OPEN INNOVATION WORKSHOP

In today's complex and competitive business world, companies that do not innovate risk being obsolete and irrelevant. Instead of relying entirely on internal ideas, open innovation means that companies should make much greater use of external ideas and technologies in their own businesses, while allowing their unused ideas to be used by others.

The workshop on Open Innovation offers innovation/R&D managers in corporates, SMEs or government agencies insights into how open innovation can work for their organisations, and give them access to tools and platforms offered by IPI to accelerate their innovation journeys through collaboration.

Workshop Dates	21 - 22 May 2020
Duration	2 Days, 9.00 am – 5.30 pm
Venue	To be advised
Fee per participant	• S$1,500 • S$ 900 (for Singapore government agencies, SMEs and public research institutions) • **Further subsidy** is available for eligible Singapore citizens and/or permanent residents. Please write in to find out more.
Who Should Attend	• Corporate and SME innovation managers seeking to bring new products or services to market more quickly through embarking on an open innovation strategy • Officers/Managers in R&D or innovation and enterprise management who would like to learn about the various types of intellectual property, IP protection and strategies, the concept of Open Innovation and its tools and platforms.
Objectives	By the end of the workshop, you will be able to: ➢ Understand the concept of Open Innovation and its best practices to accelerate internal innovation ➢ Apply the types of Open Innovation tools and platforms to support your work in this area

➢ Understand and access the global innovation networks

➢ Acquire the basics of Intellectual Property (IP) Rights, concepts in IP management and equip with knowledge on IP strategy in Open Innovation

➢ Learn challenge-driven innovation and platforms to support such innovation challenge initiative

Remarks	• This is a hands-on workshop. Participants are advised to identify some technologies need or problem statements as materials to prepare for the practical sessions. • Please bring along your internet-accessible laptops for both days as practical assignments will be carried out during the sessions. Wifi access will be available.
Registration Link	https://goo.gl/forms/tnKcFL04gg2zTqCF3 (Registration closes when maximum capacity is reached)
Enquiries Contact	Qiao_Liyin@ipi-singapore.org

WORKSHOP MODULES

DAY 1

1. Introduction to Open Innovation
2. Introduction to Intellectual Property (IP) and IP Management

DAY 2

3. Understanding and Accessing Innovation Networks
4. Essentials of IP Strategy in Open Innovation
5. Essential Tools and Platforms to Support Open Innovation
6. Challenge-Driven Open Innovation

MODULES OUTLINE

1. **Introduction to Open Innovation**

   The concept of Open Innovation will be introduced in this module. Open Innovation addresses a new imperative for business growth by purposeful inflow and outflow of knowledge to accelerate internal innovation. The benefits and challenges of adopting Open Innovation will be discussed and illustrated with real-life case studies. You will learn how Open Innovation works for corporates and SMEs, and the roles of public and private intermediaries in accelerating product to the market. Measuring, evaluating and stimulating Open Innovation in a company will be discussed.

2. **Introduction to Intellectual Property (IP) and IP Management**

   You will gain an overview of the different forms of intellectual property (IP) and the basics of IP management. The module will cover the IP rights associated with different forms of IP such as patents, copyright, trademarks, confidential information and industrial designs. You will learn the decision making processes that goes behind IP ownership, how to manage jointly owned IP, strategies in managing patent portfolios, as well as key considerations in reaching IP ownership decisions.

3. **Understanding and Accessing Innovation Networks**

   The module provides an overview of innovation networks in the public and private sectors, local and overseas that support your Open Innovation journey. A survey and introduction of Singapore's innovation landscape, stakeholders and networks will be presented. With this understanding, it will enable you to learn and gain access to similar innovation networks worldwide. The roles of S&T and partnership intermediaries around the world will be introduced including innovation networks such as Enterprise Europe Network (EEN) which you can tap on to support your business, technology transfer and R&D collaboration.

