

NINESIGMA

A GLOBAL LEADER IN OPEN INNOVATION

www.ninesights.com

ROAD TO INNOVATION SUCCESS WITH OPEN INNOVATION

• 2017

FRANÇOIS BOURACHOT
NINESIGMA EUROPE

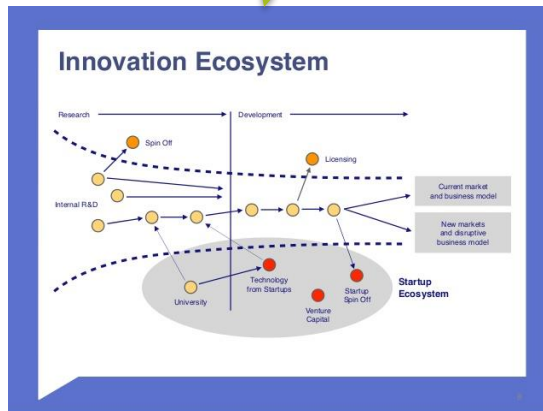
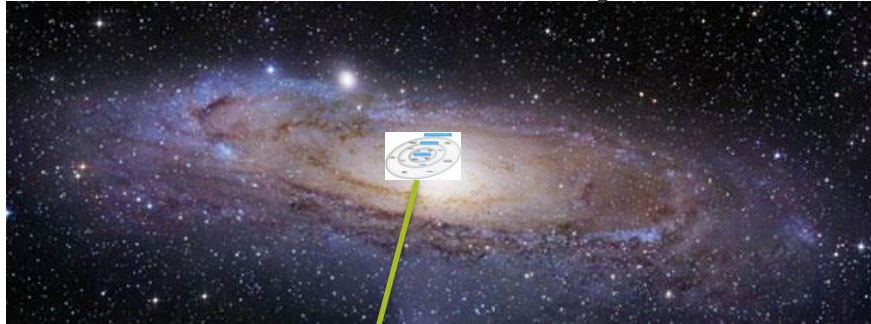
US - Canada - Europe - Japan - South Korea

AGENDA

- 1 Why Open Innovation
- 2 NineSigma & Ninesights
- 3 NineSigma services
- 4 Open Questions

LIKE THE UNIVERSE THE WORLD OF TECHNOLOGY INNOVATION IS IN CONTINUOUS EXPANSION

The expanding universe of disruptive innovation today



How to grow your ecosystem to cope with such a rapid expansion ?

