

External Collaboration Portal

KIT KSRI & BASF

DSD Seminar WS 2018/2019

Ludwigshafen am Rhein, 10/29/2018



Case 1: “External Collaboration Portal”

Imagine you are a **university researcher** with a great idea, and want to **collaborate with BASF.**

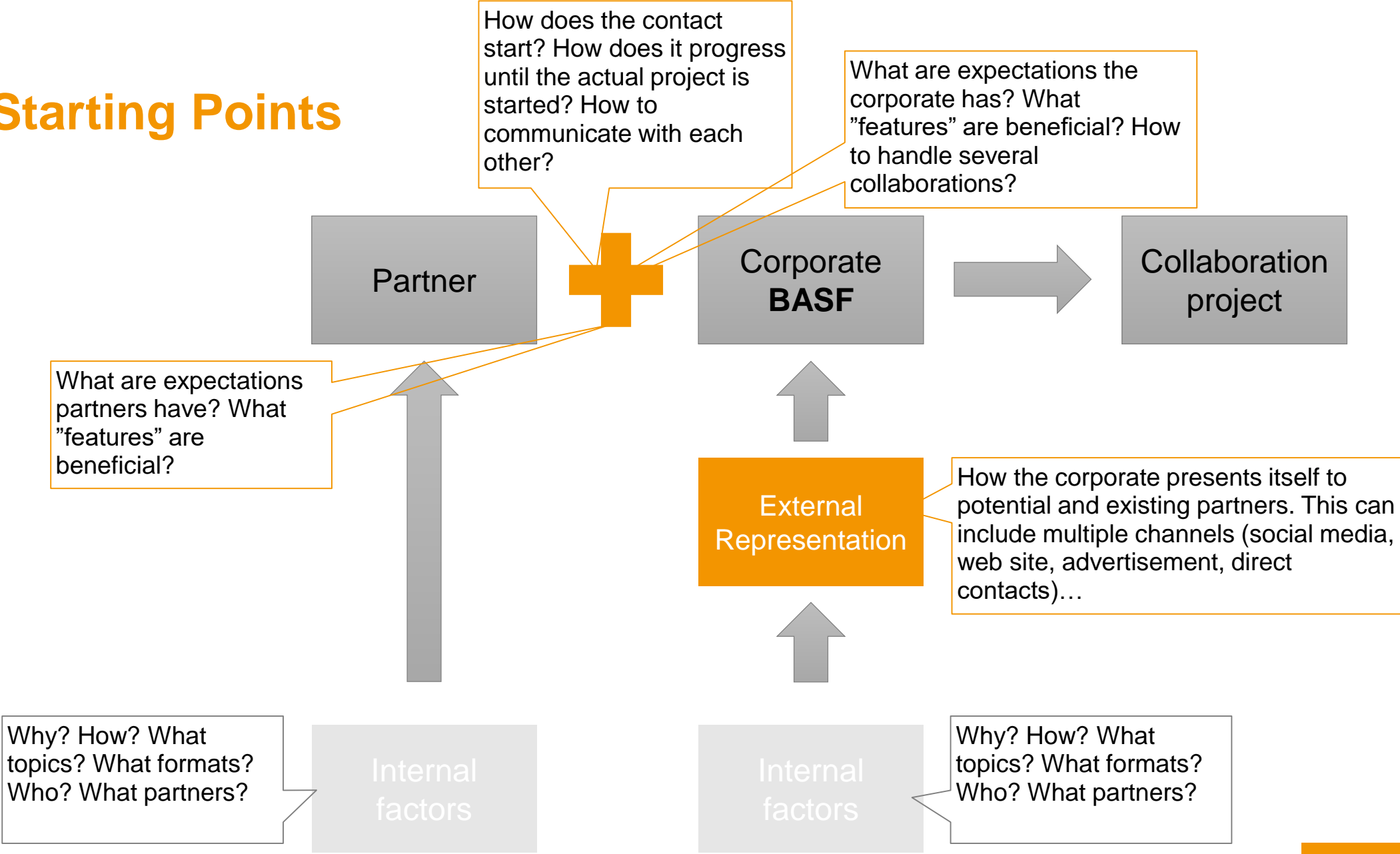
What do you do?

How do you get in touch with BASF to start the collaboration?

Challenge: Design the “Partner Experience” that brings the right partners to work BASF on innovation challenges.

- Working title “**External Collaboration Portal**”
- Target partners
 - ▶ Academics and Start-ups
 - ▶ Existing partners and new partners
- Use cases
 - ▶ Partner approaches BASF with an idea, and we need to figure out if we want to collaborate
 - ▶ We have an idea, and are searching for partners to realize it
- First timeline
 - ▶ Independent research by team (2-3 weeks)
 - ▶ Dialogue-session in Ludwigshafen on Nov 8, [9,] 12, or 14.

