

## Centre for Business Innovation – Summer Briefing 2012

### Headlines

- Now in its fourth year and reaching out far beyond its Cambridge/European homeland, CfBI expands its portfolio of consortia delivering “collaborative advantage” to the world’s best companies;
- Microfluidics consortium (MF-4) now operates in the USA as well as Europe. We expect other consortia to follow this model in the coming year.
- Nano-Carbon-Enabled-Materials Consortium (NCEM-1) is now up and running with members from 5 countries on 2 continents.
- Open Innovation Practitioners’ consortium (OI-4) preparing for launch in its next cycle focussing on member needs in media, health and corporate venturing.
- Inclusive Design consortium (ID-2) helps top companies gain advantage with iconic designs suited to changing consumer demography.
- New consortia in Social Media, Cleantech, Nano-dispersions and Cybersecurity planned for autumn 2012.
- We are starting to explore ways in which members of different consortia might interact with each other.

### Nano Carbon Enhanced Materials NCEM-1

The blue-chip members of this consortium covering the entire length of the supply chain for graphene, carbon nano-tubes and related materials, have initially chosen to focus in on the following applications: electrical and thermal conductivity; structural materials as well as future electronics. The consortium is working with leading research groups around the world investigating member critical issues such as: Health and Safety, Supply Chain Strategies as well as Scenarios for Future Regulation. Also working alongside the upcoming European “Graphene Flagship” programme the NCEM-1 consortium has close links to R&D programmes worldwide and helps its members to stay in touch with the latest developments in this fast moving arena. The NCEM-2 consortium will launch early in 2013.



*“Many thanks for such an excellent NCEM kick-off mtg. Your personal nano-carbon knowledge, organization and preparation were top-notch.”* - Malcolm Burwell, International Copper Organisation, New York

Contact: [Bojan.Boskovic@cfbi.com](mailto:Bojan.Boskovic@cfbi.com)

### Microfluidics MF-4

The Microfluidics Consortium has expanded considerably in the last year. Reflecting its increasing membership of North American organisations, the consortium has undertaken going forward to deliver half its meetings in Europe and half in the USA. It has also extended its reach and influence by creating two “Open Meetings” (one in Europe and one in the USA) each year where members of the consortium present the consortium’s thinking and member products to a wider audience of users, regulators and influencers. Also the applications space is increasing beyond ‘high throughput screening’ and ‘point of care diagnostics’ to include: ‘circulating tumour cells’, ‘regenerative medicine’, ‘environment’ and ‘synthesis’ The consortium has engaged with significant industry influencers such as “NICE” and the “European Commission” and plans to pursue this agenda further and world wide.



*“Attending the MF consortium was a very interesting and fruitful experience to me.”* - Francois LeBlanc Fluigent, Paris  
*“Thanks-again for the fabulous event”* – Ali Tinazli SonyDADC, Boston

Contact: [peter.hewkin@cfbi.com](mailto:peter.hewkin@cfbi.com)

## Inclusive Design ID-2

ID-1 launched in Cambridge and held meetings in Munich, Berlin and Basel, finishing up with a packed two-day meeting back in Cambridge. Members included the BBC, Roche, Nestlé, Bayer, M&S, Royal Bank of Scotland and Bosch Siemens Hausgeräte. They worked together with our expert partner, the University of Cambridge Engineering Design Centre (EDC), 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. Following completion of ID-1 the CfBI and EDC have been working with a number of members to roll-out Inclusive Design within their businesses. We are now planning the next consortium, ID-2, to launch in the autumn. Contact us if you are interested in joining. With companies like BT, Nestlé, Ford and IBM showing the way this could be the right time for you to use Inclusive Design as a new tool for your designers and marketing teams to delight more customers and sell more product.



Contact

[rob.morland@cfbi.com](mailto:rob.morland@cfbi.com)

## 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. The consortium has recently focussed on : Open Innovation for Health and Wellness, Working with Research Institutes, Incubation, New Media and Corporate Venturing. A new cycle OI4 will begin in October 2012.



*"Many thanks for the great experience – a very interesting and enjoyable meeting".* Fabio Magrini – Medimmune, Cambridge  
*"Many thanks for this excellent OI3.2. It was great to host you and have such good interactions".* Michel Bernard – Google, Zurich

Contact: [peter.hewkin@cfbi.com](mailto:peter.hewkin@cfbi.com)

## Coming Soon!

We are currently "scoping" with our established community of corporate members the possibility of adding the following new consortia to CfBI's portfolio: "Social Media for Business" (a group for social media practitioners within blue chip companies to learn together about better practises in: Metrics, Governance and Dealing with Change); "Nano-Dispersions" (looking at the opportunities and challenges associated with a new generation of finely divided materials for sensing, therapeutics and novel functionality); "Cleantech" and "Cyber-security". 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