



Запуск ИННОВАЦИОН- НОГО МЕХАНИЗМА

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Многие организации пробуют запускать инновации...

Фраг ментиро вано

Спорадически

В отдельных проектах

Лишь немногие делают это системно...

Google™

IBM®

NOKIA
Connecting People

intel®

TOYOTA

IKEA®

3M

P&G



Инновации – каким образом?

Инновации как процесс:

- делай «раз»;
- делай «два»;
- делай «три».....

DESIGN PARTNERSHIP FOR SAMSUNG

Leveraging design to build a leading-edge brand and offering

Samsung Electronics has grown to be the most recognized consumer electronics brand in the world. A status earned through a growing commitment to design, Samsung has maintained a close partnership with IDEO since the late 1990s, when the two companies opened a joint office on the IDEO Palo Alto campus. The adoption of design strategy and human-centered design methodologies has helped Samsung differentiate its product line and successfully develop a highly recognized global brand.

[+]

CUSTOMER TRENDS

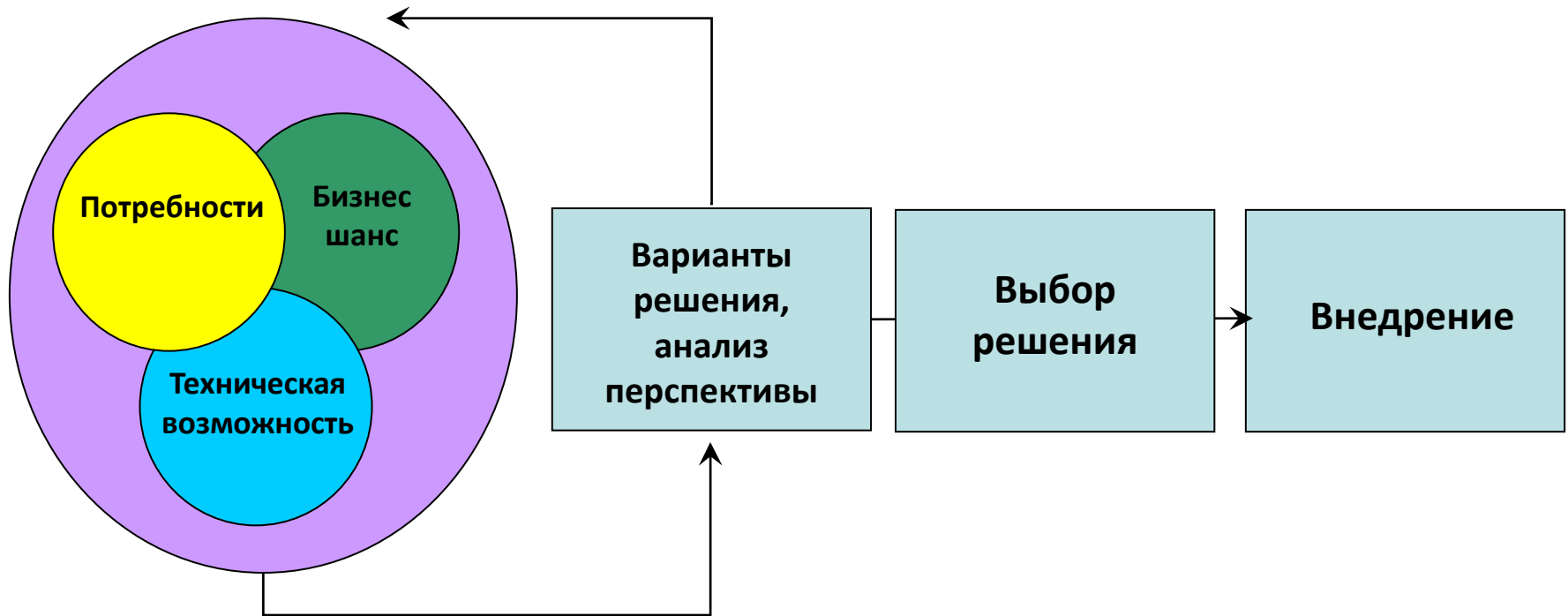
Consumers are selecting consumer electronics for their design and emotional appeal, in addition to price. (IDEO research)

AWARDS



Инновационный процесс IDEO

Наблюдение Генерация идей Прототип Выбор решения Внедрение



www.ideo.com

Инновационный процесс IDEO

- **Наблюдение и документирование:**
 - модели использования продукта, проблемы и эмоции клиента, стереотипы, ограничения и шансы на рынках и в технологиях.
- **Генерация идей решения:**
 - ТРИЗ, брейнсторминг, коллективный разум, визуальные образы.
- **Быстрое прототипирование решений:**
 - Визуализация концепций, прототипирование, приложение к «экстремальным» пользователям.
- **Проверка, сужение поля решений, выбор оптимум.**
- **Внедрение новых концепций 😊.**

