

OPEN INNOVATION

AIMA GLOBAL INNOVATION CONFERENCE`



Shiv, Nokia India

6th Nov 2009

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NIHIA

Challenge today

.Pace of Change



Accelerating

Innovation

b. Pressure on Costs

**c. Rip offs are
quicker**

d. Consumer

Value

Expectations are

going up

Two Questions **for leaders and** **firms....**

Where do we
Compete?

&

How do we
WIN?

Thinking about
Innovation =
Innovative
Thinking

Fads

**Innovation is an
Enterprise “must have”
capability**

Innovation

Input

- Discovery
- Selection
- Implementation

IDEAS

Output

- Value
- Differentiation
- Growth

**STRONGER
BIZ**

Innovation : Motivation + Freedom
+ Systems + Knowledge
+ Responsibility

Innovation is a complex
process involving
Emotional +
Psychological+
Technical+ Operational
Energies

**People, not process
that innovates**

**Innovation cannot be
Intuition rich and data
poor**

10 Simple ways to Innovate

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1ne. Steal With Pride

- Henry Ford – Model T
- From Meat Packing plant



2wo. Eliminate a Negative



3hree. Watch Habits & Practices



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Toyota, McDonalds

NOKIA

4our. Adjacent Categories



Phone with Torch

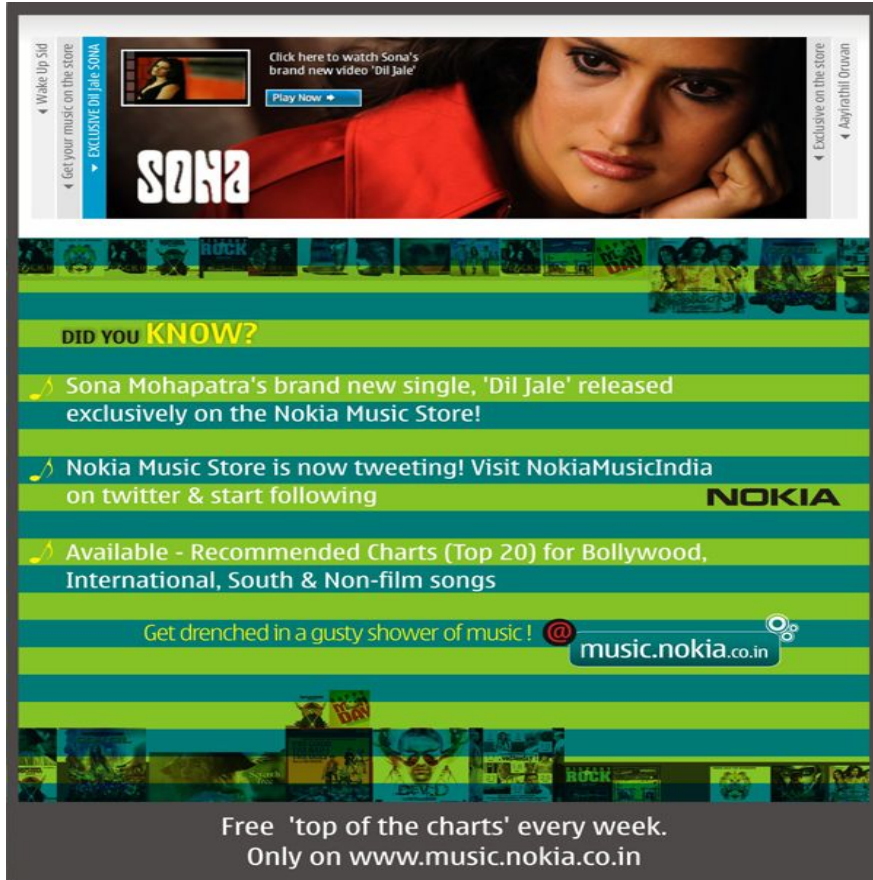


Phone with Camera



Phone with Clock

5ive. Bundle the Offer



Wake Up Sid
Get your music on the store
EXCLUSIVE Dil Jale SONA
Click here to watch Sona's brand new video 'Dil Jale'
Play Now
Exclusive on the store
Ajayratihl Orman

