



NTN-Innovation Booster *Swiss Food Ecosystems*

next generation

*A joint initiative from
Cluster Food & Nutrition
and Swiss Food Research*

Poll results & interpretation

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Participants have been asked the following questions;

- How was your arrival to the event ?
- Have you already participated in Open Innovation processes /Do you have experience with Open Innovation ?
- To what extent have you been exposed to IP questions and tasks ?
- Do you believe Open Innovation processes...
- How relevant do you think is protection of intellectual property in order to be successful in the market in your segment ?

Multiple-choice poll

How was your arrival to the event?

057

Very smooth - no problem at all



I was a bit challenged but managed - now it is okay



I am a bit stressed - first need a coffee....



I should have read the emails and introduction provided :-)



Multiple-choice poll

Have you already participated in open innovation processes / Do you have experience with open innovation?

030

Yes - several times



Limited experience



No - not familiar at all



Multiple-choice poll

To what extent have you been exposed to IP questions & tasks?

036

I am regularly confronted with IP and related strategies



6 %

I know about the key elements of IP and patent applications



53 %

I am not so familiar with IP matters



28 %

I have no experience with IP matters



14 %

Multiple-choice poll (Multiple answers)

Do you believe open innovation processes...

037

(1/2)

Are a tool to overcome complex, wicked problems



Allow to generate new & profitable opportunities for business



Can be managed in a fair manner



Are not essential to gain market leadership



Can not be managed in a fair manner



Are not suitable in a competitive environment



cause trouble & cost too much money



Multiple-choice poll

How relevant do you think is protection of intellectual property in order to be successful in the market in your segment?

035

It is indispensable to secure success and leadership



Speed and creativity are the major factors – IP just supports



We have to be faster than the others – open innovation helps so that others can not block us (everyone is free to use)



Interpretation – a few key findings from the polls

- One interesting finding from the polls was that the vast majority of the participants (75% of the respondents) already have either some experience or a lot of experience with Open Innovation Processes.
- The answers related to the degree of exposure to IP are rather polarized: While on one hand 59% of the respondents are already familiar or regularly confronted with IP matters and patent application, on the other hand, 42% of the respondents are not so familiar with IP or have no experience at all with this topic. Some work has to be done in order to get/develop a common understanding and acceptance of IP in the specific context of Open Innovation
- A majority of the respondents think that Open Innovation processes are a tool to overcome complex, wicked problems (69%), allow to generate new & profitable opportunities for business (76%) and can be managed in a fair manner (41%); Still, a majority (49%) also think that protection of intellectual property is indispensable to secure success and leadership in order to be successful in the market.
- This could be an interesting topic to tackle within our design thinking workshops – How might we reach a good balance between a certain degree and need for IP and confidentiality and still benefit from Open Innovation and collective intelligence ?? How might we put in place optimal framing conditions according to different scenarios?
- And finally, we are happy to see that most of you had a smooth experience with Veertly, a tool which we will use often for our future activities!