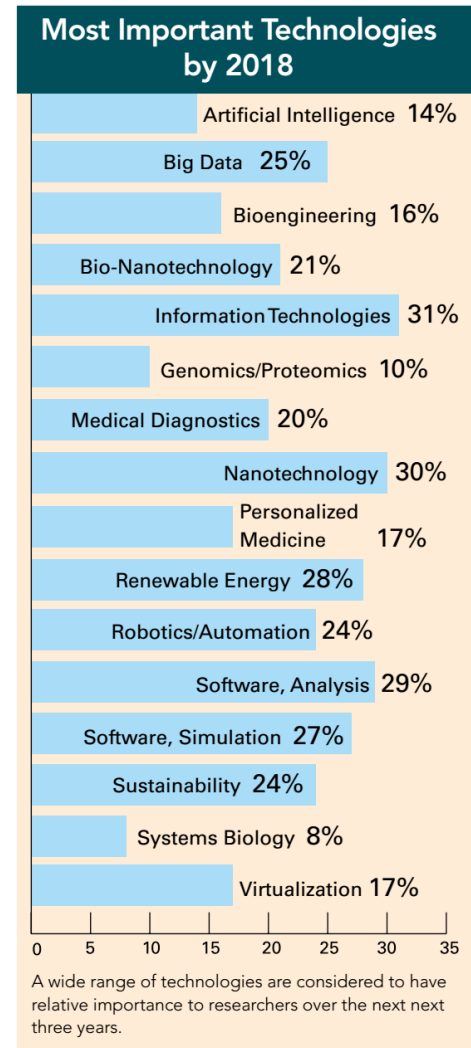
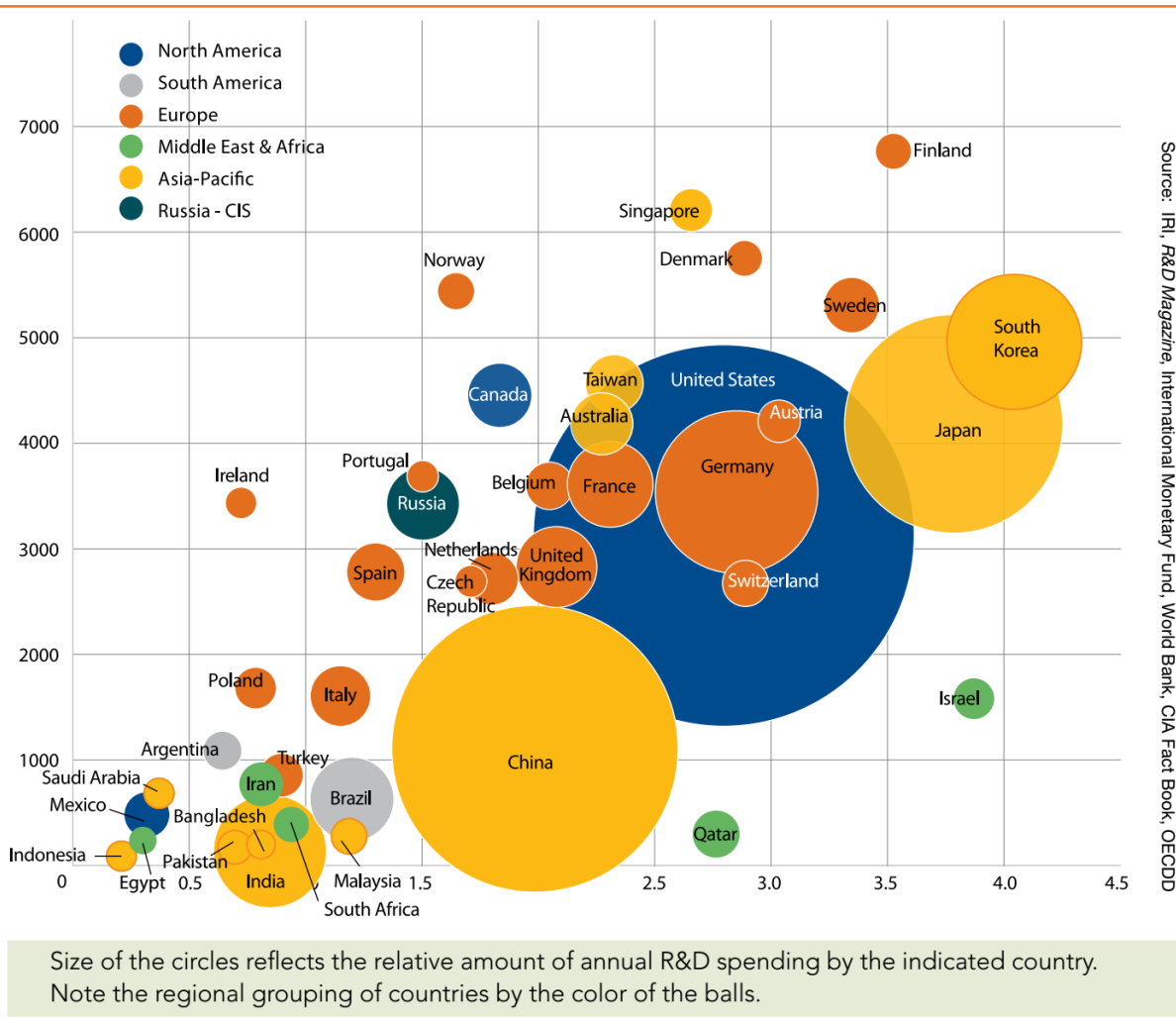
The main challenges

