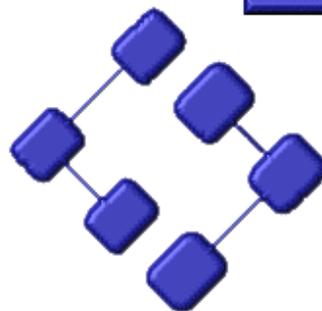


X Encontro ReINC
8 e 9 de novembro de 2007

INOVAÇÃO: QUAIS SÃO OS NOVOS CONCEITOS EM DISCUSSÃO NO MOMENTO?

Rafael Clemente



**GRUPO DE
PRODUÇÃO
INTEGRADA**

Alice no país das maravilhas...

...não importava o
quão rápido o
coelho corria...



...ele estava sempre
atrasado...

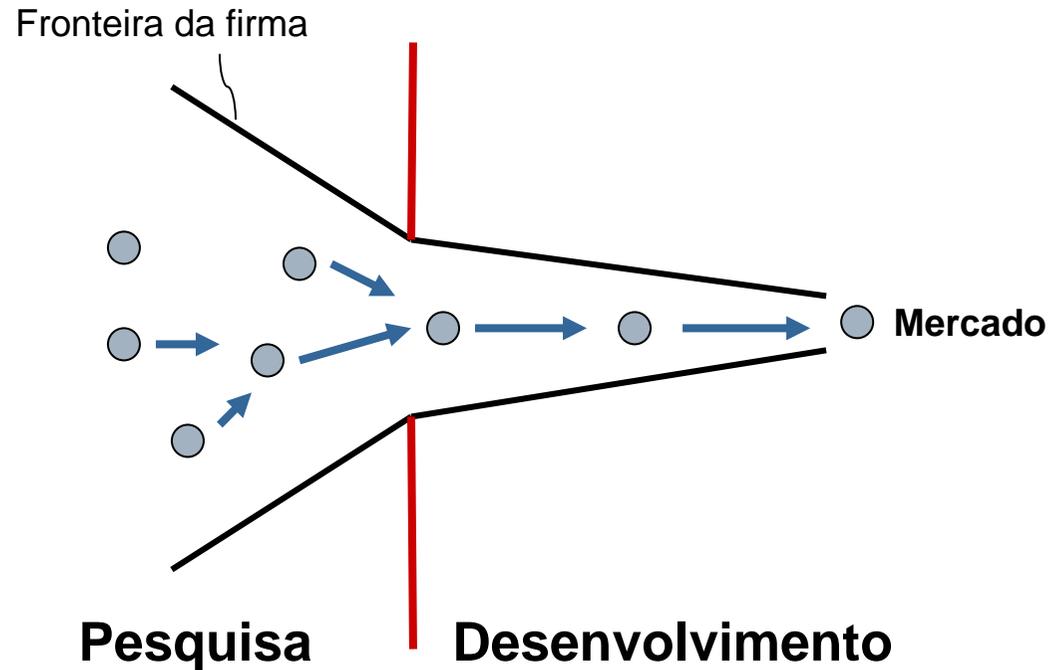
