

Now in its 8th year, CfBI continues to expand its portfolio of consortia delivering “collaborative advantage” across Europe, the USA and beyond. Leading companies, government departments and research institutes participate to derive benefit from accelerated learning, cost sharing, influencing regulators, designing and promoting best practises, training as well as business development. All this is in the spirit of ‘open innovation’ with the the goal of ‘doing more with less’ Come and join us!

Headlines

- In 2015, sixty of the worlds’ best companies joined CfBI consortia. [See their logos here](#);
- Our newest offering launches in January. The Corporate Venturing Leadership Forum, where blue chips compare notes on best practise in working with small companies;
- Our [Microfluidics consortium](#) recently engaged with the FDA in the USA seeking new ways to accelerate the uptake and approval of microfluidics innovations. It meets next in San Francisco USA on Feb 12th;
- Our [Nano-Carbon-Enabled-Materials Consortium](#) enters its 4th year (NCEM-4) building on the success of its FP7 ‘Ultrawire’ project. NCEM-4 was hosted by Rice University in Texas last month;
- Our [Medical Adherence Consortium](#) is now in its 2nd year working with leading public and private sector bodies across Europe;
- Our [Social Media for Business consortium](#) (SMfB-2) visits Munich, London, Amsterdam and Paris as members look for novel ways to use social media on a global scale as a strategic tool to improve a wider set of Key Performance Indicators;
- Members of our [Open Innovation meets Big Data consortium](#) (now in its 5th year) see a new business paradigm drawing on external insights/analytics to make better evidence based business decisions. The consortium has worked on automotive and future retail;
- Now in its 3rd year Our [Inclusive Design consortium](#) together with the Engineering Design Centre in Cambridge is working with leading retailers and brands to create a tool to measure “senior friendliness” of everyday products and services;
- CfBI is investigating potential new consortia including: 3D-Printing/Additive Manufacturing, Internet of Locatable things and Regenerative Medicine.

Corporate Venturing Leadership Forum CVLF-1

Our latest consortium starts in January. We have a few more places available.

Focusing on the the changing role of Corporate Venturing as a means to innovate. The traditional model of Corporate Venturing as a Venture Capital fund with a specific focus is undergoing a radical pivot to focus earlier in the product lifecycle; not only investing less with more companies but also with an increase in accelerators, incubators and most recently the development of collaborative ecosystems. This consortium brings together leading European players who are leveraging the potential of working with SMEs and other stakeholders to drive future product growth and protect against disruptive technology.



We are pleased to announce that Professor Erko Artio, Professor of Entrepreneurship and Technology Transfer at Imperial College is advising CVLF-1. A world authority on corporate venturing, he has worked with Nokia Ventures and Microsoft and is currently co-investigator for the digital city exchange - a smart city initiative.

European member organisations come from Telecoms, Technology (IT, Food Tech, Health Tech), Engineering, Utilities, Transportation and Financial services sectors. They all have a common desire to fuel innovation and sustain growth in markets they currently operate in or are looking to move into.

The detailed work program is evolving to meet member demand. It is likely to include: What type of venturing activity works best when? What does success look like and how should it be measured (KPIs)?; Communicating your purpose with impact to the wider corporate; Finding and attracting SMEs and other stakeholders into the ecosystem; Leveraging the global corporate sales channel.

The inaugural meeting is set for January 2016 and there is still time for relevant organisations to participate now and shape the final program.

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Medical Adherence MA-1

Shortly to enter its second year, the CfBI Medical Adherence consortium sees members from the following organisations: AbbVie, Academy of Medical Sciences, Alliance Healthcare, AstraZeneca, Atlantis Healthcare, BUPA, GSK, KCL, NICE, Omnicell, Patients Know Best, Philips, Royal College of Physicians, Teva Pharmaceuticals, Tunstall, UCL, Vodafone and Wallgreens Boots Alliance. Sensitive to the constraints under which member companies operate, this consortium has identified shared interests which can be efficiently



pursued by a group of organisations with a global footprint to address the \$ trillion problem which arises because patients do not always follow the advice of their healthcare practitioners.

The consortium is focused on two major perceived obstacles preventing widespread takeup of adherence initiatives: economic and regulatory. With both of these the aim is to engage with the wider healthcare community to ensure that the risks, benefits, and costs associated with medical adherence improvements are aligned for all stakeholders.

