



# OPEN INNOVATION CLUB

*innovation is now, here*



[WWW.ROMASTARTUP.IT](http://WWW.ROMASTARTUP.IT)

# REASON WHY

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- To avoid the opacity of most commercial offers and **acquire useful elements for developing a complete and effective Open Innovation strategy.**
- To allow large Italian and international companies based in Italy to **share information, best practices and resources to optimize the timing and investments of Open Innovation initiatives.**

# OBJECTIVES

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It is a **“Corporate Circle” initiative promoted by Roma Startup** focusing on global best practices and on the **experiences of Open Innovation of Italian and International Corporations.**

Born with the aim of **bringing together the Innovation Champions** in the Open Innovation area **with other corporate players that are willing to implement new innovation strategies** to create synergies among the companies taking part and sharing of concrete projects.

Our ambition is to propose **targeted initiatives to capitalize on the individual experiences** of the participating companies.

# PROJECT

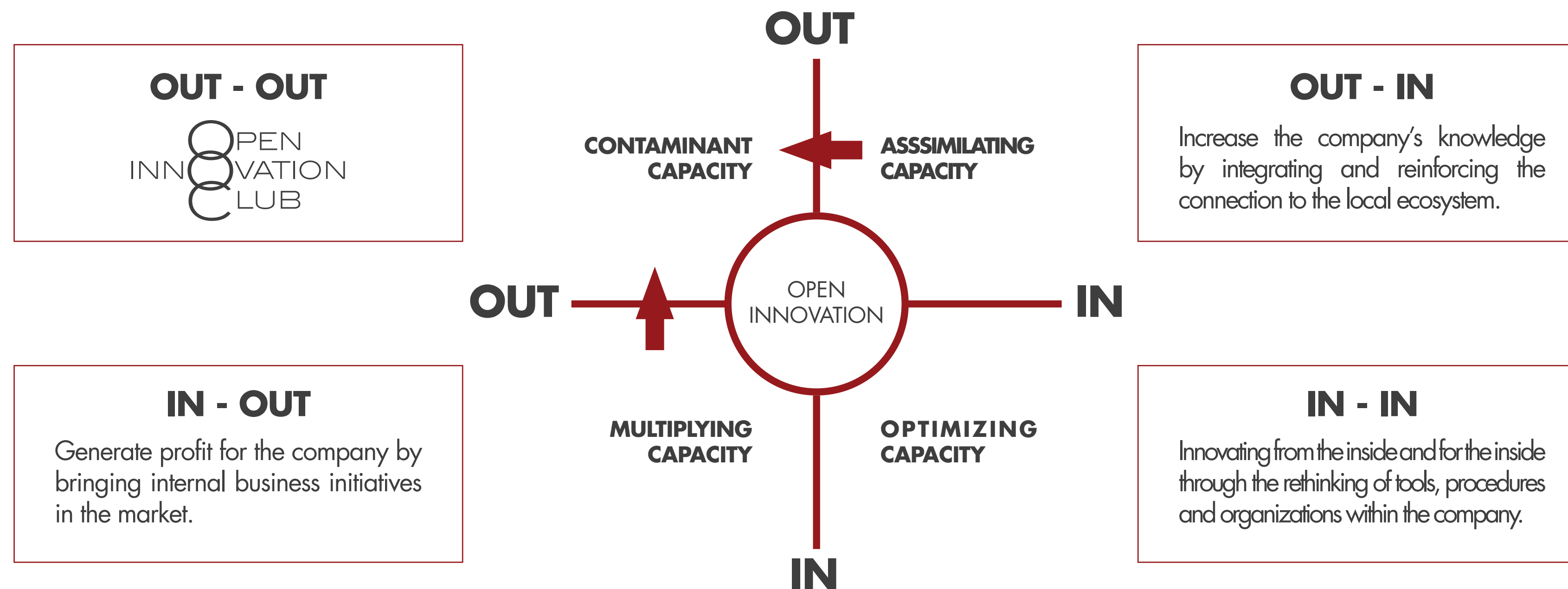
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**Open Innovation in a “co-opetition” logic between operational collaboration and synergistic competition.**

- **ROUND TABLE** to share experiences and culture of business innovation;
- **SHARING ASSET** to allow participants sharing business opportunity and investments in research and development to optimize their efforts;
- **OPINION LEADERS’ CLUB** to create the convergence of skills and become the official reference for Open Innovation strategies in Italy.