Inovação aberta

Colaboração em massa

Inovação na Base da Pirâmide



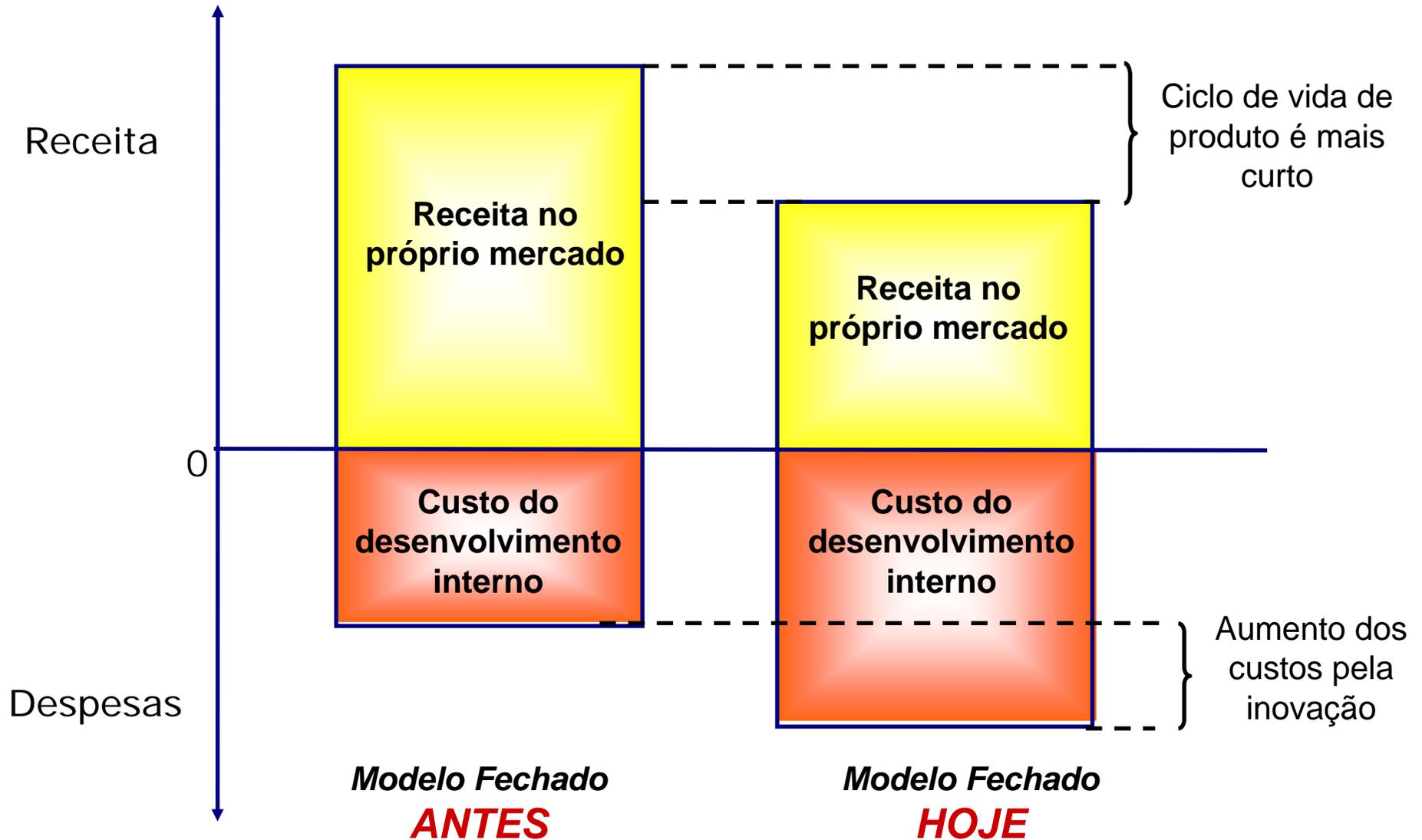
Modelo de inovação fechada



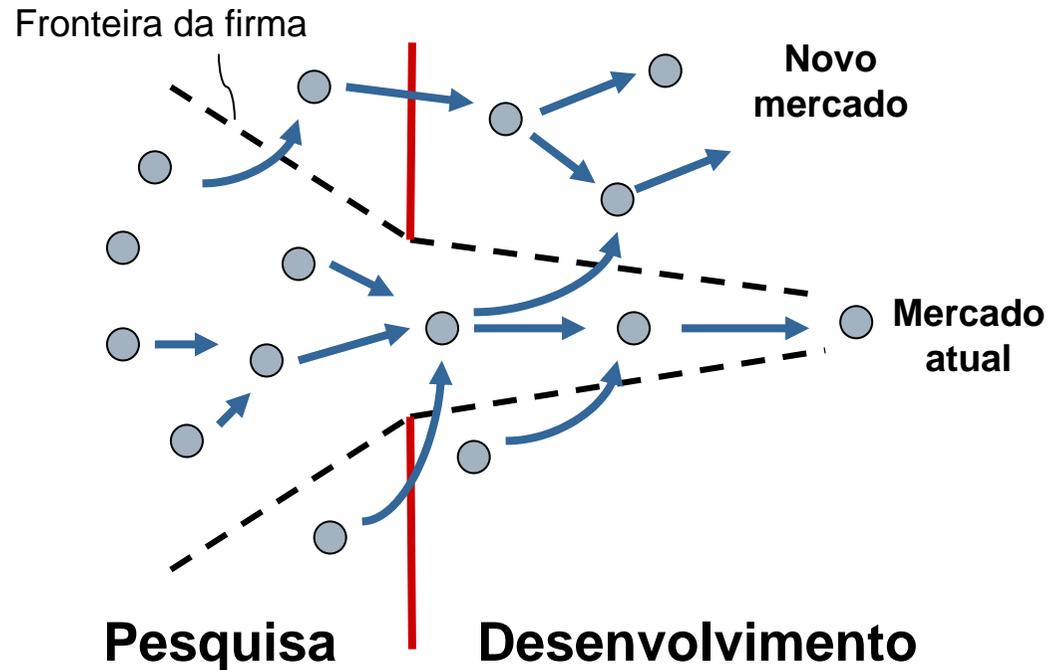
Na inovação fechada, uma empresa gera, desenvolve e comercializa as suas próprias idéias. Esta filosofia de autoconfiança dominava o P&D da maior parte das empresas no século XX.