- Your innovation ecosystem can't grow as fast as the universe of technology innovation
- The complexity of some recent technologies makes it more difficult to integrate into your own innovation ecosystem
- Competition is also investing in new areas of innovation, different from yours
- The ever-expanding innovation landscape is a huge opportunity for new players and disruptors
- Adjacent industries, and even your suppliers, also play a role in this disruptive landscape

THE NEW CHALLENGES OF R&D

Expansion of R&D on a global basis: the growing role of Asia

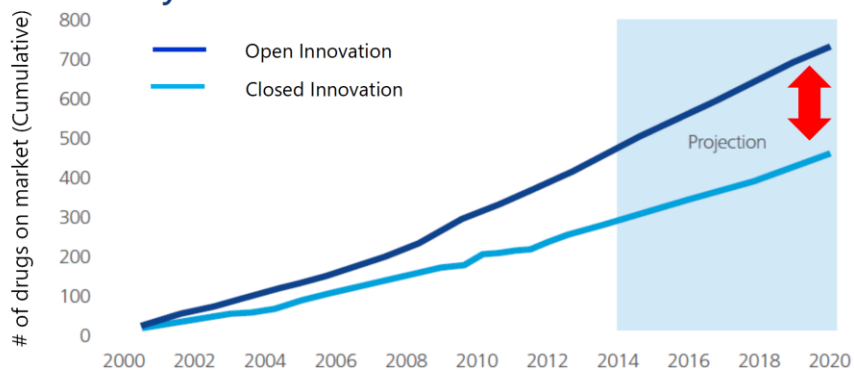
More technology areas to consider



OPEN INNOVATION AS AN ACCELERATOR

EXAMPLE OF PHARMA

Importance of Open Innovation in drug discovery

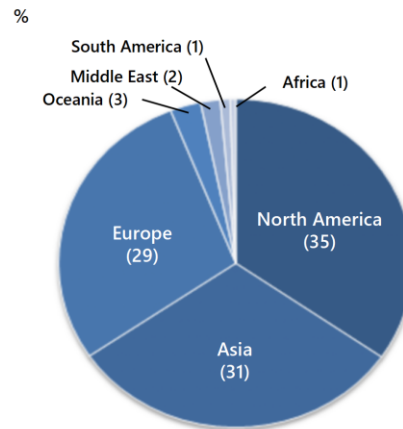


For drug discovery, open innovation is becoming "must do" activity

Source : Deloitte LLP

Global search by NineSigma

Proposal by regions for NineSigma's drug discovery seeds projects in 2015-17



Proposals from North America consists only 35%.

NineSigma can gather many more proposal from Asia (Japan, China, Korea, India) and Europe (Including eastern Europe)

NineSigma unique positioning

- Global reach and access to the innovation community
- Working across industries and across technology domains
- Adapt OI methodology for different objectives
- End-to-end service

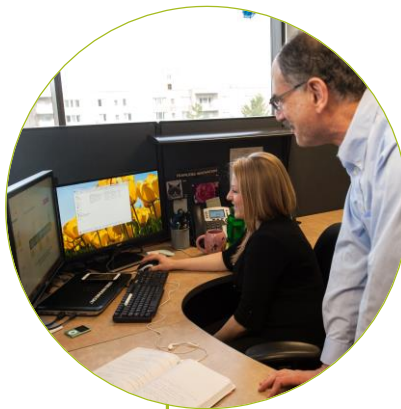
WHO ARE WE?

Our work accelerates innovation by connecting organizations to solve problems and scale up technologies to bring new products to market faster.