3. **Essentials of IP Strategy in Open Innovation**

   In this module, the basics of IP strategy to support your business needs will be presented. It will discuss how IP strategy can protect and facilitate bi-directional flow of knowledge to support Open Innovation. The module will introduce IP licensing and collaboration models with Institutes of Higher Learning (IHLs) and discuss the treatment of IP ownership and right-of-use of the background and foreground IP in a research collaboration agreement. The module will equip you with knowledge on different collaboration models between industry, government agencies and IHL or Research Institutes in the context of IP ownerships, right-of-use and considerations for successful collaborations.

4. **Essential Tools and Platforms to Support Open Innovation**

   This module offers rich resources to assist your search for innovation opportunities, funding, IP advisory and services, to innovation facilitation tools and Open Innovation platforms to support and accelerate your collaboration process. From online IP marketplace and TechExpert, to patent database and market report, you can fast-track your search for partnership opportunities. In

addition, the module will introduce facilitating tools like technology road-mapping, design thinking and Open Innovation Canvas to aid your innovation process.

5. **Challenge-Driven Open Innovation**

The basics, benefits and steps of challenge-driven innovation will be covered in this module. You will learn strategies and techniques to define challenge and problem statements that meet the objectives of your innovation call. You will also practice drafting effective challenge or problem statements through a hands-on exercise, and learn how to leverage online platforms to post your problems or challenges.

TRAINER'S PROFILE

Dr SZE Tiam Lin, Senior Director, IPI

Dr Sze is the Senior Director of IPI, an affiliate of Enterprise Singapore set up to catalyse and enable enterprises to grow their business through technology and innovation. IPI promotes Open Innovation, and works with enterprises to source for technologies both locally or from abroad; and facilitates R&D collaboration and technology transfer to bring new and innovative and services to the market.

Under his leadership, IPI has established itself as a leading advocate and practitioner in Open Innovation. IPI has developed numerous platforms to support corporate, enterprise and government agencies in open innovation.

Prior to IPI, Dr Sze held several Senior Vice President appointments at Exploit Technologies (now A*ccelerate), the commercialisation arm of Agency for Science, Technology and Research. He has successfully commercialised technologies ranging from infocomm, manufacturing, semiconductors, materials, chemicals, nanotechnologies to medical devices. Dr Sze is a Certified Licensing Professional (CLP) with Licensing Executive Society (LES) US-Canada.

Dr Sze holds a Ph.D. and B.Eng in Automatic Control & Systems Engineering from the University of Sheffield, UK and attended an executive program in Strategic R&D Management at INSEAD, Fontainebleau.

Michael Goh, Deputy Director, IPI

Michael is responsible for the Energy & Environment, Materials & Chemical and Manufacturing clusters at IPI. He has been involved in providing advisory on IP management and technology commercialisation.

Prior to IPI, Michael was a Deputy Director at the Intellectual Property Office of Singapore (IPOS), where he worked with public agencies to develop IP management capabilities. Before joining IPOS, Michael held various positions in Exploit Technologies (now A*ccelerate), where the last position he held was Assistant Vice President, Science & Engineering Commercialisation. Before joining Exploit Technologies, Michael spent eight years as a project manager of defence-related projects.

Michael possesses a M.Phil and B.Eng in Mechanical Engineering from the University of Manchester Institute of Science & Technology (UMIST).

Alvin How, Senior Technology Manager IPI

Alvin is a Senior Technology Manager at IPI, where he works with local Materials & Chemicals related enterprises to understand their innovation gaps and connect them to enabling technologies, innovations and know-how from an extensive network of technology partners.

With more than five years of industry experience working as a Senior Chemist in Chemical firms, Alvin has accumulated knowledge in formulating, developing and providing technical assistance for industrial resins, decorative resins and other wood related resins. He has completed numerous studies on chemical compounds, materials surface, polymer systems, and also successfully supported multiple scale-up trials in Malaysia, Thailand and China.

Alvin holds an MBA from Singapore Management University and a Bachelor of Science (Chemistry) from the National University of Singapore.