Starting Points



Desk Research

Goal: Understand the “Corporate External Representation”

Reading

- What is open innovation (OI)?
 - ▶ Chesbrough, Gassmann, ...
 - ▶ www.innovationmanagement.se
- Master Thesis “Asymmetric Collaborations” (see Webex Teams #general)

Guiding Questions

- ▶ What is OI?
- ▶ How do companies find partners?
- ▶ How is the contact between partner and company initiated, and managed until project starts.

Internet Pages

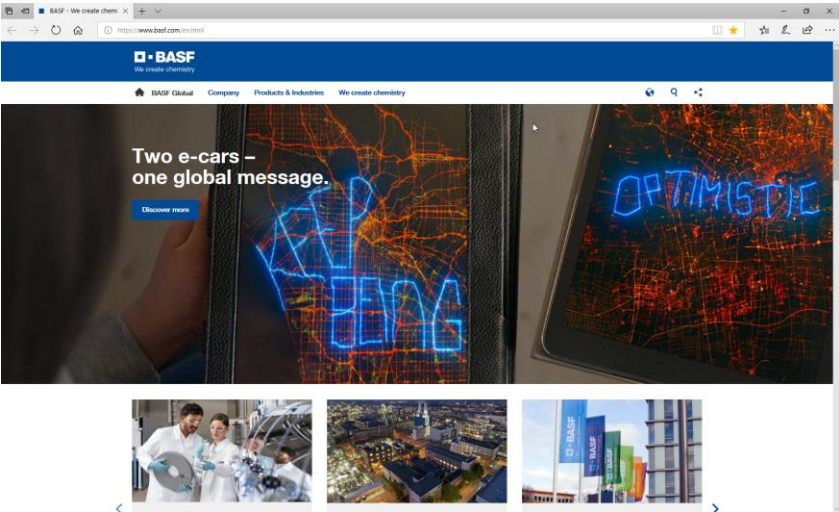
- <http://www.basf.com>
BASF social media presence (Facebook, LinkedIn, Twitter, Instagram, ...?)
- OI portals of companies
 - ▶ within chemical value chain
 - ▶ outside of chemical value chain
- OI portals “as a service”
 - ▶ Challenges: Innocentive, NineSigma, Agorize, ResearchGate
 - ▶ Technologies: InnoGet, Techtransfer offices



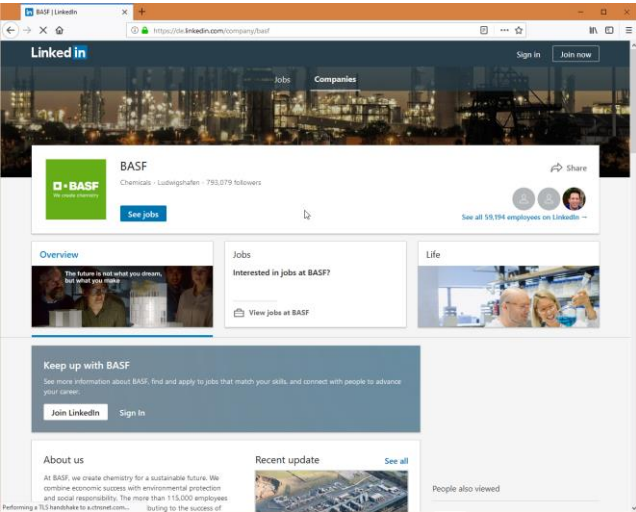
We create chemistry

How would you do it?

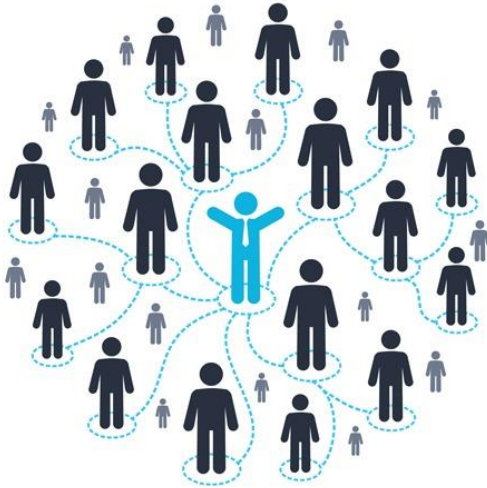
basf.com



Social Media



Personal Network



Send an e-mail?



Or just call?

