



A New Approach to Connecting For Business Growth

No one can do it alone!

Poker is a better game when you begin to play the cards

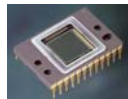
Mike Hield

Chief Executive IXC UK

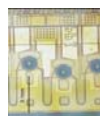
The Nature of Innovation



Canon
advanced simplicity



SONY



invent



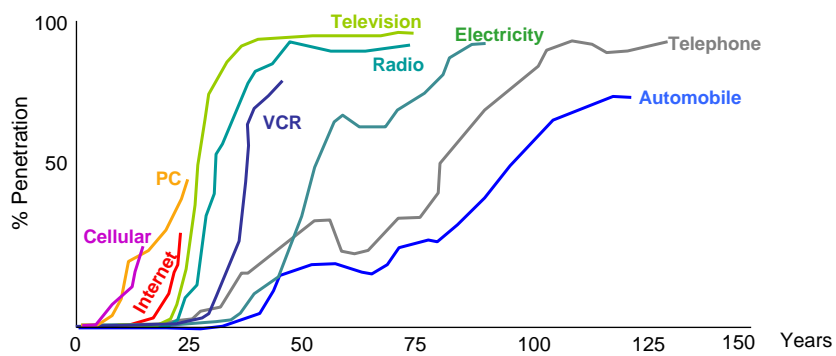
.... the world's largest
camera manufacturer



Innovation is discontinuous



The Thirst for Innovation



The quick and the dead



Innovation ?

Connecting ideas with the right technologies and capabilities.

Invention + Enterprise = Innovation

Global shift from closed industrial silos to increasing reliance on external resources and capabilities.

No one company (or economy) can do it alone – we must look outside for new products and technologies, and to find new opportunities for growth.

Creating a sustainable innovative business producing globally competitive products **year in year out** is no simple task



The game has changed!

Connecting ideas with the right technologies and capabilities.

Invention + Inspired Collaboration = Innovation

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“P&G employs about 7,000 people in its R&D units but globally there are 1.5 million scientists ... with expertise in P&G’s areas of interest. It doesn’t take a genius to figure out that if you can engage the brains of your 7,000 plus the key ones from that 1.5 million, you can build better products.”

Larry Huston, V-P of Innovation at Procter & Gamble.

“It’s no longer individuals toiling in a laboratory, coming up with some great invention. It’s not an individual. It’s individuals. It’s multidisciplinary. It’s global. It’s collaborative.”

Sam Palmisano, Chair, President and CEO, IBM



Economist Intelligence Unit BT sponsored report Nov 2006

- “Companies without borders”
- Collaboration is the norm – and increasing
- Considered as key to competitive advantage
- Biggest challenge is finding suitable partners
- Neutrality – trust on all sides – use 3rd party
- Success hinges on people skills.



Imagine:

if companies and academics were free to share their knowledge with one another without fear of giving a competitor an advantage.

the collective horsepower for creating new products and processes impossible to achieve by individual firms acting alone.



The **trusted** intermediary

- Facilitates exchange of information without compromising corporate or intellectual property
- Specialists in innovation, commercialisation and business development
- Operating inside member organisations under a strict Code of Ethics and unique confidential structure
- Search for and create deep connections for business growth
- Without prematurely exposing sensitive internal information/identity

