholars have an opportunity to apply their research to current challenges in areas of development within company settings. Likewise, industry leaders can glean, learn, and apply Open Innovation research to their innovation strategy.

Confirmed Keynote Speakers



Dr. David J. Teece

Director,
Tusher Center for the
Management of Intellectual
Capital, Haas School of
Business, UC Berkeley



Dr. Arati Prabhakar

(Former) Director,
Defense Advanced Research
Projects Agency (DARPA),
U.S. Department
of Defense



William Ruh

CEO,
GE Digital
SVP & Chief Digital
Officer,
GE



Tom Kalil

(Former) Deputy Director
for Technology and
Innovation at the
White House Office of Science
& Technology Policy

Who Should Attend?

- Chief Innovation Officers
- Innovation Directors and Managers
- University Professors & Doctoral Students in the Field of Innovation
- Managers & Directors in New Product Developments and Strategy
- Researchers at Corporate/Government Research Institutes
- Government Officials and Policy Makers
- Innovation Consultants
- Anyone who is interested in Open Innovation

Conference logistics & registration details will be available May 1st! For more information, please visit:

woic.corporateinnovation.berkeley.edu