1000+
Patents issued
since 1978

3,500
Field interviews
in 2007

823
Internal blog
posts this year,
and counting

4,467
Fans of Big
conversations &
small talk on
Facebook

350+
Awards won
since 1991

NEW CLIENTS
VIEW ALL CATEGORIES →



DESIGN PARTNERSHIP
Samsung



BICYCLE DESIGN STRATEGY
Shimano



IMMUNIZATION DELIVERY METHOD
Intercell



SHIFT FOCUS
United States Department of Energy




CONCEPT PROJECT
Project Inkwell



SERVICE CONCEPTS
Productos Cementeros Mexicanos



N-GAGE GAMING PLATFORM
Nokia



BRAND STRATEGY
Numico



BRAND STRATEGY
Havaianas



PATIENT-PROVIDER SERVICE
Mayo Clinic



TOWNEPLACE SUITES
Marriott



LIFEPORT KIDNEY TRANSPORTER
Organ Recovery Systems



CUSTOMER SUPPLY CHAIN
Kraft Foods



MONEYMAKER DEEP LIFT PUMP
KickStart (was ApproTEC)



EARLY CHILDHOOD EDUCATION
WK Kellogg Foundation



BUSINESS PLATFORM
CleanWell



"KEEP THE CHANGE" SERVICE
Bank of America



BRAND EXPERIENCE
Allen Edmonds



BICYCLE DESIGN STRATEGY
Shimano



CD PLAYER
Muji



RIPPLE EFFECT
Acumen Fund & Gates Foundation



BLOOD DONOR EXPERIENCE
American Red Cross



BRANCH EXPERIENCE
GE Money Bank



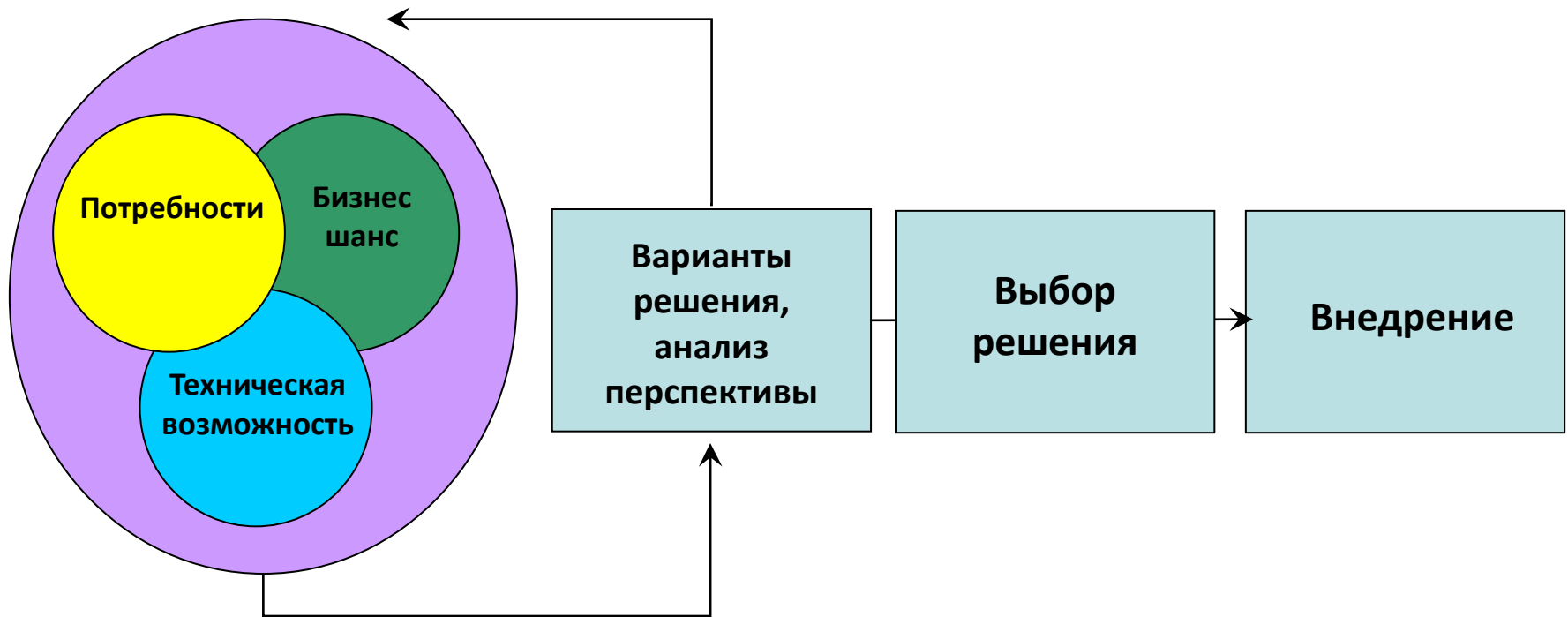
HCD TOOLKIT
for NGOs and Social Enterprises