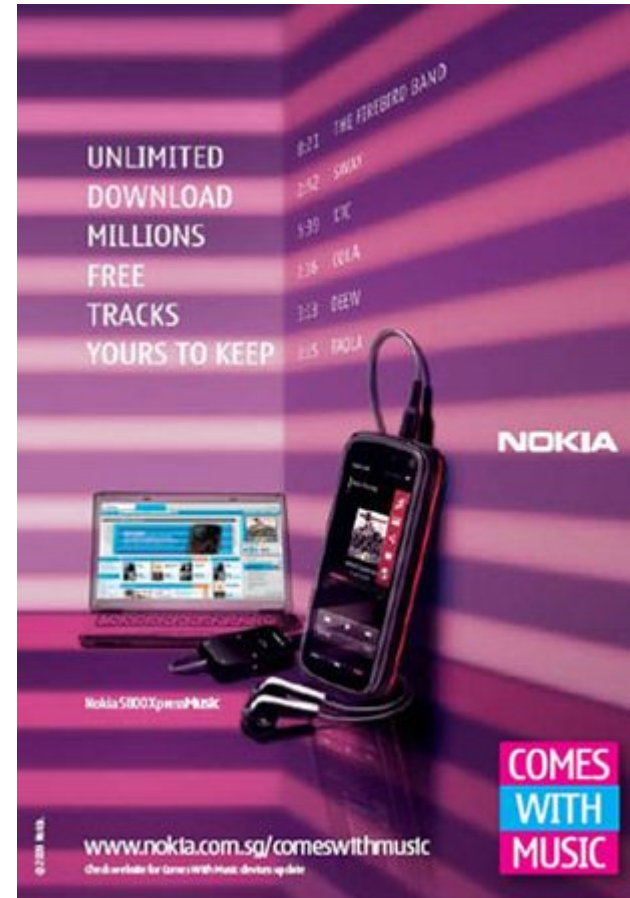
SONA

DID YOU KNOW?

- Sona Mohapatra's brand new single, 'Dil Jale' released exclusively on the Nokia Music Store!
- Nokia Music Store is now tweeting! Visit NokiaMusicIndia on twitter & start following
- Available - Recommended Charts (Top 20) for Bollywood, International, South & Non-film songs

Get drenched in a gusty shower of music! @music.nokia.co.in

Free 'top of the charts' every week.
Only on www.music.nokia.co.in



UNLIMITED
DOWNLOAD
MILLIONS
FREE
TRACKS
YOURS TO KEEP

THE FORTBIRD BAND
SUNAY
TIC
DUA
DEEW
PAOLA

NOKIA

Nokia 5800 XpressMusic

COMES WITH MUSIC

www.nokia.com.sg/comeswithmusic
Check website for terms & conditions. Devices up date

6ix. Collaborate

NOKIA
Connecting People

+

Airtel
Express Yourself

+

SKS
MICROFINANCE



Nokia India's first microfinance enabled consumer

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7even. Opportunity@ The Edge

