

New Year Briefing from the Centre for Business Innovation (CfBI)

Headlines

- Soon entering its fourth year and now reaching out beyond its Cambridge/European homeland, CfBI has
 ambitious plans to grow the scope and impact of its consortia delivering "collaborative advantage" to the world's
 best companies;
- Microfluidics consortium (MF-3) arrives in the USA in 2012, hosted by Johnson and Johnson
- New Nano-Carbon-Enabled-Materials Consortium (NCEM-1) to launch in Spring 2012
- Open Innovation Practitioners' consortium (OI-3) achieves new heights with member guided focus on Health and Wellness and New Media
- Inclusive Design consortium (ID-2) helps top companies with iconic designs suited to changing consumer demography;
- New consortia in Flow Chemistry. New Media and Corporate Venturing planned for autumn 2012.

Open Innovation Practitioners OI-3

OI-3 Corporate Open Innovation practitioners from leading organizations including Deutsche Telekom; Friesland Campina; Coloplast; Google; Medimmune; Glaxo SmithKline; Scottish Enterprise, Tetra Pak, NHS Innovation, University of Bristol & University of Cambridge have elected to work together in the OI-3 consortium on: OI for Health and Wellness; New Alliances and IP Agreements for OI as well as OI in New Media and Data Intensive Industries. Members benefit from benchmarking (both formal and informal); testing and extending the boundaries of classic OI thinking as well as engaging with key stakeholders such as WIPO, the European Commission and top academics in a confidential environment. A new cycle OI4 will begin in October 2012.



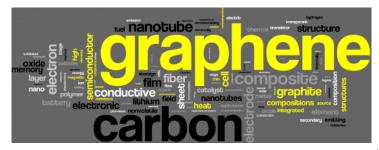
"The OI Consortium has provided a unique forum of experts with whom one can discuss key issues around innovation management, learn from the experience of peers across a variety of industries, establish extremely valuable networks for cross-company benchmark. The efficient way in which meetings are structured has allowed a very effective use of the face-to-face time, as well as great flexibility in steering the discussions according to the topics of interest that may emerge"

Claudio Marinelli - Nokia

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Nano Carbon Enhanced Materials NCEM-1

Following through on the research promise of nano-carbon in forms such as Graphene and Nano-Tubes the NCEM-1 consortium will support commercial uptake by facilitating sharing in areas which are best addressed collectively such as: Design of Supply Chain; Stratification of Product Grades; Interconnects, Interaction with Regulators and Market Scenario Planning. It will



work closely with research projects such as "Graphene Flagship" but not require its members to enter IP agreements or share proprietary "how to" knowledge. Key areas of application include: Improved electrical conductors; composite materials; electronic devices, super-capacitors, batteries and extreme printed electronics. The consortium will launch in Spring 2012.

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Microfluidics MF-3

Now in its third year and with the mission to grow the market for microfluidic (aka "Lab on a Chip") enabled solutions in areas such as research, diagnostics, high throughput screening and sensing of circulating tumour cells. The MF3 consortium brings together players from all along the value chain in a trusting, confidential environment to find win-wins, engage with industry influencers such as NICE and the Patent Offices as well as funding organisations .. and do some deals along the way. Its current initiative to set standards for device interconnects as well as chip holders and key healthcare diagnostic and therapeutic applications is designed to drive down costs to end users as well as to address issues of industry fragmentation while supporting the grand vision of personalized medicine. Matching the characteristics of key markets and corporate R&D, the MF3 consortium will extend its 'footprint' to the USA in 2012 with a new cycle MF4 launching in Summer 2012.



"Many thanks for all your efforts in planning and delivering a really exciting programme" - Christian Holtze BASF

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Inclusive Design ID-2

ID-1 launched in 2010 in Cambridge and has held meetings in Munich, Berlin and Basel, finishing up with a packed two-day meeting back in Cambridge. Members including the BBC, Roche, Nestlé, Bayer, M&S, Royal Bank of Scotland and Bosch Siemens Hausgeraete have been working together to enable the design of new mainstream products that are usable by the greatest possible proportion of the population. As populations get older this is not just a social requirement but also a major commercial growth opportunity. The group is now planning its second year, which will take the form of an Expert Practitioners' Consortium, designated ID-10. A Steering Board is being set up to advise on programme content, which will be chaired by David Wiggins of Nestlé.



In parallel with ID-10, the high level of interest from leading companies who weren't able to join ID-1 has led to CfBI planning another ID 'starter' Consortium – ID-2.

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Coming Soon!

Working with its academic partners in Cambridge and beyond, CfBI is continually refining the processes which deliver member benefits within its consortia. These fall broadly into the following aspects of Open Innovation:

- Doing more with less sharing the costs to shape and be part of a larger programme
- Collaborative advantage achieving more as part of a group than as an individual player
- Networking to find, choose and build relationships with relevant partners.

Behind the scenes CfBI's team are working with leading organisations to prepare new consortia on "Corporate Venturing" "New Media Industries" and "Flow Chemistry" for launch in the autumn of 2012. We are also interested in discussions about "Green Radio", "Internet of Things", "Personalized Medicine" and "Regenerative Medicine".

For the latest information on our consortia, members and processes please visit www.cfbi.com or contact us on ceo@cfbi.com ++ 44 1223 850173