HEAT CONCEPTS
BASF

Инновационный процесс IDEO

Наблюдение Генерация идей Прототип Выбор решения Внедрение



www.ideo.com



INNOCENTIVE
Maximize your **RETURN ON INNOVATION**

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- Solvers
- Marketplace
- FAQ
- My InnoCentive
- Refer-A-Friend
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- News and Events
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"It took me eighteen months to develop my initial product from conception to functional prototype. With InnoCentive and my second product, the research to sketch to engineering drawings to prototype took two months."

- Mark Bent, CEO, SunNight Solar

Solution Seekers

Sustainable breakthrough innovation is today's single most important requirement for growth and profitability. InnoCentive gives you the innovation edge you need to be competitive in even the most challenging economic times, with:

- **Bigger Breakthroughs.** Unleash the collective power of InnoCentive's worldwide [Marketplace](#) with over 160,000 of the brightest minds working to help you build a better product.
- **Faster time to market.** With thousands of minds worldwide working on a problem simultaneously, find solutions faster than with in-house R&D resources alone. Get up to speed quickly with [ONRAMP](#)
- **Lower costs.** Redefine the economics of innovation by paying only for success. Find hidden and underutilized talent within your company with [InnoCentive@Work](#)

Problem Solvers

- Use your knowledge and expertise to make a real impact by solving [challenging problems](#) for companies and foundations.
- Earn cash rewards from **\$5000 to \$1,000,000** for solving problems.
- Join a community of highly creative and inventive problem solvers who are changing the world!

 [Member Log In](#)

Featured Challenge

Functional envelope trimer of the Human Immunodeficiency Virus

Challenge Reward: **\$150,000 USD**

Challenge Type: **RTP**

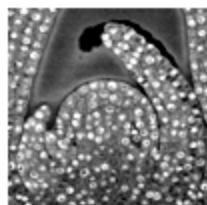
INNOCENTIVE 7634854

Efficient Chromosome Doubling: Plant Cell Division

Challenge Reward: **\$20,000 USD**

Challenge Type: **Theoretical-licensing**

INNOCENTIVE **8141032**



The Seeker is looking for an efficient chromosome doubling method in plants and in particular, methods to maximize and synchronize cell division in plants. This is a theoretical challenge that requires only a written proposal to be submitted. [Read More](#)

 DEADLINE: **Jun 02, 2009**

 55 Project Rooms

 Challenge Posted: Apr 02, 2009

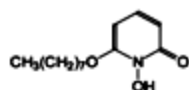
Alternative route to a pyridinone

Challenge Reward: **\$20,000 USD**

Challenge Type: **Theoretical-IP Transfer**

INNOCENTIVE **8131741**

New, inexpensive routes for synthesis of the shown structure are desired. [Read More](#)



 DEADLINE: **May 31, 2009**

 230 Project Rooms

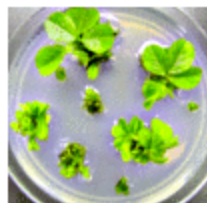
 Challenge Posted: Mar 31, 2009

Fast Growth of Transformed Soybean Shoots

Challenge Reward: **\$10,000 USD**

Challenge Type: **Theoretical-licensing**

INNOCENTIVE **8124125**



A method for accelerating growth of soybean shoots is desired. [Read More](#)

 DEADLINE: **May 27, 2009**

 104 Project Rooms

 Challenge Posted: Mar 27, 2009

Innocentive

- компания основана в 2001 г.;
- 160 000 участников (solvers);
- быстрое предложение решения;
- crowdsourcing.

Уроки Innocentive

- **Успех обеспечен новым подходом к механизму построения бизнеса:**
 - internet технологии и crowdsourcing;
 - подключение «вселенского» интеллектуального потенциала;
 - соединение задачи и носителя решения.
- **Инновация в сфере построения логики бизнеса**

