

As a contact of the Centre for Business Innovation allow me to share with you our SummerYear Briefing for 2015. Having trouble downloading this email? See pdf version at

<http://www.cfbi.com/SBriefing2015.pdf>

With kind regards,

Peter Hewkin (CEO)

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

- Now in our 7th year, CfBI operates seven different consortia in our tried and tested format – for members across Europe and also the USA. Read about them below;
- Our newest offering is the Corporate Venturing Leadership forum, where blue chips privately 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 Cambridge UK on Sept 21/22 (with an Open Day on the 22nd)
- Our Nano-Carbon-Enabled-Materials Consortium enters its 4th year (NCEM-4) building on the success of its FP7 ‘Ultrawire’ project & is expanding into the USA;
- Our Medical Adherence Consortium meets on July 21st in Weybridge UK (hosted by Wallgreens Boots Alliance and working with NICE / EFPIA / MHRA);
- Our Social Media for Business consortium is entering its second year (SMfB-2) expanding across Europe as members look for new ways to use social media on a global scale as a strategic tool to address key KPIs;
- 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;
- 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;
- We are pleased to welcome Adam Swash (ex Experian) and Emmanuel Carraud (digital native and m-entrepreneur) to [our team](#);
- CfBI is investigating potential new consortia including: 3D-Printing/Additive Manufacturing, Internet of (Locatable) Things and Business Risk/Cyber-Security.

Corporate Venturing Leadership Forum CVLF-1

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; 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.



Member organisations from Telecoms, Technology (IT, Food Tech, Health Tech), Engineering, Utilities, Transportation and Financial services sectors from across Europe 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 will be set by consensus of the members, however, we expect these to include: 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 impact of regulation on corporate venturing; Working with SMEs outside your region (Israel and Korea have already been mentioned); Exiting the relationship.

The inaugural meeting is set for early December 2015 and there is still time for relevant organisations to participate now and shape the final program.

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Medical Adherence Consortium MA-1

With members including: AstraZeneca, GSK, Philips, Walgreens Alliance Boots, BUPA, Abbvie, Tunstall, NICE and EFPIA and 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 current focus of the consortium is twofold: to explore the potential of a brand-agnostic patient support programme, and to establish a fruitful channel of discussion with the health regulatory authorities. The next meeting (21st July) will develop both of these themes.

"Thank you for a fantastic inaugural event. We, at Bupa, are really looking forward to playing a full part in the Consortia'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 takes it also into 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 Contact: Bojan.Boskovic@cfbi.com

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



Managed by 'digital native' Emmanuel Carraud the consortium seeks to understand and benefit from the lessons learned by fast moving and tech savvy new entrants as well as the experiences of global players as they seek to identify best practise for global scale up.

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 HR/Onboarding/Training; Threat Analysis; Stimulating Creativity; Global Roll-out and Management of SM. Contact: emmanuel.carraud@cfbi.com

Open Innovation meets Big Data OIBD-5

Driven by member curiosity and needs 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 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 the consortium is currently reaching out to Financial Services, Sustainability, Smart Cities and 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



are learning together, sharing experiences and receiving practical support for this major new business opportunity to develop 'senior friendly' products and services. Its members include: Transport for London, Heathrow Airport, Proctor and Gamble, John Lewis, Waitrose, GSK, Stora Enso, Alexander Dennis, Glen Dimplex and Morphy Richards.

The third Inclusive Design Consortium (ID-3) is now in planning. 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.

Companies joining the Consortium can expect to 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-6

CfBI's largest consortium continues to expand around the world as exciting new applications for microfluidics (aka lab-on-a-chip) in areas as diverse as health, environment, food, cosmetics and energy come to market.



In the first half of 2015, we have been delighted to engage in dialogue with the FDA about how approval of microfluidic innovations might be accelerated and also have ambitious plans to engage with microfluidics start-ups.

This year MF-6 has been hosted by Becton Dickinson (in Carolina); Radiometer and DTU (in Copenhagen), Microsoft and the British Consulate (in Boston *). In the coming months we will visit Cambridge UK (Sept 21/22nd *); Amsterdam (Dec 7th) and San Francisco (Feb 15th) and are contemplated in 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.

The 7th annual cycle of the Microfluidics Consortium MF-7 begins in October.

"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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