

## OUR EXPERIENCE

Leveraging 15 years of experience supporting organizations to enhance their future preparedness, we build customized solutions for our clients in strategy and innovation. We have worked with large and small firms, industry networks and associations from a variety of industries, including the digital world, information and communication technologies, mobility in various forms, energy, manufacturing, oil and gas, pulp and paper, financial services, and food and beverage.

In addition to offering a number of MBA and executive education programs we also provide hands-on trainings and coaching on the job.

# INNOVATION SOURCING

CROWDSOURCE INNOVATION WITHIN AND BEYOND YOUR ORGANIZATION

## CHALLENGE

Technologies and markets are developing rapidly. A single company can hardly oversee and react adequately to everything that is changing, although employees might be aware of it. Matching time-to-market of dynamic and independent teams dedicated to developing a single product is challenging for many large companies. So how can you keep up with this speed of innovation and avoid being surprised by breakthroughs? How can you participate in successes while keeping risks at a minimum?

## INNOVATION COMPETITIONS, JAMS, SCOUTING

Companies are increasingly exploring innovation sourcing as a low-risk and low-investment option to learn about innovation in their environment, build an entrepreneurial culture, and gather breakthrough ideas. Innovation sourcing can take various formats, such as innovation and start-up competitions, scouting, innovation jams, crowdstorms and many others. These type of events all bring together a large number of teams with different backgrounds to work on a challenge, and generate a vast number of opportunities.

When the event is well facilitated, high-potential ideas are easily identified, while others will teach valuable lessons. However, many companies have grown cautious due to poorly implemented formats promising all sorts of results without living up to them. Therefore, planning these activities needs to start by clarifying the objectives. Is it about getting an overview of what's going on in a

specific field? Triggering own product ideas? Identifying new partners for co-development?

We support you in answering these questions and identifying and facilitating the right format that meets your needs. These formats bring many advantages compared to classic internal R&D efforts. They typically:

1. Allow collecting large amounts of innovative ideas quickly (crowdsourcing)
2. Provide the chance of identifying new opportunities and partners efficiently
3. Create a creative atmosphere that sparks entrepreneurial spirit within your company
4. Enable the combination of ideas and co-creation
5. Contribute to building an innovative brand

Once the objectives and format are clear, several operational aspects are addressed for a successful execution. These typically include target group definition, governance, communication and branding strategies, timing, management buy-in, legal requirements, IPR, and many more.

For the successful integration of the results, responsibilities within the company need to be defined and performance monitoring should be established. Only when this post-processing is well taken care of, the company can take full advantage of the selected high-potential ideas and learnings on the company's innovation environment.

## WHAT WE DELIVER

We have experience with several innovation sourcing formats and closeness to relevant communities such as start-up ecosystems. We use our knowledge about the needs and givens in large enterprises to frame objectives and select an adequate format, e.g. through start-up competitions and scouting, innovation jams, crowdstorms, trend or other workshops.

We support anything from completely preparing, conducting and integrating activities and results in your company to advising and guiding internal staff when conducting innovation sourcing activities. Our services are agile and we can quickly up- or downscale our involvement depending on your needs.

## WE LOOK FORWARD TO HEARING FROM YOU.

Contact us for more information.



**Tobias Heger**  
Managing and Founding Partner



**Prof. Dr. René Rohrbeck**  
Professor of Strategy at EDHEC Business School  
Founding Partner

### CONTACT US AT

Email: [theger@rohrbeckheger.com](mailto:theger@rohrbeckheger.com)  
Phone: +49 30 220 123 34

[WWW.ROHRBECKHEGER.COM](http://WWW.ROHRBECKHEGER.COM)