**Innovation happens at the
intersection of disciplines**

8ight. Alter the measure





9ine. Measure to drive growth



10en. Look Back in time

**Speed Dating = Victorian Age
ballroom dance concept**

Open Innovation

Not Invented

Here

To

Found

Somewhere

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Bigger

Equal

Smaller

Friends

Enemies

Frenemies

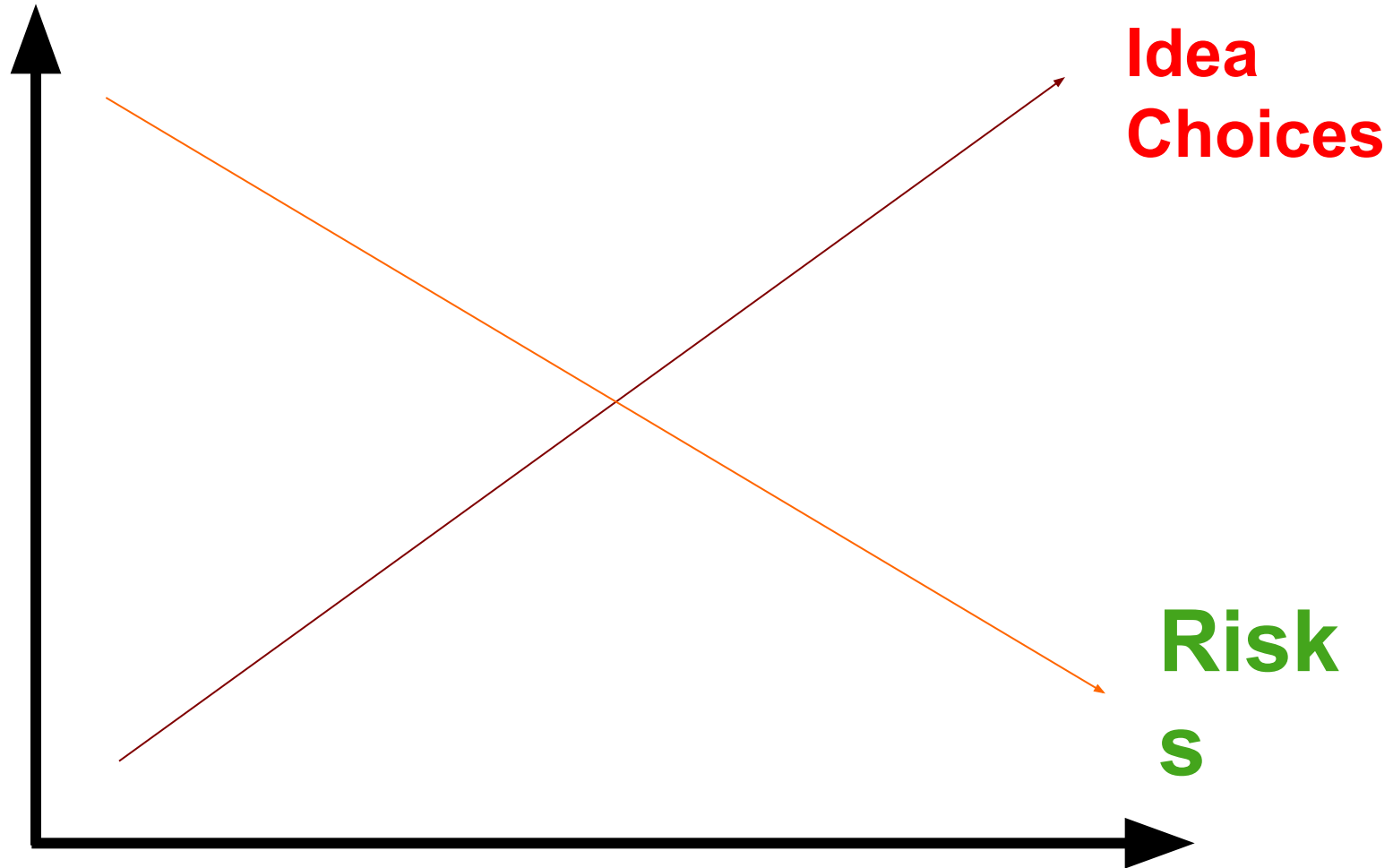
Open Innovation

- **Universities**
- **Research Labs**
- **Competitors**
- **Suppliers**
- **Design Houses**
- **Complementary Companies**

Brand

Being an Ecosystem Brand

Advantages



Business partners in Open innovation

- Existing Relationship
 - Resource rich
 - Understand the concept
 - Low add on costs
-
- IPR issues
 - Competition ?

Suppliers in Open innovation

- Existing Relationship
 - Inside knowledge of firm
 - IPR not an issue, they have more to lose
 - Low add on costs
-
- Turf war amongst suppliers
 - Also supply to competitors

Customers in Open innovation

- Stake in the ground
 - Understand the Value of your offering
 - Builds loyalty
-
- Needs to be managed as part of a Customer involvement process.

- **Network to Win**
- **Sacrifice**
- **Revenue and Profit Sharing**

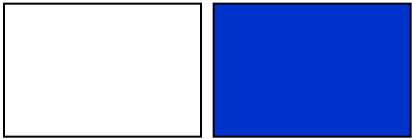
Thank You !

Masterbrand color palette

Note:

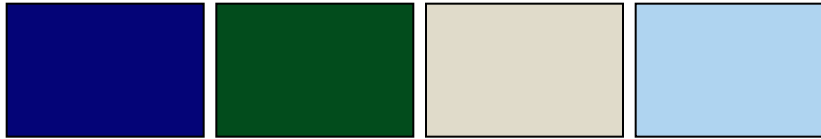
To prevent printing a hidden slide (like this), de-select "Printing hidden slides" option in print menu.

Core white & blue



R 255	R 000
G 255	G 051
B 255	B 204

Neutrals



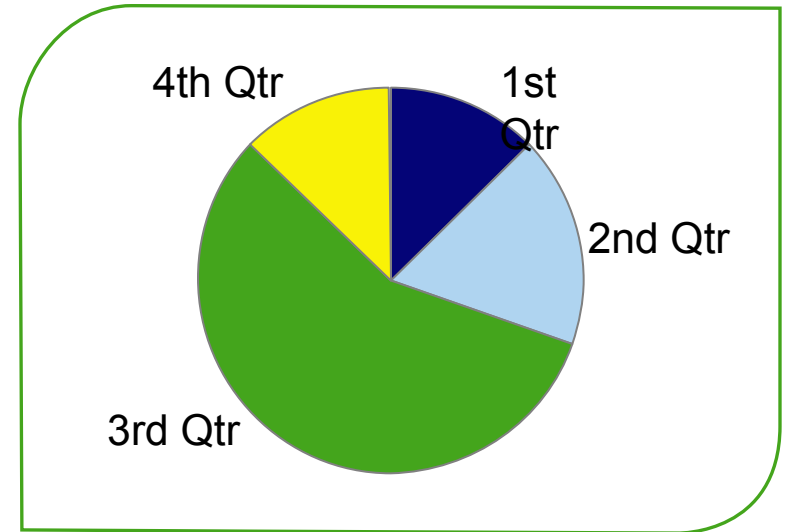
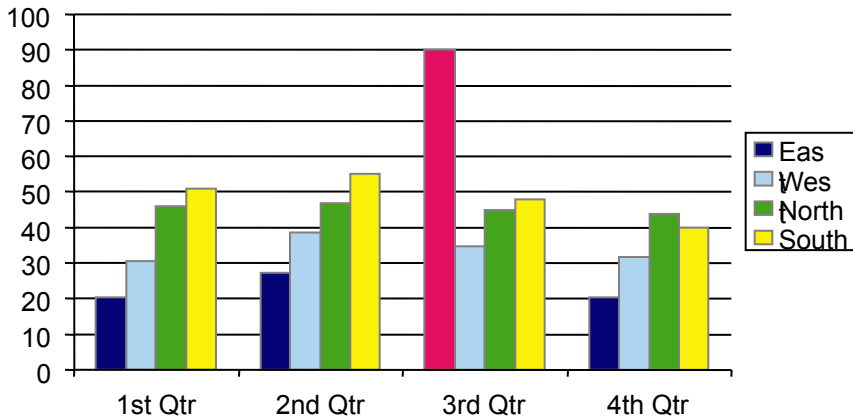
R 004	R 002	R 224	R 175
G 004	G 076	G 219	G 212
B 119	B 028	B 202	B 240