"Thank you for a fantastic inaugural event. We, at Bupa, are really looking forward to playing a full part in the Consortium's activities to deliver the goals" Matt Bushell Director of

Commissioning BUPA

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Nano Carbon Enhanced Materials NCEM-4

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



As the findings of the Consortium's FP7 [Ultrawire project](#) reach the public domain, our focus is moving towards commercial realisation of the benefits of new nano-carbon enhanced materials. This enables the expansion of the scope of the consortium to include new types of composite materials (eg polymers, non-wovens and ceramics) as well as into new manufacturing processes (such as additive manufacturing).

"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 NanoRidge Materials, USA

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Social Media for Business SMfB-2

Now in its 2nd year this consortium is seeking to leverage the global awareness and uptake of social media to impact on an ever widening set of main board KPIs while also reducing costs in middle management and breaking down communications silos.



This premium, confidential, community, with non-competing members from France, Germany, Holland, UK and Scandinavia building trust and carrying out benchmarks, has a global vision but is sensitive to vendor hype and challenges arising from rapidly changing platform infrastructure.

As well as classic marketing opportunities consortium members have also identified ways that SM can help them 'do more with less' in areas such as Customer Service, HR/Onboarding/Training; Threat Analysis; Stimulating Creativity; Global Roll-out and Management of SM at scale.

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Open Innovation meets Big Data OIBD-5

Driven by member curiosity and needs OIBD- 5 is stretching the original Chesbrough IP trading 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 evidence based management.



Having worked with automotive industry and 'future retail' across Europe to test how this new paradigm can be applied to benefit them with 'Net New' sources of value the consortium is currently reaching out to Financial Services, Smart Cities, Health & Manufacturing.

"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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Inclusive Design ID-3 Through its close links with the Engineering Design Centre at the University of Cambridge, CfBI has brought together leading researchers and practitioners to deliver a second one-year consortium programme (ID-2) where companies learned together, sharing experiences and receiving practical support for this major new business opportunity to develop 'senior friendly' products and services.



The Consortium concluded in November 2015 with a very successful fifth meeting, hosted by Heathrow Airport. This included a 'wayfinding' exercise in the new Terminal 2 (The Queens Terminal), where members took on the 'personas' of elderly travellers and navigated both departures and arrivals halls. ID-2 members included: Transport for London, Heathrow Airport, Proctor and Gamble, John Lewis, Waitrose, GSK, Stora Enso, Alexander Dennis, Glen Dimplex and Morphy Richards.

Following on from the success of ID-2, our third Inclusive Design Consortium (ID-3) is now preparing for launch in Q1 2016. ID-3 will develop an enhanced version of the EDC's well-known Exclusion Calculator. The Calculator enables designers to formally assess the demand required to carry out a task (e.g. unwrapping a product, getting onto a bus) across a full range of human abilities, including vision, hearing, cognition, reach and dexterity and mobility. It uses a unique dataset which captures the occurrence of multiple capability impairments across the UK population. The membership fee includes a licence to use the new Calculator across the member company.

Companies joining ID3 can expect to quickly make back the cost of participation (including cost of staff time) through increased sales and/or reduced costs of their first Inclusively Designed product.

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Microfluidics MF-7

With the mission to grow the market for Microfluidics enabled products and services, CfBI's largest consortium continues to expand around the world as exciting new applications for microfluidics (aka lab-on-a-chip) in areas such as personalized medicine, regenerative medicine, chemical synthesis, environment and food testing become economically viable.



We continue to work on Standards and design guidelines with authorities in Europe and the USA.

In the coming year MF-7 will visit Berkeley (Feb 12th), Germany, Boston (* June 23/24), Dublin (* October together with the uTAS conference) and then Cambridge. (*) 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.

"This huge event for microfluidics researchers was extremely interesting to establish a network and find synergy in microfluidics experiences". Eloise Pariset Merck Group.

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Coming Soon!

CfBI is continually “scoping”, with our established community of corporate members, the possibility of adding new consortia to CfBI’s portfolio. 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 or contact us on ceo@cfbi.com ++ 44 1223 850173.

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