

# Open Innovation paradigm : Research Public Institution's role.

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It's not that we need new ideas,  
but we need to stop having old ideas

Edwin Land  
(1909-1991)

# Open Innovation Paradigm

- We have to work with smart people inside and outside our company
- External R&D can create significant value ; internal R&D is needed to claim some portion of that value
- We don't have to originate the research to profit from it
- Building a better business model is better than getting to market first
- If we make the best use of internal and external ideas we'll win
- We should profit from others' use of our IP, and we should buy others IP whenever it advances our own business model.

# (Yet) Another big bang

- Coopetition (cooperation AND competition) is mandatory for all companies (open innovation paradigm)
- Collaboration between companies and academia is mandatory too (shortage of expertise, exchange of knowledge)

## BUT

- Academic labs are « long term » bodies : most of research have a 4/5 years (even more) target
- Company Biz. Units are « short term » bodies, market driven: most of R&D projects have a 12/18 months (even less) target

# « R&D Gap »

- Fill this gap is becoming part of the mission statement of public research institutes because
  - companies need their help and support (think about late corporate labs)
  - government highly support and recommend public-private partnerships, namely for promoting “valorisation” of research and (technological) innovation
- As any other move, it could be considered as an opportunity or a threat.

# Technology transfer

## How to create value from research

How to fill the gap ?



- Lower the transfer time between an idea and its commercialization
- Optimize the impact on real world problems
- Create standards to disseminate technological breakthroughs

# Three ways to fill the gap

- Build partnership with worldwide leaders
- Promote standards thru free access to research (e.g. open source software)
- Promote spin-off thru exclusive licenses considered as an asset and an entry barrier

# PRI spin-off policy

- The « trial and failure » strategy is a « cheaper, better, faster » way for testing new ideas, results, concepts
- To obtain some feedback from the « real world » and find out new scientific problems, hopefully.
- Actually, the spin-out company is the location where the value creation could take place. That's the reason we (INRIA) promote spin-out companies by sponsoring funds dedicated to hi-tech start-up.

# Concluding remarks

Large companies (LC) have to understand the open innovation process is not just a matter of cooperative R&D but it's also a business matter. Therefore

- They must handle the NIH syndrome within their R&D teams.
- They must go beyond cooperative research with SME and make business with them.

# Concluding remarks (2)

## For PRI

- How to optimize free dissemination and tax payers reward ?
- In knowledge based economy, could academic research be considered as a « special guest » ?