



IP PRAGMATICS

# Open Innovation Workshops

IP Pragmatics has found that Open Innovation workshops are particularly effective for multinational companies that have broad R&D interests which may not immediately fit with any one research group or department. In terms of structuring the workshops, IPP conduct them in such a way as to provide a forum for researchers to discuss solutions to a particular problem the company has. Through these brainstorming sessions new collaboration opportunities can be identified and then taken forward.

## The service:

In terms of methodology, IP Pragmatics would use non-confidential marketing material, summarising the University's existing IP and capabilities to liaise with target companies and set up Open Innovation workshops with the University. IPP would organise and lead these workshops on site at the University, a venue nearby or, if appropriate, its central London offices as the location. Ahead of each workshop IP Pragmatics would prepare a market brief and use this to direct the workshop towards finding areas of technology synergy with already identified market needs. Finally, it would capture all discussions and follow-up on all potential collaborative opportunities through to confidential discussions and any collaborations being struck.

## Approach:

The format for the workshops would involve presentations on specific projects from University scientists in areas that have been pre-qualified as of interest to the target company. The company representatives at the meeting (usually a mixture of technical staff and Open innovation managers) would also be expected to give presentations on specific identified technology needs that they have in order to stimulate discussion and gather feedback from the University researchers on possible collaborative solutions.

## Benefits to you:

- Access to a broad range of companies through IP Pragmatics' network
- Build on experience of previous events and knowledge of what companies are looking for
- Pre-screening of opportunities and identification of companies carried out for you
- We take care of all meeting logistics and arrangements
- Independent party to chair any meetings helps to facilitate discussions and provide impartial insight