

## New Year Briefing 2015 from the Centre for Business Innovation

**Now in its 6<sup>th</sup> year CfBI continues to expand its portfolio of consortia delivering “collaborative advantage” across Europe, the USA & beyond. Leading companies, government departments and research institutes derive benefit from accelerated learning, cost sharing, influencing regulators, designing and promoting best practises, training as well as business development by participating. Come and join us!**

### Headlines

- In 2014 we hit a new high with 50 blue chip companies from 11 countries joining CfBI consortia – see their logos [here](#) - thank-you!
- CfBI launches its new Medical Adherence (MA-1) consortium on Feb 25 in London hosted by BUPA;
- Our Social Media for Business Consortium has been hosted by Glaxo Smith Kline; Tchibo; Airbus, Scottish Enterprise and BSKyB and is currently recruiting for SMfB-2 which launches in February;
- Our Inclusive Design consortium (ID-2) has continued to grow with a new focus on transport and built environment as members seek strategic advantage based on design of user interfaces for the senior consumer;
- Now in its third year, the Nano-Carbon-Enhanced-Materials Consortium (NCEM-3) is expanding to cover the USA as well as Europe working with metal, polymer, ceramic and other based carbon composites;
- The Open Innovation meets Big Data Consortium (OIBD - 5) will meet with automotive manufacturers in Munich on Jan 19 and 20 working on new data centric business opportunities which touch this industry;
- The Microfluidics Consortium (MF-6) will be hosted by Becton Dickinson on Feb 16<sup>th</sup> & 17<sup>th</sup> in North Carolina and then by Radiometer on Apr 23<sup>rd</sup> & 24<sup>th</sup> in Copenhagen.
- CfBI is investigating potential new consortia including: Novel Applications of Printing, Assisted Living and Risk/Cyber-Security. To help shape these, our next Franchisees and Friends session is on Jan 7<sup>th</sup> in Cambridge.

### Medical Adherence Consortium MA-1

This consortium brings together leading European players from across the public and private sectors to take a truly overarching view on how technology can be used to address the expensive global problem of patients not following the regimes (medicines and lifestyle) prescribed by their doctors.



Member organisations come from: pharmaceuticals, telecommunications, diagnostic devices, software, insurance and packaging industries as well as healthcare regulators and delivery services and patient representatives in different European countries.

The detailed work programme of the consortium is set by consensus by its members, however we expect these to include; health economics obstacles: information governance and regulation: common causes of poor adherence solution adoption: emerging technology disruptors and

technological gaps: leveraging existing programmes: agreeing taxonomies: and learning about behaviour change from other industries.

The inaugural meeting MA-1.1 will be hosted by BUPA at their London HQ on Feb 25<sup>th</sup> and we are delighted to have a first class agenda and high level attendance.

There is still time for relevant organisations to participate in this consortium. We are particularly interested in organisations close to the pharmacy industry. Contact

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### Open Innovation meets Big Data OIBD-5

OIBD- 5 is stretching the original Chesbrough model of Open Innovation to investigate and grasp a new class of open data innovation where the entity which is traded and embedded is a data rich asset/analytic which enables improved operations.

Members from across UK, Germany and Switzerland are starting to understand the inherent advantages of this ground breaking approach, including: almost instant benefit, avoiding 'not-invented here' and focussing on an area where value-add continues to increase even in low tech industries and in the face of commoditization. The consortium has recently worked on applications in 'health and wellness', 'wide area data' as well as engaging with European regulators and open-data projects.



The consortium has been invited to meet leading automotive companies in Munich on Jan 19 and 20 in order to find new business opportunities which overlap with this industry.

*"Insight from the collaboration with other companies and institutions dealing with the same topic really proved to be a jumpstart in many ways. DSM is still getting benefits from that collaboration. It was a non-commercial, non-salespitch initiative, very different from the usual stuff we get from suppliers."*

Massimo Mercuri - Royal DSM

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### Nano Carbon Enhanced Materials NCEM-3

The NCEM consortium helps its members understand and grasp new business opportunities arising from recent findings in nano-carbon (particularly carbon nanotubes and graphene).

It is led by Dr Bojan Boskovic, an expert in nano-carbon commercialisation, and has held meetings at member sites across Europe. It has worked with leading academic and government institutions and leading manufacturing companies such as Bayer, SWeNT, Thomas Swan, Applied Graphene Materials & Graphenea.



In 2013 NCEM members used the consortium as a vehicle to generate the idea for and win a 3.3M Euro EC FP7 project to manufacture ultraconductive lightweight nanocarbon-copper wires. Visit [www.ultrawire.eu](http://www.ultrawire.eu) for details.

