



Now in its 9th 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, project 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 goal of ‘doing more with less’. Come and join us!

Headlines

- In 2016, more than fifty of the worlds’ best companies joined CfBI consortia. [See their logos here;](#)
- Expanding on our traditional formula, CfBI held its first “Summer Innovation Summit” at Trinity Hall in Cambridge in July. Findings of the summit help refine our offering & seed future consortia. Plans are afoot to build on this in 2017
- Our [Microfluidics consortium](#) is expanding into new opportunities for testing of cells/tissue/organ on a chip. It meets next in San Francisco USA on Jan 27th
- Our [Nano-Carbon-Enabled-Materials Consortium](#) enters its 5th year building on the success of its FP7 ‘Ultrawire’ project. 2017 Meetings in Madrid & Boston
- Our [Medical Adherence Consortium](#) is now in its 3rd year working with leading public and private sector bodies across Europe
- Our [Social Media for Business consortium](#) (SMfB-3) is funding development of proprietary tools enabling members to improve digital communications impact
- Our [Open Innovation meets Big Data consortium](#) (OIBD-6) sees a new paradigm drawing on external data insights/analytics to make better, evidence based, business decisions in smart homes, open banking & future healthcare
- Now in its third year Our [Inclusive Design consortium](#) (ID-3) together with the Engineering Design Centre in Cambridge is funding a new Exclusion Calculator development project to give its members strategic advantage by growing the market for their products
- CfBI is investigating potential new consortia including: 3D-Printing/Additive Manufacturing, Future of Insurance, Regenerative Medicine and Brexit Tactics.

Open Innovation meets Big Data OIBD-5

Driven by member curiosity and needs OIBD- 5 is stretching the original Henry 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.

This opens up new business opportunities but also new challenges regarding permission, ownership and trust in the face of emerging legislation such as GDPR



The consortium is pushing deeper into applications of its thinking into growing markets such as open banking, smart homes, connected health and connected cars.

“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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Medical Adherence MA-3

Soon to enter its third year, the CfBI Medical Adherence consortium includes members from the following organisations: Academy of Medical Sciences, Alliance Healthcare, AstraZeneca, Atlantis Healthcare, GSK, KCL, NICE, Omnicell, 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 areas where obstacles are perceived as preventing widespread take-up of adherence initiatives: the economic and regulatory areas. 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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Corporate Venturing Leadership Forum CVLF-1

Our Corporate Venturing Leadership Forum (CVLF-1) enters the New Year with a full program for corporates who are making working with Start-ups and small companies a commercial reality.

The CVLF consortia is focussing on those innovators who are engaging with other companies and start-ups to bring new innovation, tackle disruption or access to new markets for the corporate.

Members are looking at many relationship models, including incubators, accelerators and digital ecosystems. This activity is no longer seen as a corporate PR stunt, our members are commercially driven and engage to find solutions that drive significant corporate benefits, both furthering corporate strategy and also delivering tangible financial goals. They are facing and overcoming internal barriers of commercialising new products through corporate channels as well as external factors of hype.

Members come from across Europe and all industries, but are focussed in those that are currently being disrupted the most: Automotive/ Logistics, Financial, Insurance and ICT. These clusters benefit from in-depth industry knowledge of their peers as well as from new insights from outside the industry.

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.

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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).

With recent members including GE Research (US), Bose Corporation (US), Airbus Space and Defence (UK/F) and Nexans (F) the group makes regular visits to the USA and is involved in R&D bids on both sides of the Atlantic.



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, inks 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-3

Now in its 3rd year and having recently visited Munich, London, Paris and Amsterdam, 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. Our approach is driven by scientific evidence – not agency speak.



Impressed by the work of Professor David Stillwell at the University of Cambridge, the SMfB-3 consortium is funding development work in the profiling of individuals based on their social media activity. This has been shown to: identify communications strategies with increased impact; help build teams which are better at working together; identify individuals who might make good team members. This work will give members access to advanced tools and techniques to improve their dialogues with key partners and stakeholders.

We meet next in Cambridge on Feb 1 & 2

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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 third one-year consortium programme (ID-3) where companies learn together, sharing experiences and receiving practical support for this major new business opportunity to develop 'senior friendly' products and services.



In 2016 ID-3 members included: BT, Nestle, Proctor and Gamble, Stora Enso, Reckitt Benckiser, Smith and Nephew and Transport for London.

During this year consortium members funded a new project to specify and deliver enhanced versions of the EDC's well-known Exclusion Calculator in both Excel and online forms. 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. Members benefit from a licence to use the calculator to measure the usability their own (and their competitors) products by older people.

ID3 members quickly earn back the cost of participation through increased sales and/or reduced costs of their first Inclusively Designed product.

Inspired by this success the consortium is discussing new opportunities to benefit members through inclusive design.

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Microfluidics MF-8



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, homeland security and food testing become economically viable.

Driven by member needs, we have recently grown our global activity in developing infrastructure for the upcoming generation of cell/tissue/organ on a chip.

In the coming year MF-8 will visit Stanford (January 26/27th), ETH Zurich (April), MIT Boston (June), Singapore and then Amsterdam. We plan to grow a 'chapter' of the consortium in California.

"The 2016 Dublin meeting was among the best I have attended for content and networking – well done" Darin Latimer Director of Strategic Innovation Danaher Group USA.



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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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