Ambiente competitivo e o modelo fechado



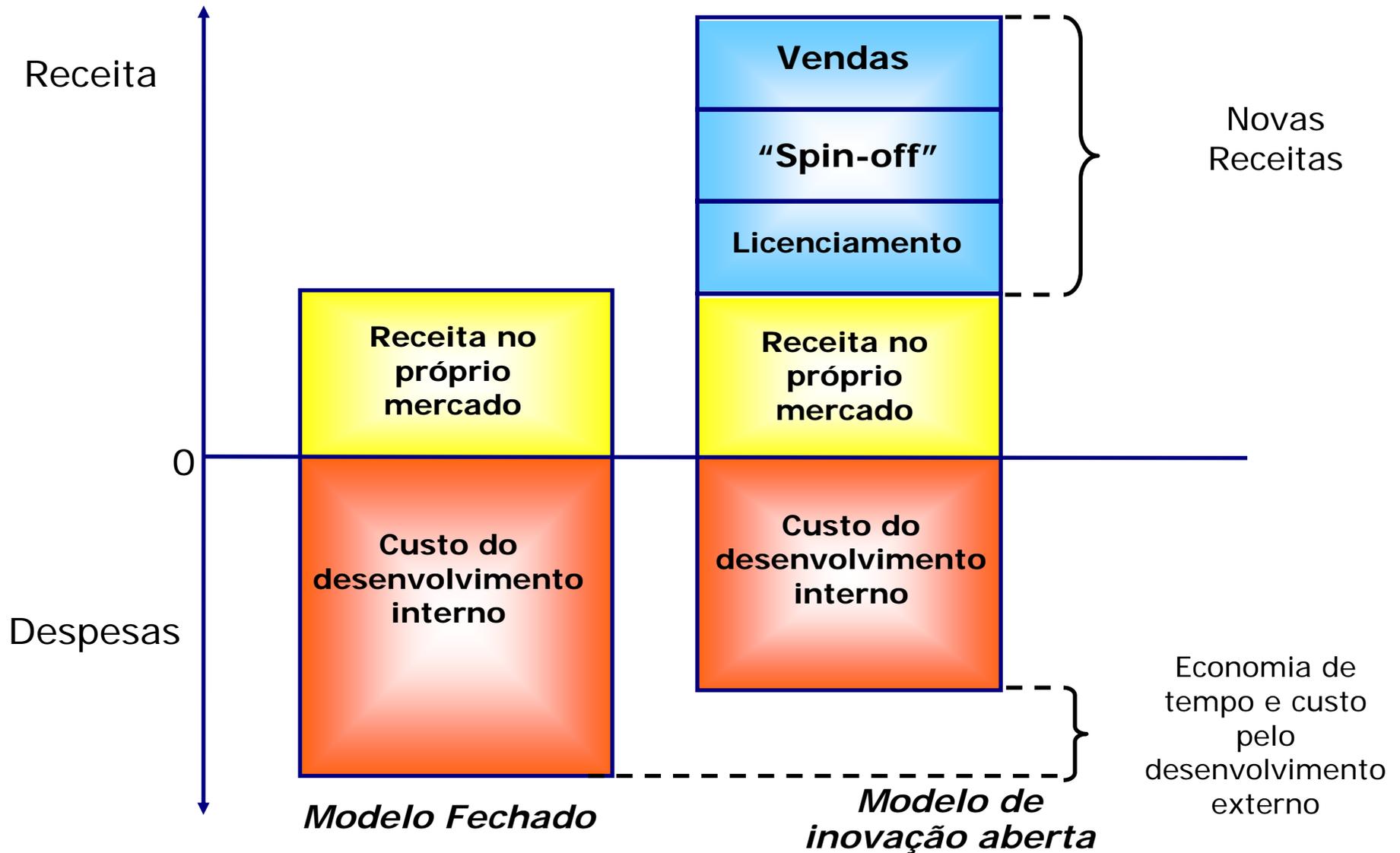
Modelo de inovação aberta



Na inovação aberta, uma empresa comercializa tanto a suas próprias idéias quanto inovações de outras firmas, buscando maneiras de levar suas idéias ao mercado através de caminhos externos ao seu negócio atual. A fronteira entre a organização e ambiente a sua volta é porosa, habilitando uma maior mobilidade das inovações entre os dois.