# MODEL

The «Open Innovation Club» strategy enables the **OUT-OUT** dynamic of the Open Innovation model in a logic of collecting experiences and opportunities.



# BENEFITS

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## FOR CORPORATES

- **Cooperation**

Connections bring knowledge and knowledge triggers opportunities for a better communication between companies and other operators.

- **Synergies**

We are willing to create new opportunities for collaboration, share efforts and investments with new approaches, ideas and solutions.

- **Expansion**

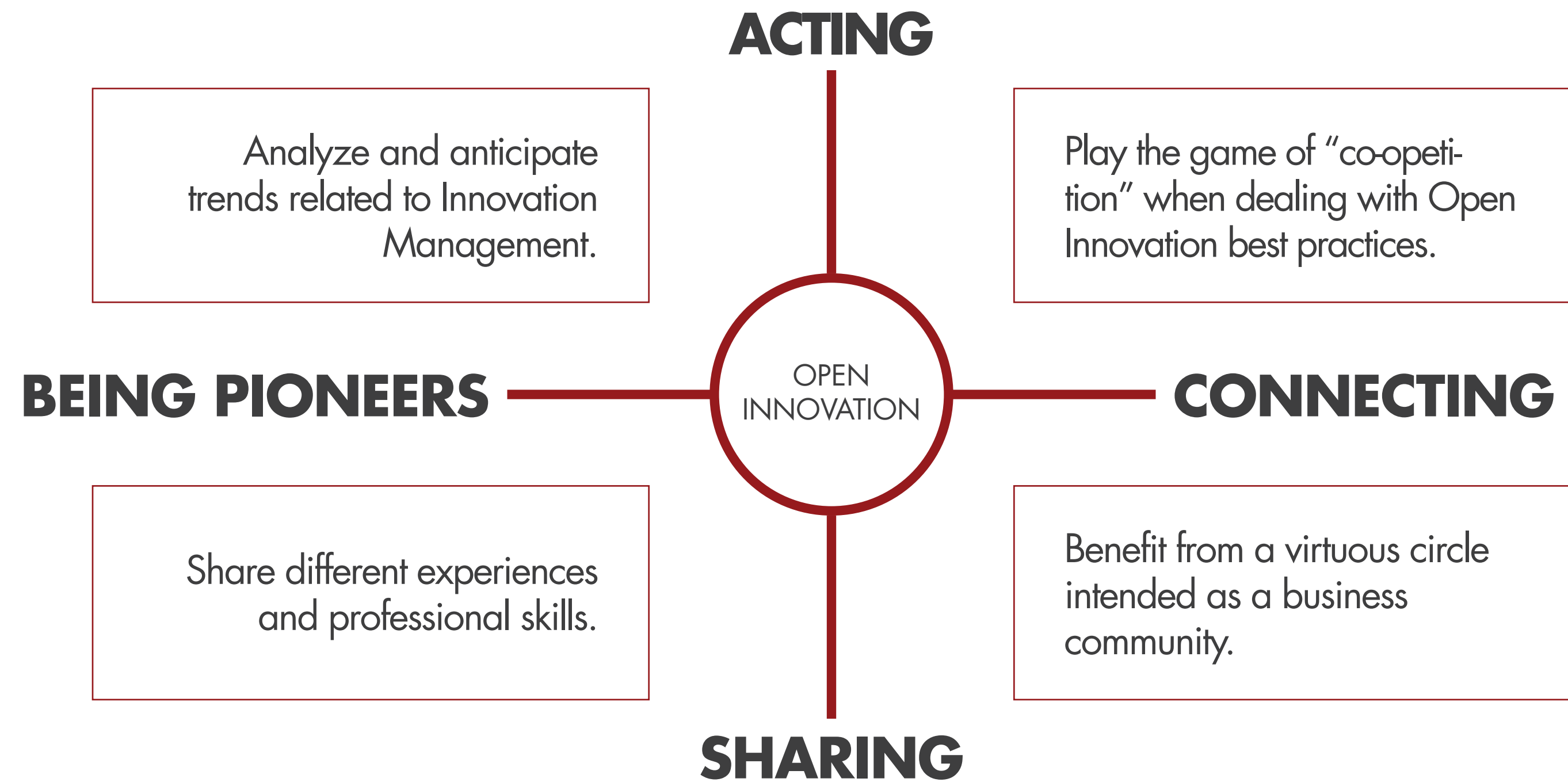
New knowledge leads to a more efficient understanding of the reference context, not only corporate but also social, economic and strategic.