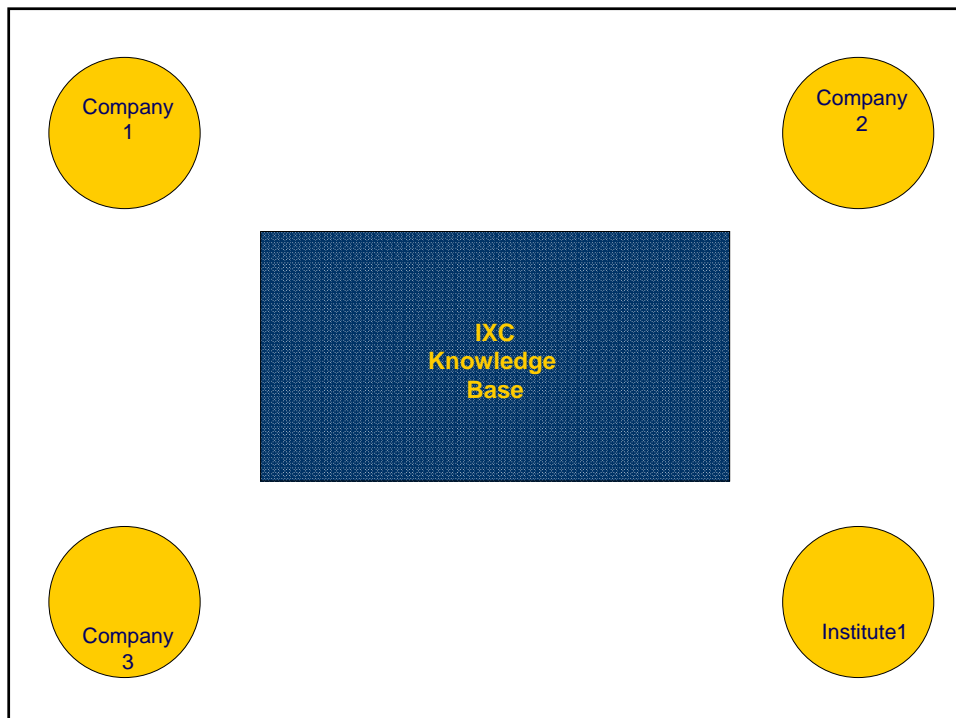


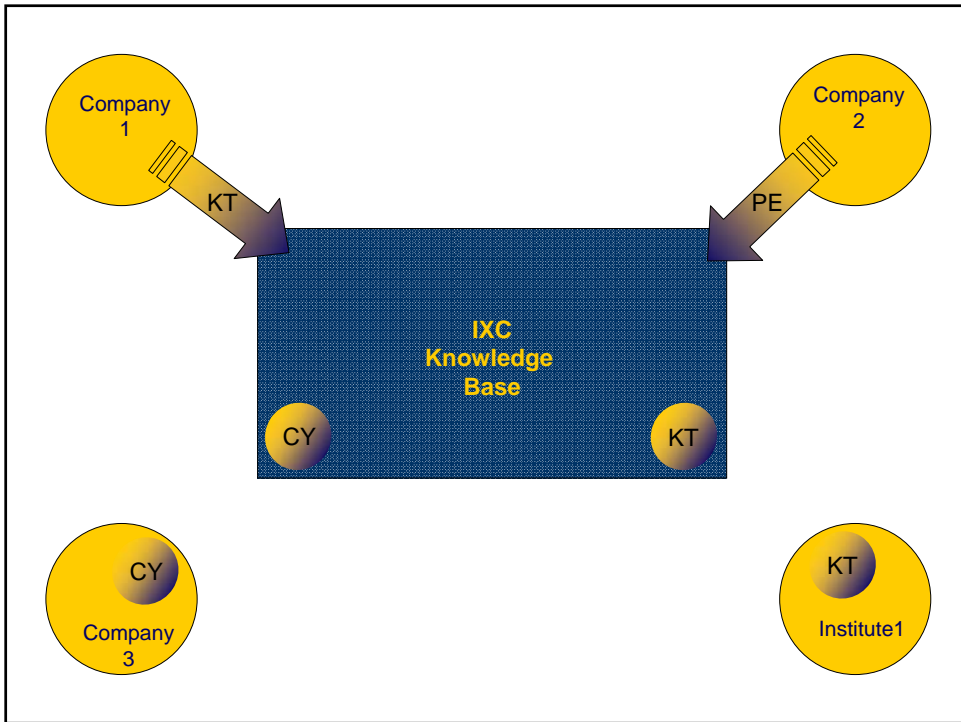
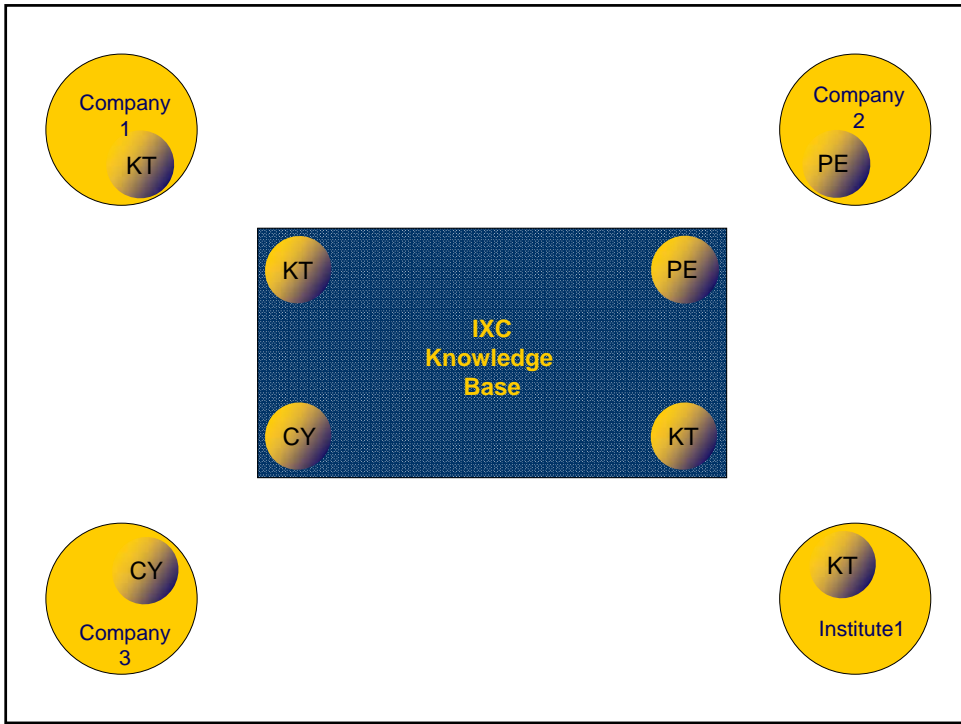
The InnovationXchange - IXC