O modelo aberto



Caso de sucesso: Proctor & Gamble



□ Situação:

- Utilizava somente 10% das patentes em seu benefício em 2002
- Necessidade de crescimento orgânico de 4% a 6%
- Queda das ações de \$118 para \$52 em 2000

□ Modelo Connected & Developed

- Modelo aberto de P&D – “o meu centro de P&D é o mundo”
- Para cada pesquisador da P&G, existem 200 cientistas ou engenheiros de igual capacidade
- Uma estimativa de 1,5 milhões de talentos cujo potencial podem ser utilizados pela P&G



Caso de sucesso: Proctor & Gamble

- Atualmente 35% dos novos produtos possuem elementos de origem externa a P&G – meta de alcançar 50% de inovações com origem externa
- Redução dos investimentos em P&D de 4,8% das vendas em 2000 para 3,4% atualmente, com aumento de 60% da produtividade do P&D
- Pringles Print
 - Na rede de prospecção tecnológica identificou-se um professor italiano, dono de uma padaria em Bologna que desenvolvera tal tecnologia para bolos e biscoitos
- Crescimento de dois dígitos nas operações da América do Norte
- Política organizacional: caso uma idéia não seja levada ao mercado em três anos, esta será oferecida ao mercado, mesmo aos concorrentes diretos.



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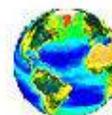


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 REMEDIATE LINGERING OIL
 DEADLINE:
 SEP 05, 2007
 \$15,000 USD

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Company Overview
NineSigma enables clients to source innovative ideas, technologies, products and services inexpensively by connecting them to the best innovators and solution providers from around the world.

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Our Clients

IP Category: Analog & Mixed Signal, Architecture & Main, Communication, CPU & Microcontroller, DSP, Interface/Peripheral, Memory Elements, Physical Library, Platform Based, Others, Country: IP, Legal Service, Patent Service, Business Service, Practical & Research, Integration, Verification, MPW/Testing

Hot Issue: Shanghai Silicon Intellectual Property Exchange (SSIPPE), an IP design center in China and Cadence Design Systems Inc. are joining forces to offer IP design consultation services for small- and mid-sized chip companies in the Yangtze Delta area.

Hot Technology: Top semicon companies to showcase latest tech at ESC-Taiwan. New regulations leading to steady growth of lighting control switches.

Learning Center: Setting of flux for flip-chip(s) CAD for Nanometer Silicon Design Challenges and Success(es)

Hot News: New Hua Hong NEC Awarded OHSA18001 Certification, Increase your Bench-Of-Chips in AU Opticonics, Downgrade in capacity utilization hits founders, Commentary: How to do an Intel in China, Nokia-Qualcomm patent war far from over, February chip sales saw 4.2% increase

New Products: Shanghai SIP Exchange, Serial-to-Wi-Fi module protects M2M applications, PCI Express deliver 20Gb/s performance, Four-PLL spread-spectrum timing chip cuts EMI, Shielded inductors suit tiny, EMI-sensitive designs

New IP: Shanghai SIP Exchange, FTUART10 - Faraday, FXDAC09HADA - Faraday, FICT10HADA - Faraday, FTPCI100 - Faraday

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Open Innovator's Toolkit: Put Open Innovation to Work for You.
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Tech of the Week
Anile, Mathematically Lossless Compression for Real-Time Medical Imaging and Other Applications -- Flexible and customizable to meet business requirements, this lossless compression algorithm offers real-time data performance for new platform imaging applications.

Chemical Analysis without Reagents -- Mid-infrared spectroscopic analysis takes a non-destructive snapshot of the molecular content of blood or other bodily fluids. Multiple analytes can be obtained from a single sample and measurement.

Maintain Food Crispness from Freezer Storage to Microwave Preparation -- Frozen foods often become soggy, dry, or rubbery when heated in the microwave. How can this be prevented?

Software, Electromechanical & Ceramics
The Technology Marketplace Report is a list of selected technologies from our databases.

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June, 2007 Ocean Tomo Auctions featured in IEEE Spectrum article, "Live Patent Auctions Tantalize Investors"
June 4, 2007 Ocean Tomo Completes First Pan-European Live Intellectual Property Auction with Record-Breaking Results
May 22, 2007 Ocean Tomo Auctions featured in Finextrung article, "Mobile IP's to Be Auctioned"

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Upcoming Events
July 18-19, 2007 The Chicago Club Chicago, IL
Symposium to discuss the creation of Intellectual Property Exchange Chicago

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Goldcorp is one of the world's largest gold mining companies with the strongest production growth profile among all major gold companies. Goldcorp, a Canadian based company with its corporate office based in Vancouver, Canada, employs more than 9,000 people worldwide. Goldcorp has 18 world class operations and development projects focused throughout the Americas with over 70% of reserves in NAFTA countries. Gold production for the first quarter of 2007 nearly doubled to 558,000 ounces compared to 295,100 ounces in 2006. Operating cash flows increased substantially to \$122.6 million, a 65% increase over 2006. Net earnings for the first quarter totaled \$124.9 million compared to \$92.4 million in 2006.