Brights



R 249	R 068	R 228
G 242	G 165	G 014
B 006	B 028	B 098

The pink highlight color is to be used sparingly, not in large areas and can only be used as 100%, never as a tint.



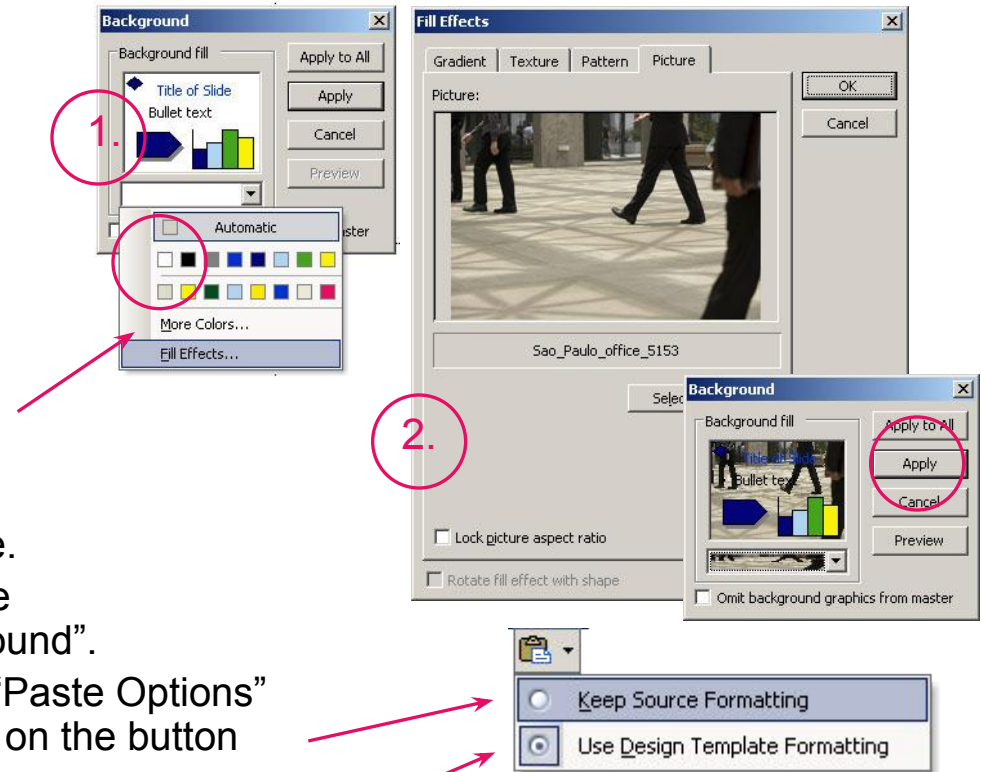
Working with images

Adding a background (full bleed) image

- 1) Right-click on a blank space on a slide (or, Format > Background)
- 2) Select: Fill effects > Picture > Select picture, and browse to find wanted background picture > Apply (or Apply to all).

Note: ensure that the dimensions are according to PowerPoint page setup (A4 by default).

- To **delete existing background** (picture or color), select white color from “Background fill” color palette.
- To **save the background image**, right-click the slide outside of any placeholders and click “Save Background”.
- To **retain the slides' original formatting**, click the “Paste Options” button which appears under the slides you pasted > on the button menu, click “Keep Source Formatting”.
- If you decide you want the **current design template** styles to apply, click “Use Design template formatting” (this is the default).



For more info and advanced options go to “Consumer touch points” / “Corporate applications” / “Office templates” in Nokia Brand Book.