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OPEN INNOVATION

PREPARED BY

1. RUFİ ALİYEV - E23011006
2. RZA MİRZAYEV - E23011004
3. TURAL MAMMADLI - E23011005
4. TURAL ASGAROV - E23011006



CLOSED INNOVATION

- What is Closed Innovation
- What are the disadvantages
- How to convert to Open Innovation

WHAT ARE THE DISADVANTAGES

- It may lose the focus of others in the industry.
- The slow innovation process
- It can increase the working hours of others.
- Limited by internal budgets, payment required for all work.

OPEN INNOVATION

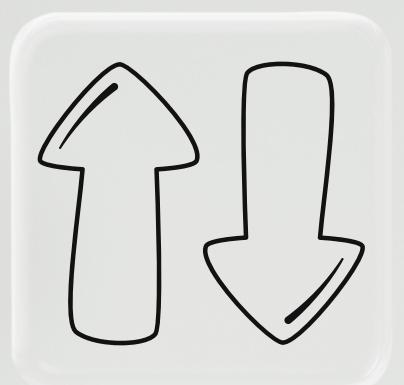
- What is Open Innovation?
- 3 kind of models
- What are the advantages



outside-in



inside-out



coupled

OUTSIDE-IN

DEFINITION

EXAMPLE

BENEFIT

INSIDE-OUT

DEFINITION

EXAMPLE

BENEFIT

COUPLED

DEFINITION

EXAMPLE

BENEFIT

ADVANTAGES OF OPEN INNOVATION.

- Its scope is wide.
- Offers greater access to research.
- It follows other approaches in the industry more closely.
- Can reduce costs by finding other people's research.

OPEN INNOVATION IN LEGO COMPANY

LEGO has embraced open innovation through initiatives like LEGO Ideas, where fans can submit ideas for new LEGO sets. The community votes on the submissions, and if an idea receives enough support, LEGO may produce it as an official set, with royalties going to the original creator. This approach not only engages LEGO fans but also allows the company to tap into a vast pool of creativity and imagination.



LEGO GROUP

AMAZON WEB SERVICE

AMAZON IN OPEN INNOVATION

AWS provides a wide range of cloud computing services and APIs that developers can use to build and deploy applications. By opening up its technology platform, Amazon has enabled a thriving ecosystem of third-party developers and startups to innovate and create new products and services.



ARTIFICIAL INTELLIGENCE

Open innovation is playing a significant role in advancing AI technologies. Organizations are leveraging open-source AI frameworks like TensorFlow and PyTorch, developed by companies like Google and Facebook, to accelerate AI research and development. Additionally, collaborative initiatives such as OpenAI and Partnership on AI bring together researchers, industry leaders, and policymakers to promote the responsible development and deployment of AI technologies.



**LET'S
ELEVATE
YOUR ONLINE
PRESENCE!**



THANK YOU.

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FELL FREE TO ASK
ANY QUESTION :)