Goldcorp is a low cost gold producer and does not hedge or sell forward its gold production. Goldcorp shares are traded on the Toronto (TSX:G) and New York (NYSE:GG) stock exchanges.

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TOTAL PRIZES \$500,000 U.S.

Goldcorp's Red Lake Mine past production and 1999 proven and probable reserves total more than 6 million ounces of gold (186,620 kg)! We are exploring for the next 6 million ounces! "**the Challenge**" is designed to stimulate a global brainstorming within the industry. It is open to any individual, teams or organizations in industry, academia or government agencies.

This database is the culmination of on-going exploration at Goldcorp's Red Lake Mine and represents our exploration efforts and present understanding of the deposit. We believe geologists all over the world will benefit from this knowledge, just as we stand to benefit from your insight and ideas. We therefore invite you to examine this data, to pick out the important clues that might lead to the discovery of another high-grade orebody within the Red Lake Mine property. We believe the chances of discovery are excellent.

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The Big One



er subversive
y from

on /

Michael

Carnivale: Season 2



Daniel Knau
rivetingly cre
series conti
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Welcome!

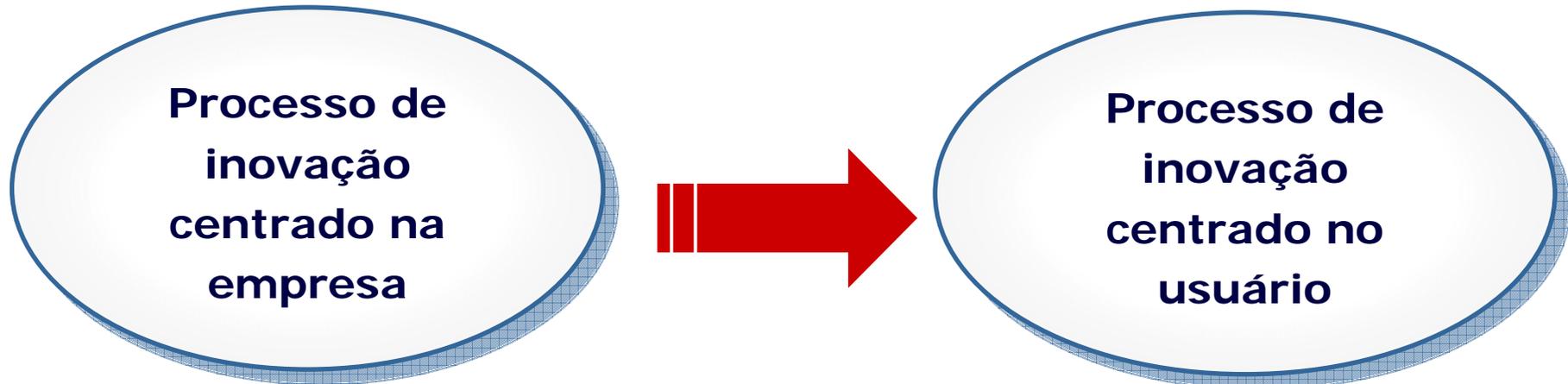
The Netflix Prize seeks to substantially improve the accuracy of predictions about how much someone is going to love a movie based on their movie preferences. Improve it enough and you win one (or more) Prizes. Winning the Netflix Prize improves our ability to connect people to the movies they love.

Read the [Rules](#) to see what is required to win the Prizes. If you are interested in joining the quest, you should [register a team](#).

You should also read the [frequently-asked questions](#) about the Prize. And check out how various teams are doing on the [Leaderboard](#).

Good luck and thanks for helping!

Colaboração em massa... democratização



- Lógica de incentivos para a inovação pelo usuário
 - **Prazer** pelo processo de inovar
 - Relação ganha-ganha na comunidade
 - Reconhecimento e projeção junto aos pares



Exemplos de sucesso



WIKIPEDIA

English

The Free Encyclopedia

1 920 000+ articles

Deutsch

Die freie Enzyklopädie

616 000+ Artikel

Français

L'encyclopédie libre

534 000+ articles

Polski

Wolna encyklopedia

408 000+ haseł

日本語

フリー百科事典

396 000+ 記事



Italiano

L'enciclopedia libera

327 000+ voci

Nederlands

De vrije encyclopedie

322 000+ artikelen

Português

A enciclopédia livre

276 000+ artigos



Español

La enciclopedia libre

260 000+ artículos

Svenska

Den fria encyklopedin

242 000+ artiklar



Questões importantes...