- **Co-opetition**

We match the most innovative corporates to challenge each other in a “coopetitive” way, generating a virtuous attitude of “changing to improve”.

# BENEFITS

FOR MANAGERS



# INITIATIVES

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## **OPENGOV**

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Pool of institutional representatives willing to take part in operational tables linked to Open Innovation (eg public investments, protection of intellectual property, corporate venture capital...)

## **INNOVATION CHAMPIONSHIP**

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Collaborative roundtables on the development of issues sharing Open Innovation practices. If requested by the Innovation Champions, it would also be possible to involve external interlocutors such as academic and institutional contributors.

## **INNOVATION CHALLENGE**

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Operational projects for the exchange of assets and resources on specific Open Innovation initiatives.

## **PARTNER SCOUTING**

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Search for ad hoc partners in collaboration with the "Innovation Champion" to be hired for projects and initiatives generated by the Open Innovation Club.



# DYNAMICS

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- **Round table and workshop**, periodic meetings, every two months.
- **Light monthly meetings or video-conferences**
- **Updated informations, materials and reports** with the help of professionals from the Roma Startup network
- Logistics and organization managed by Roma Startup with project partners:
  - Locations defined by Roma Startup or alternatively at the headquarters of one of the participating companies
  - On boarding of the participants (invitation, mailing, informative material, facilities)
  - Management of the agenda (scheduling, support for the choice of themes and communication)
- Participants will be asked to **share their experiences without drafting any minutes or spreading the contents of the meetings outside their team to preserve corporate privacy** (Chatham House Rule)
- Each meeting (physical and video) is dedicated to a **theme shared in the previous session and introduced by the state of the art of projects** shared or on which they were made «Exchange».

# ACTIVITY PLAN - YEAR 1

Round table or daily workshop  
with physical presence of the  
members of the IOC.

“Light” meetings, coordination  
conferences and intermediate  
information

**JULY 2018**

## CONNECT AND COMPARE

Presentation  
of the Open  
Innovation Club  
and scheduling of  
activities.



**SEPTEMBER 2018**

## SHARE AND ACT

Kick-off, collection  
of existing initiatives  
and choice of sites.



**OCTOBER 2018**

## ASSESS

Measurement of  
progress.



**DECEMBER 2018**

## CONCLUSION AND RECAP

- Formalization of  
results for external  
communication
- Roadmap and  
objectives 2019

FORMAT TO BE DISCUSSED (DINNERS, WORKSHOPS AND PRIVATE MEETINGS TO BE ESTABLISHED)

# UNICITY

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- **It not only proposes a taxonomic model and analysis of methodologies, but extends to operational projects and scouting** activities for participating companies in the ecosystem.
- It does not have the ambition to reward and classify the initiatives of the participating companies but aims to **create opportunities and synergies to exchange operating assets.**
- It does not want to publicize and disseminate the information and experiences of the participating companies, but it is a **space of privacy and confidentiality to share best practices.**
- It does not focus only on the startup community but **proposes an Open Innovation model that covers all the components of the innovation ecosystem** that might interest the members (innovation in public institutions, international open innovation, internal processes management).

# CONTACTS

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## GENERAL INFORMATION

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