

Collaboration and Technology Exploitation

McLaren Applied Technologies

Situation

McLaren Applied Technologies Limited was formed in 2004 and is the latest company in the McLaren Group. The primary objective of the company is to explore and develop commercial opportunities that leverage the technology, assets and brand strength of the McLaren Group. Typical projects are based on new product development for blue chip companies and business ventures to bring new technologies to market. In 2006, McLaren Applied Technologies formed a new joint venture company to develop and market a new generation of strategy and business decision software for senior management.



McLaren Applied Technologies is a member of the H-I Network with the objective of gaining greater depth and understanding of corporate collaborations and identifying new business opportunities. McLaren Applied Technologies asked H-I to develop a tailored programme to support their collaboration initiatives.

Objectives

The key objectives of the McLaren Corporate Collaboration Programme were as follows:

- to identify high level collaboration opportunities between leading organisations;
- to 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.



Participants from Philips, Virgin, Kidde, SEEDA, Eon, NATS, P&G and NESTA

The programme stages included:

- Detailed discussion on the objectives and capabilities at McLaren Applied Technologies
- Review of H-I Network member and contact 'Wants' and complimentary capabilities
- Combination of the McLaren workshop with a NESTA supported corporate collaboration project
- Interviews and invitations to executives from agreed organisations
- Structured workshop at the McLaren state of the art site in Woking
- Facilitated workshop with key findings captured
- Development of feedback to the participants to take forward bilateral and joint opportunities

We are now continuing to support the building of business propositions resting from the collaboration programme.

Results

The programme achieved the objectives and received very good feedback scores.

Mike Phillips, Managing Director of McLaren Applied Technologies: "The H-I Network programme has really developed our thinking and approach to corporate collaborations. We have also created a number of opportunities which we are taking forward with technical and commercial due diligence"



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