- A inovação gerada por esses usuários normalmente é difundida gratuitamente.
 - **Abre-se mão** da propriedade intelectual.
 - Voluntariamente a inovação se torna um bem público.
- Potencial de criação já demonstrou ser muito superior ao modelo centrado na empresa
 - Heterogeneidade dos consumidores
 - Sempre alguém pensando diferente, com um problema particular diferente

O desafio:

Como projetar **novos modelos de negócios** sustentáveis neste ambiente de colaboração em que as inovações são fortemente desenvolvidas pelos usuários e seus resultados abertos



Inovação na Base da Pirâmide



\$ 2.200,00



Direcionadas às necessidades e problemas dessa massa de pessoas

As condições deste ambiente exigem soluções criativas e novos modelos de negócios com alto potencial de escalada para outras camadas de mercado



Implicações

A desverticalização da inovação e a participação nas **redes globais de comercialização de tecnologias**

O incentivo a inovação a partir de **novos modelos de negócio...**
Base da Pirâmide – Disrupção
Colaboração



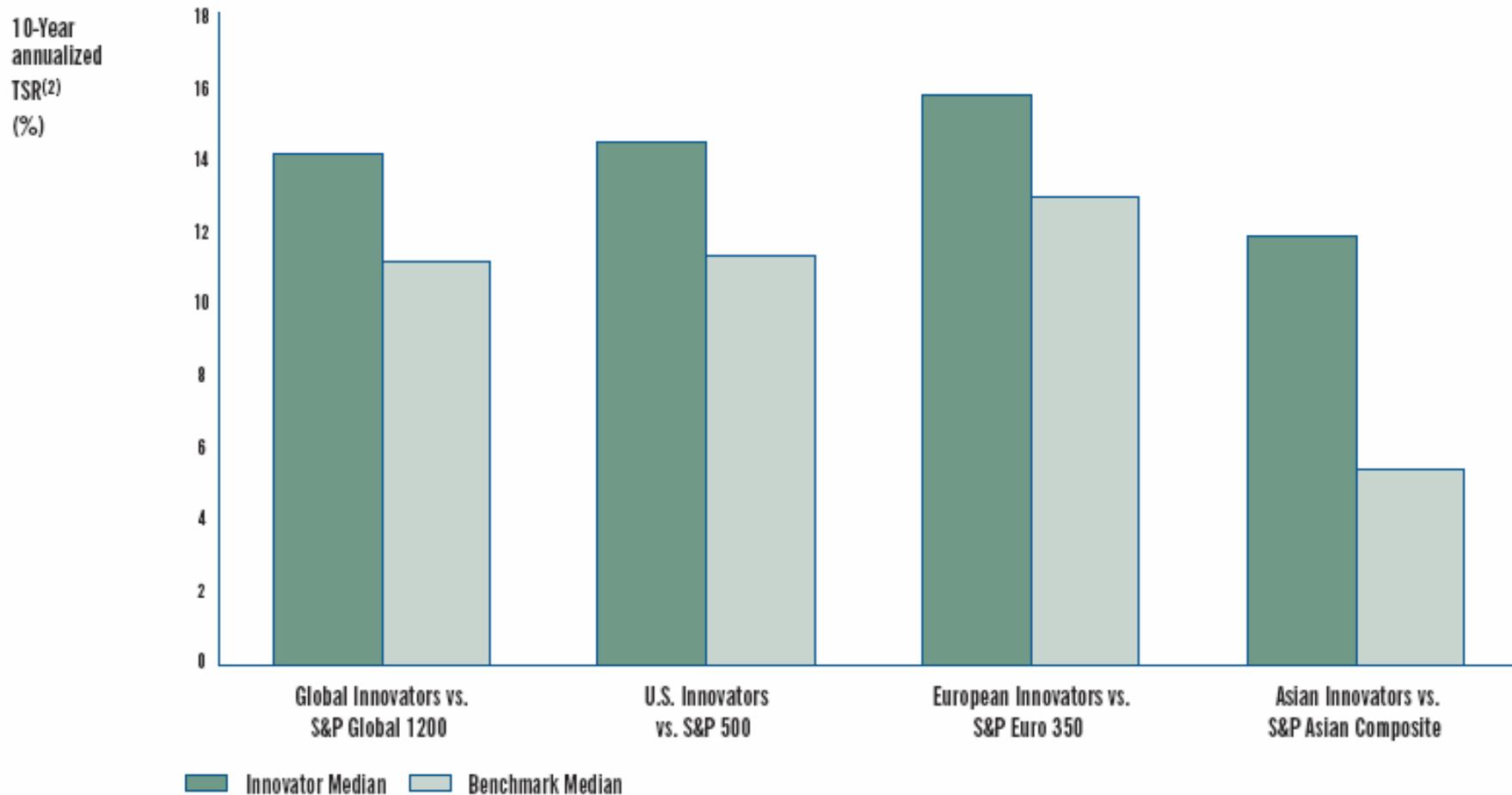
PORQUE inovar?