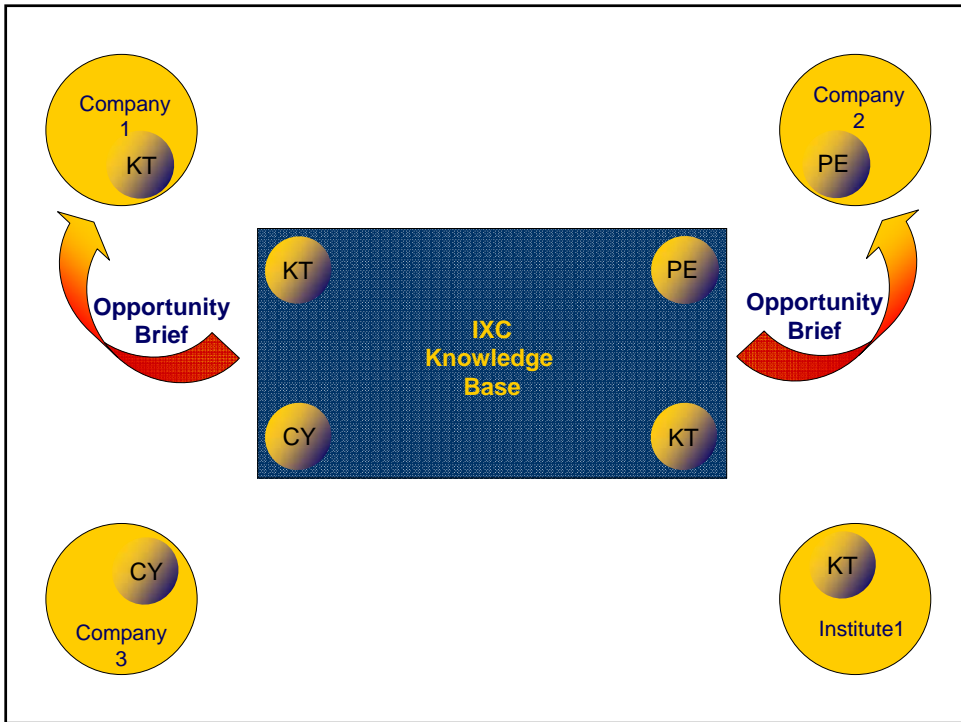
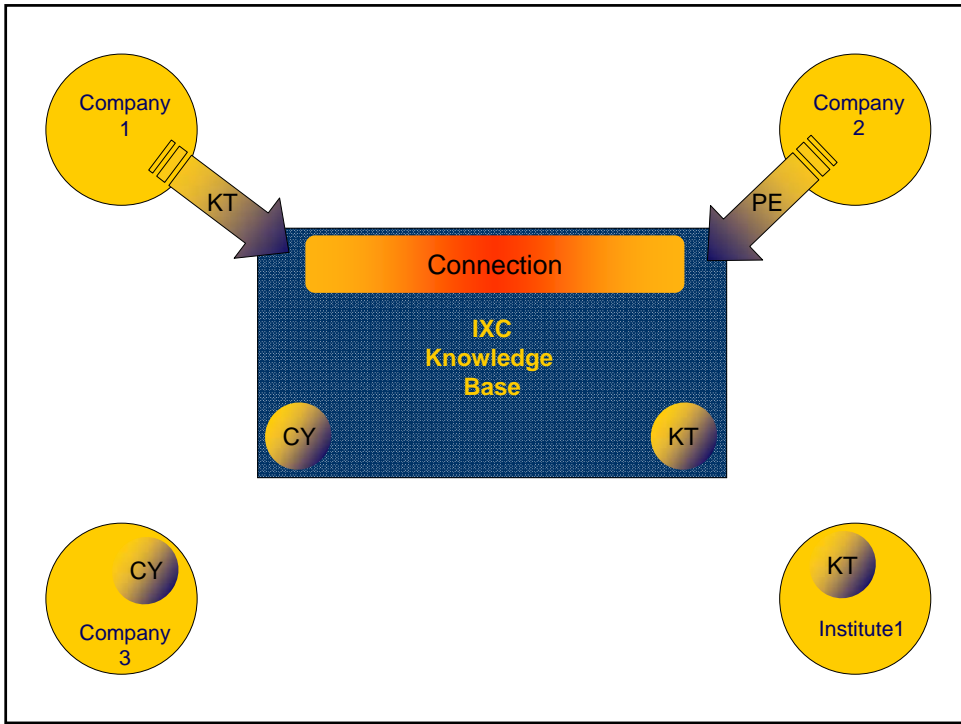
Commercially neutral, providing a trusted executive resource for its members' innovation, business development, research alliance and/or commercialisation teams.

