

Joint IEEE TMC Benelux/Germany,  
GOLD Benelux/Gemany, SB Eindhoven and R8 PA  
Two-Day Seminars and Workshops  
on

## **Open Innovation**

Oct 24-25 2008, Veldhoven

### **Ard-Pieter de Man & Maurice de Rochemont**

Ard-Pieter de Man and Maurice de Rochemont will first explain some theory on open innovation after which some practical examples are shown and the results are presented of the survey which has been held among you. This survey includes four quadrants of open innovation:

- § The open innovation strategy
- § The “outside in” perspective: which sources are being used by your company to improve innovation
- § The “inside out” perspective: which external entities are used to commercialize IP / innovation
- § The open innovation mindset

The result of this survey is an analysis of the open innovation aspects which are put into practice by you / your company. Ard-Pieter de Man and Maurice de Rochemont will give you an explanation about and provide you with feedback on the way in which you / your company puts the four above mentioned aspects of open innovation into practice.

In order to enable Maurice de Rochemont and Ard-Pieter de Man to comment upon the above mentioned aspects of open innovation, we kindly request you to fill out the survey linked to from our website, <http://www.ieee.nl/events.html>. The more people fill out this survey, the better will be the feedback which can be provided. We would like to thank you in advance for your cooperation.