Porque inovar?

INNOVATIVE COMPANIES HAVE SUPERIOR LONG-TERM STOCK-MARKET PERFORMANCE

Total shareholder return for innovative companies⁽¹⁾ versus relevant benchmarks (1996 through 2005)



(1) As identified by survey respondents. "Global Innovators" encompasses the top 25 companies identified overall. The U.S., European, and Asian groupings encompass all of the companies domiciled in those respective countries/regions that were identified as innovative by respondents from those respective countries/regions.

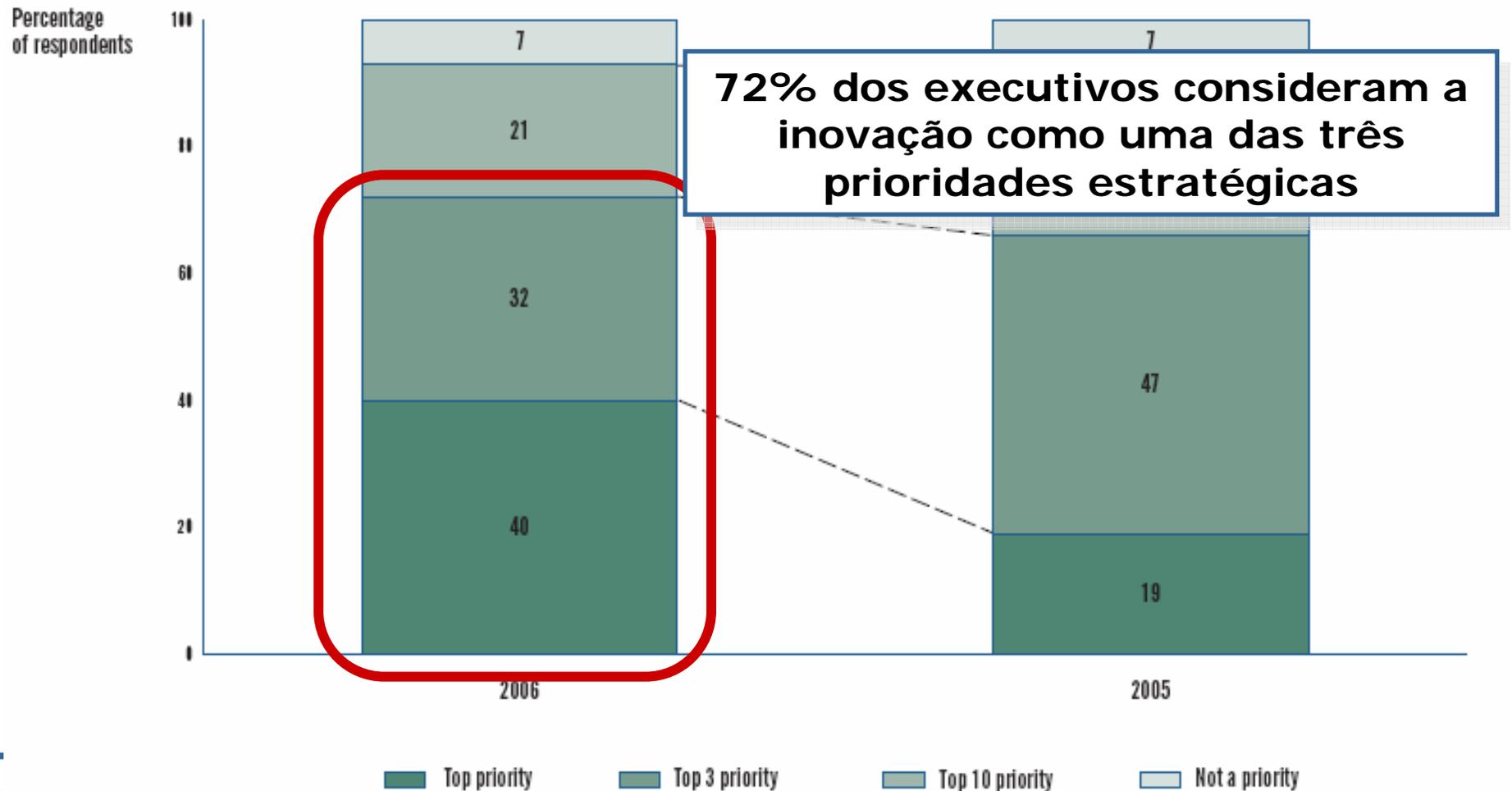
(2) Total shareholder return (TSR) is defined as capital appreciation (i.e., change in share price) plus dividends.