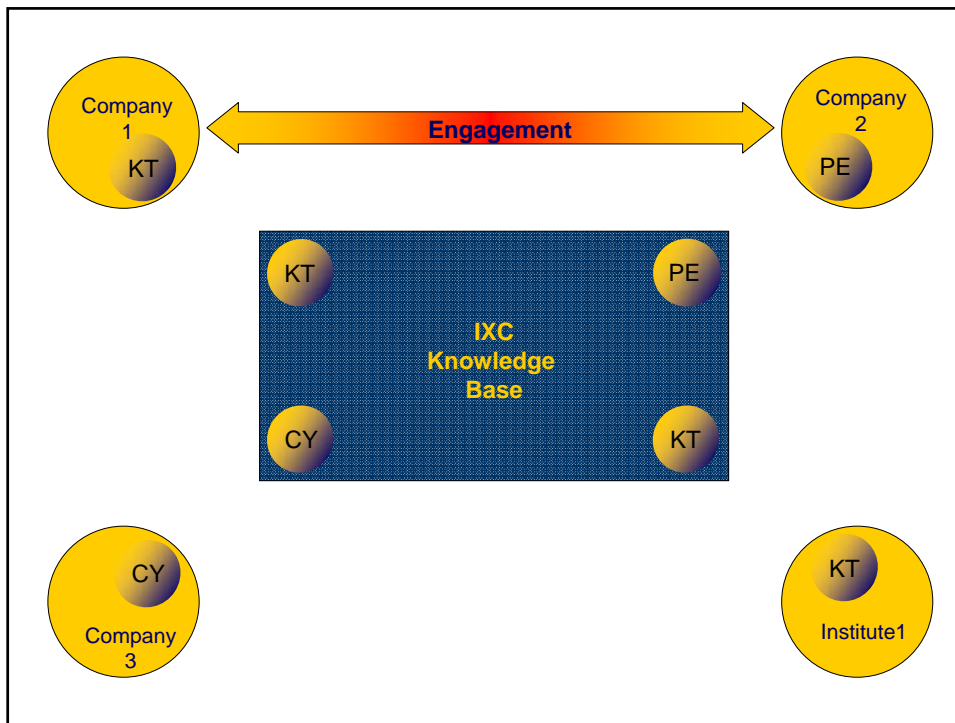
A network of Intermediaries work inside multiple member organisations, under a unique confidential structure, to search for and create connections for business growth.

Providing confidential linkages to extensive external networks around the globe - connecting the brightest and best .









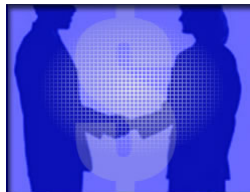
IXC helps its clients to

- Decimate Collaboration time to solve problems and create opportunities.
- Securely access external IP and find better ways to exploit their own.
- Accelerate business innovation and product development.
- Connect their internal programs to external networks, whilst preserving anonymity.



In Conclusion....

- No one player has all the answers.
- New ideas evolve from the boundaries of disciplines.
- Not all the smart people work for one organisation and not all technology or capabilities lie within one system.
- So Collaboration is vital.
- Step-change very often requires obtuse connections.
- Open innovation is critical.
- Speed is a commercial imperative.



A Final Comment

University of Birmingham & IXC can't do it alone
and so....
We would value your involvement.