GLOBALLY FOCUSED

Our employees are on the ground in 20 countries



CURIOUS, COLLABORATIVE & RESULTS DRIVEN

Our staff includes PhD level scientists & researchers, marketers & business leaders



OPEN INNOVATION EXPERTS

We have managed 4500+ challenges for more than 750 global clients

OUR NETWORK

2,5M+ SOLUTION PROVIDERS

entrepreneurs • universities • businesses • inventors • non-profits • consultants

HOW CAN WE HELP YOU?



SELECTING THE APPROPRIATE NINESIGMA OPEN INNOVATION SERVICES



TECHNOLOGY & PARTNER SEARCH	TECHNOLOGY INTELLIGENCE/ LANDSCAPING	INNOVATION CONTEST	GRAND CHALLENGE
<p>"I have a clearly defined technical problem and I want to find technology and solution proposals from the innovation community that are ready to work with me."</p> <ul style="list-style-type: none"> Accelerate R&D output Game-changing solutions Expand innovation pipeline Enhance the NPD process <p>Find Solutions</p>	<p>"I need an in-depth solution landscape of a technology space to identify potential partners, markets insights and opportunity options."</p> <ul style="list-style-type: none"> Evaluate strategic options Identify enabling technologies Evaluate ROI Identify new growth areas <p>Acquire Knowledge</p>	<p>"An Innovation Contest is a competition that enables rapid development of an actionable solution through a prize-based competition."</p> <ul style="list-style-type: none"> Rapid POC and prototypes PR to raise public awareness Rapid product development Compelling prize award <p>Prize-Driven Innovation</p>	<p>"I have a complex challenge that needs to engage a large, diverse stakeholder community to identify breakthrough innovations that have a positive social impact."</p> <ul style="list-style-type: none"> Compelling prize incentive Positive social impact Integrated PR campaign Transformative innovation <p>Broader Visions</p>

SELECTING THE APPROPRIATE NINESIGMA OPEN INNOVATION SERVICES (CONT'D)



INNOVATION GALLERY	TARGETED EXPERT SEARCH	EXPERT ADVISORY SERVICE	OPEN DESIGN THINKING
<p>"I need to host my Open Innovation challenges on a managed collaborative platform that will drive high quality responses from the global innovation community."</p> <ul style="list-style-type: none"> Fully managed portal Quality solution network Branded visibility to targets Proactive engagement <p>Collaborative Innovation</p>	<p>"I have a knowledge gap and seek to find partners or domain experts to gain greater insights and enhance my internal capabilities and knowledge."</p> <ul style="list-style-type: none"> Identify new R&D partners Find industrial expertise Seek strategic alliances Create expert panels <p>Enhance Capabilities</p>	<p>"I need to acquire actionable insights from a customized group of subject matter experts on a specific technology area of interest."</p> <ul style="list-style-type: none"> Actionable insights Domain expertise Cross industry expertise Used to qualify options <p>Expert Advice</p>	<p>"I need to improve the success rate of our new product development process and ensure we are creating products that consumers will buy."</p> <ul style="list-style-type: none"> Human-centered methodology Ethnographic research Ideation & iterative approach External ideas and resources <p>Breakthrough Product Development</p>

SELECTING THE APPROPRIATE OPEN INNOVATION SERVICES

TECHNOLOGY SEARCH

“ I have a clearly defined technical problem and I want to find technology and solution proposals from the innovation community that are ready to work with me. ”



- ❖ Accelerate R&D output
- ❖ Game-changing solutions
- ❖ Expand innovation pipeline
- ❖ Enhance the NPD process

Find Solutions

TECHNOLOGY INTELLIGENCE/ LANDSCAPING

“ I need an in-depth solution landscape of a technology space to identify potential partners, markets, insights and opportunity options. ”



- ❖ Evaluate strategic options
- ❖ Identify enabling technologies
- ❖ Evaluate ROI
- ❖ Identify new growth areas

Acquire Knowledge

INNOVATION CONTEST

“ An Innovation Contest is a competition that enables rapid development of an actionable solution through a prize-based competition. ”



- ❖ Rapid POC and prototypes
- ❖ PR to raise public awareness
- ❖ Rapid product development
- ❖ Compelling prize award

