



# Open Innovation Models Assessment – Success Levels (Case Studies) & Trends

Case Study

<b>Client</b>	A leading multinational CPG company
<b>Industry</b>	CPG – F&B
<b>Products</b>	–

## Engagement Scope

1

### Understanding Open Innovation

- What is the concept of open Innovation and has it evolved over a period of time?
- What are the different R&D models?
  - Open R&D Models | Closed R&D Models | Hybrid R&D Models
- What were the different ways/approaches of handling open innovation – traditional and modern?
- What are the building blocks influencing the success of open innovation?
  - External Factors (Research Environment)
  - Internal Factors (Culture, Values, and Mindset)

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### Success through Open Innovation

- What are the factors for success of collaboration?
- Which are the key building blocks to be considered for vis-à-vis decision?
- What is the role of different entities in the R&D ecosystem?
  - Industrial/Corporate Players
  - Government & Other Agencies
  - Society & Community
  - Academia & Universities
- How can the success of an innovation model be measured?

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### Key Findings and Conclusion

- What are the future trends around open innovation?
- What are the different enablers and barriers for open innovation?
- What are the approaches undertaken to tackle barriers?
- What are the best suited models of open innovation that can be used by the client?

## Background

- The client wants to understand various collaboration models and associated success factors to keep the pace of innovation and cater to the ever-changing consumer demands.

## Key Business Questions

- What are the various levels and models of open innovation?
- How has the concept of open innovation evolved over a period of time?
- What are the basic building blocks for success of open innovation?
- What were the traditional ways/approaches of handling open innovation?
- What are the success factors and metrics used to measure success for collaboration through open innovation?
- What are the expected future trends around open innovation?

## Research Methodology

### Secondary Research

- Conducted desk research to understand various open innovation models and factors influencing them
- Referred to annual reports, innovation reports, and published interviews to analyze success factors and metrics used by companies

### Primary Research

- Conducted 20 interviews with industry experts, including innovation leaders, strategy developers, and top C-level executives, to understand the evolving trends and future outlook of open innovation

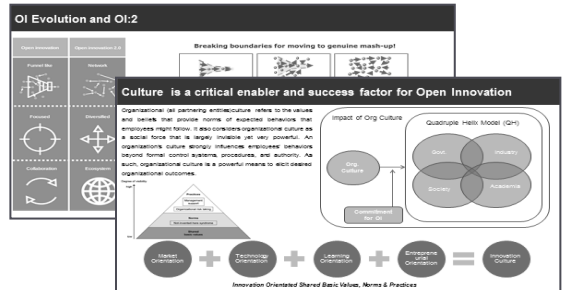
## Benefits to Client

- Successful open innovation models adopted by major players and competitors in the F&B industry
- Success factors and metrics used by players to measure success for collaboration through open innovation
- Trends analysis to understand the future outlook of open innovation

## Sample Analysis

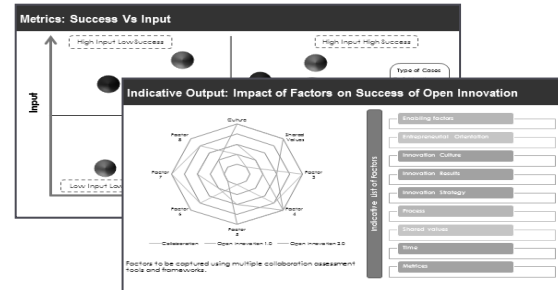
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### Understanding Open Innovation



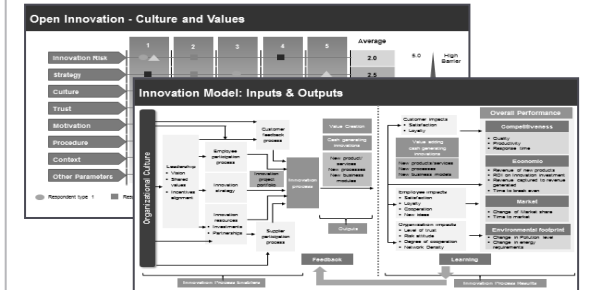
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### Success through Open Innovation



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### Key Findings and Conclusion



# Thank you

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