

Corporate connections - building valuable innovation

For NESTA

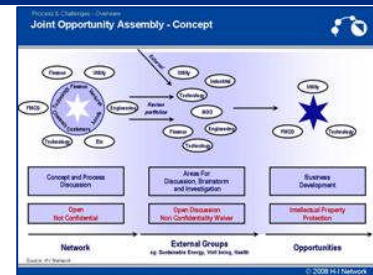
Situation

NESTA is the National Endowment for Science, Technology and the Arts – a unique body with a mission to make the UK more innovative. NESTA invest in early stage companies, inform and shape policy and deliver practical programmes that inspire others to solve the big challenges of the future. When looking at how corporates could more effectively collaborate they turn to H-I Network for ideas on how to encourage this innovation.

Objectives

The key objectives of the Corporate Connection Programme were to:

- bring together leading global organisations to identify new opportunities;
- support the connection to take ideas through to seed funding by the organisations;
- share lessons learned on effective collaboration processes; and
- to effectively develop selected collaboration ideas into the implementation phase

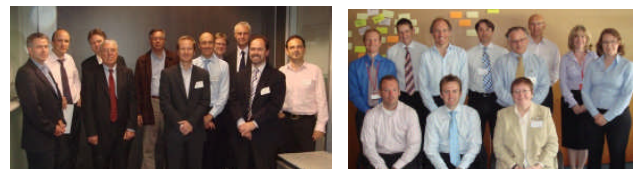


Approach

H-I Network used its Open Innovation experience and extensive network of contacts to create a tailored programme which builds on the H-I Network 'Joint Opportunity Assembly'™ approach.

The programme stages included:

- Detailed discussion on the objectives and capabilities with NESTA and presenting a proposal
- Identification and testing of key approaches including 'technology transfer', 'consumer wants' and key issue analysis (sustainable energy) – as well as the 'speed dating' approach
- Interviews and invitations to executives from agreed organisations
- Structured workshops at leading organisations such as McLaren, GlaxoSmithKline and E.on
- Supporting the development of a new venture from inception to investment by the corporates in collaboration
- Development of a methodology framework and compilation of lessons learned (communicated through formal report and ethnographic recording)



Participants included:

Philips, Virgin, Kidde, SEEDA, Eon, NATS, BASF, QinetiQ, National Grid, AXA, PPP, Premier Foods, BUPA, GSK, Ordnance Survey and NESTA.

We are now continuing to support the building of business propositions developed through the collaboration programme.

Results

The programme achieved its objectives and received very good feedback scores. David Simoes-Brown, NESTA said: "The H-I Network team have been great to work with. The Network has a breadth and depth of trusted relationships with leading global organisations that are looking to drive new business ideas. The H-I processes and approach have helped the corporates build innovative and valuable opportunities. We are now keen to roll out the NESTA and H-I Network insights to other leading organisations. "

The H-I Network is delighted to continue to support NESTA.



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