Prize-Driven Innovation

GRAND CHALLENGE

“ I have a complex challenge that needs to engage a large, diverse stakeholder community to identify breakthrough innovations that have a positive social impact. ”



- ❖ Compelling prize incentive
- ❖ Positive social impact
- ❖ Integrated PR campaign
- ❖ Transformative innovation

Broader Visions

SELECTING THE APPROPRIATE OPEN INNOVATION SERVICES (CONT'D)

INNOVATION GALLERY

“ I need to host my Open Innovation challenges on a managed collaborative platform that will drive high quality responses from the global innovation community. ”



- ❖ Fully managed portal
- ❖ Quality solution network
- ❖ Branded visibility to targets
- ❖ Proactive engagement

Collaborative Innovation

TARGETED PARTNER SEARCH

“ I have a knowledge gap and seek to find partners or domain experts to gain greater insights and enhance my internal capabilities and knowledge. ”



- ❖ Identify new R&D partners
- ❖ Find industrial expertise
- ❖ Seek strategic alliances
- ❖ Create expert panels

Enhance Capabilities

EXPERT ADVISORY SERVICE

“ I need to acquire actionable insights from a customized group of subject matter experts on a specific technology area of interest. ”



- ❖ Actionable insights
- ❖ Domain expertise
- ❖ Cross industry expertise
- ❖ Used to qualify options

Expert Advice

OPEN DESIGN THINKING

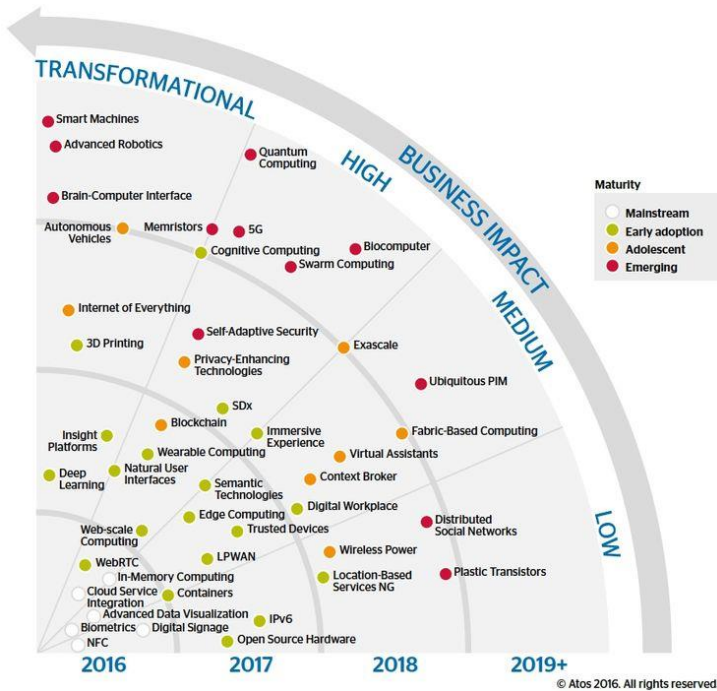
“ I need to improve the success rate of our new product development process and ensure we are creating products that consumers will buy. ”



- ❖ Human-centered methodology
- ❖ Ethnographic research
- ❖ Ideation & iterative approach
- ❖ External ideas and resources

Breakthrough Product Development

OPEN QUESTIONS



FROM TECHNOLOGY TO INNOVATION

Question 1: How to cope with that complexity ?

Question 2: How to grow your ecosystem to match such a rapid expansion ?

Question 3: Are you prepared to face fierced and innovative competition from Asia ?

Question 4: How to reduce time to market in that environment ?

THANK YOU

NEXT STEPS:

- 1 Schedule a working session to identify your innovation needs.
- 2 Confirm alignment with NineSigma capabilities.
- 3 Collaborate to outline program scope, timing and investment.

CONTACT

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