Porque inovar ?

...AS INNOVATION BECOMES A GREATER PRIORITY

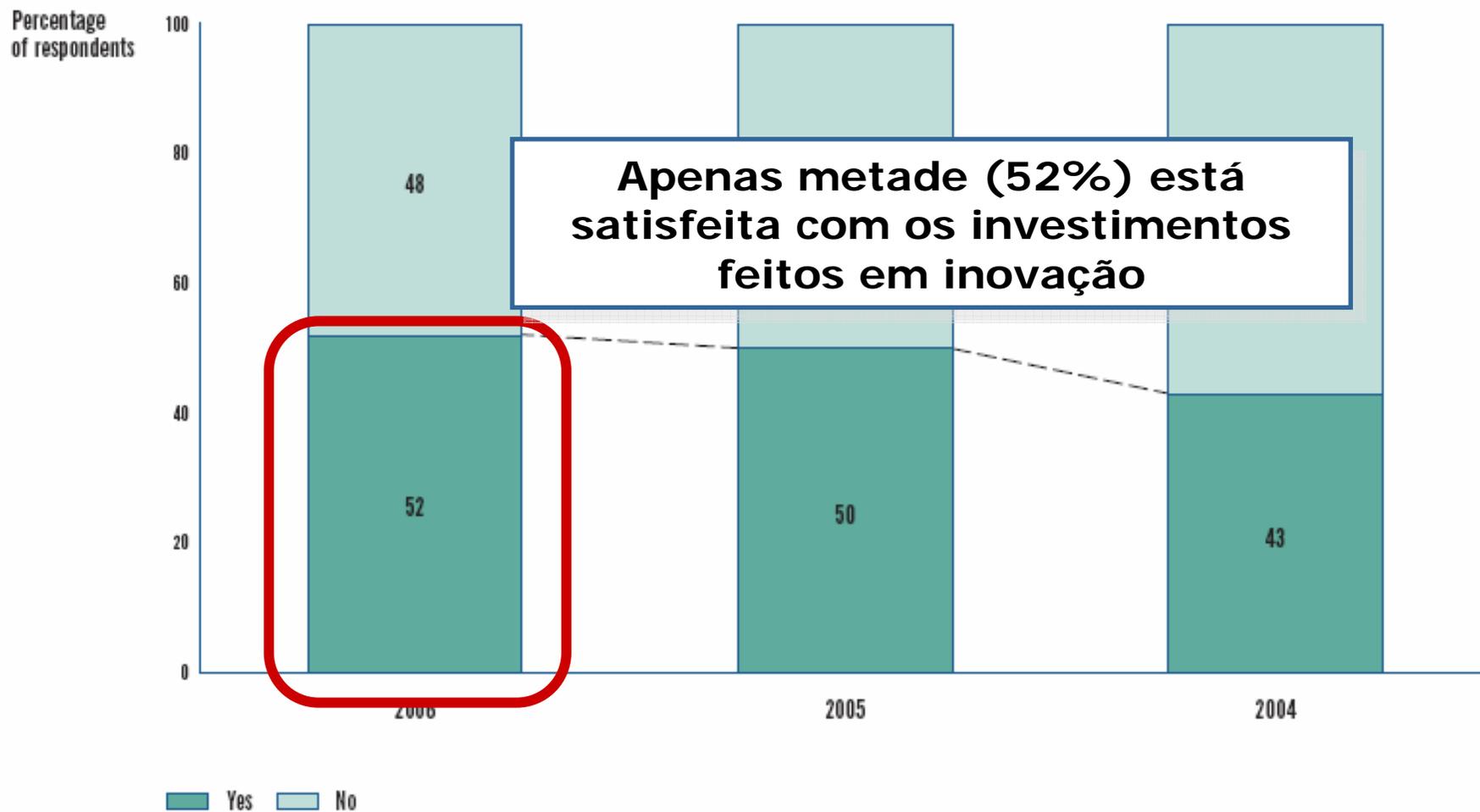
Where does innovation rank among your company's strategic priorities?



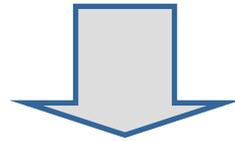
Como inovar?

DESPITE SOME IMPROVEMENT, DISSATISFACTION WITH THE RETURN ON INNOVATION SPENDING REMAINS HIGH

Are you satisfied with the financial return on your investments in innovation?



PORQUE inovar?



COMO inovar?



Sistemas Corporativos de Inovação

