

INFO5992 Introduction to IT Innovations

Week 5

Tutorial 5: Open Innovations adopted by Companies

In this week's Lecture, we studied 'Open Innovations' and looked into several concepts including 'Platform', 'Web APIs', 'Crowdsourcing / funding' and 'Open data'. These concepts are broadly used by companies for their proven values in creating innovations, expanding, as well as establishing new markets.

Within your group, select one of the following companies and then study its open innovation strategy. You may know that there have many other strategies, but we will focus on the ones we studied in the lecture. Each group should pick a different company – all have interesting strategies.

- Google for Entrepreneurs – <https://www.googleforentrepreneurs.com/>
- Samsung Next – <http://nationswell.com/samsung-next-challenge/>
- Walmart Lab – <https://www.walmartlabs.com/>
- Cisco Entrepreneurs in Residence – <https://eir.cisco.com/>
- GE Genius Link – <https://ge-geniuslink.com/>
- Microsoft ImagineCup - <https://imagine.microsoft.com/en-us>

Discuss and answer the following questions.

1. Which of the three distribution concepts are being used? Identify and briefly describe how it is used.
2. What is the strategy for the company with its open innovation? What is its mission / vision / purpose?
3. What are the benefits for the company? Similarly, what are the benefits for the user?
4. [Optional / Homework] There are companies such as eBay, and Facebook, which has the capacity to have their own open innovation platform (e.g., within their own company) but chose to use other platforms e.g., Topcoder <https://www.topcoder.com/> and Kaggle <https://www.kaggle.com/> What are the advantages and disadvantages when compared to companies with their own open innovation platform?