We were pleased to win Airbus (Space and Defence) into the consortium recently and the consortium held its first meeting in the USA. We have ambitious plans to expand on this base to make its offering just as attractive to US based organisations as it is to those based in Europe. It is also building on its success with carbon-copper to explore carbon-polymer and other composite configurations.

*"I believe that consortia like this are a critical step towards bridging the gap between extraordinary science and products commercialization. We feel privileged to be invited to speak to a group that is interested in doing something as opposed to just talking about something."* - Dr Kyle Kissell, Technology Development Director from NanoRidge Materials, USA. **Contact:** [Bojan.Boskovic@cfbi.com](mailto:Bojan.Boskovic@cfbi.com)

### Social Media for Business SMfB-2

Having visited Cambridge, Hamburg, Glasgow and London this year the Social Media for Business will be hosted again by the University of Cambridge on 26<sup>th</sup> February

Members have found shared interests working behind closed doors under the Chatham House Rule. They are benchmarking, and learning best practises in choosing and applying social media in areas like human resources, creativity, managing communities, managing in a crisis as well as marketing & sales and measuring bottom line impact.



Regulators are starting to explore how they can permit critical data sharing in real time via social media, a concept that wouldn't have seemed possible just a few years ago. For many organisations the customer relationship is migrating into the world of social media. For all organisations, being on top of the opportunities in internal communication and the management of external relationships using social media is becoming increasingly important.

Members include: Airbus, American Express, BSKyB, Bosch Hausgeraete, Beiersdorf, GSK, Scottish Enterprise and Tchibo, Recruitment for SMfB-2 is now running.

*"The Social Media for Business Consortium provides a great opportunity to network, expand knowledge and challenge ways of working, amongst like-minded Brands and Industry experts. The collaborative environment developed by the Social Media for Business Consortium fuels an environment for learning that can add significant value to your Business, in a way that numerous conferences, or agency/vendor engagements fail to deliver."* Carl Barkey, Head of Social Media and Customer Experience, Global Network and International Card Services, American Express.

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### Inclusive Design ID-2

This consortium has grown considerably over the years. Today's members include P&G, John Lewis, Waitrose, Stora Enso, Transport for London, Heathrow Airport, Alexander Dennis, Glen Dimplex, Morphy Richards and the University of Cambridge. This is identifying new opportunities associated with transport/wayfinding as well as everyday products and services used by consumers.

Members have hosted meetings held in Cambridge, London and Reading to enable best possible engagement of their staff with the consortium's novel proposition of strategic benefit through inclusive design.



The consortium has also built a close relationship with EU Design for Europe project, led by the UK Design Council. Members are learning how to apply University of Cambridge Inclusive Design Toolkit to calculate population exclusion for a company's products and services, leading to the design of better products which delight more consumers. **Contact** [rob.morland@cfbi.com](mailto:rob.morland@cfbi.com)

### Microfluidics MF-6

CfBI's largest consortium continues to expand around the world as exciting new applications for microfluidics (aka lab-on-a-chip) come to market.

Working with the Royal Society of Chemistry this year the consortium has created 'yellow pages' for its industry. See [www.microfluidicsdirectory.com](http://www.microfluidicsdirectory.com) .



This year the consortium has been hosted by the Chinese Academy of Sciences in Dalian, China, by Microsoft Research in Boston and by the Institut Pierre-Gilles de Gennes in Paris. In the coming year it will be hosted by Becton Dickinson's Research Center in N. Carolina (Feb 16 &17) where (tbc) we will be addressed by the FDA and discuss shared interests around 'acceleration of innovation' and by Radiometer/DTU in Copenhagen (Apr 23 & 24) with Open Meetings (\*) in Cambridge, UK and Boston as well as (tbc) a study tour to Japan.

(\*) At each of these meetings we will organise an additional 'Open Day' where members present their products and services to a large, invited, audience with table top demonstrations and talks. *"Attending the MF consortium was a very interesting and fruitful experience to me."* - Francois LeBlanc  
Fluigent, Paris

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### **Coming Soon!**

CfBI is currently “scoping” with our established community of corporate members the possibility of adding the following new consortia to CfBI’s portfolio; “Assisted Living” (Aligning stakeholder interests in the light of upcoming Horizon 2020 opportunities); “Nano-Medicine” (in the space identified jointly by the microfluidics and nano-carbon consortia); “Regenerative Medicine”; “Cyber Security” and “Flow Chemistry”. We are also looking for new opportunities to cross-link our consortia to create even more member value. For the latest information on our consortia, members and processes please visit [www.cfbi.com](http://www.cfbi.com) or contact us on [ceo@cfbi.com](mailto:ceo@cfbi.com) ++ 44 1223 850173.

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