Dr. Henry Chesbrough has become a world-renowned authority on the topic of open innovation, a term that he is credited with inventing. He is Executive Director of the Program in Open Innovation at the Haas School of Business, UC, Berkeley, where he is also an adjunct professor.

Berkeley Innovation Forum

The Berkeley Innovation Forum is an exclusive membership group consisting of carefully selected corporate directors who are deeply involved in managing innovation within their company. Many of the members are Fortune 500 corporations, including several large corporations from Europe, Asia and the Middle East.

Each company sends their Chief Technology Officer, Chief Innovation Officer or Director of Corporate Innovation to two annual meetings hosted by the Garwood Center for Corporate Innovation. The Spring 2012 meeting on May 2-3 was hosted by Johnson & Johnson in Jacksonville, Florida. The Fall 2012 meeting will take place on October 24-25 at the Berkeley Skydeck, a newly established incubator in downtown Berkeley.

The Berkeley Innovation Forum provides its members an ongoing window on innovation challenges confronting companies around the world, while also gathering members together to share their experiences in dealing with these challenges. The forum also incorporates recent innovation research from UC Berkeley and other universities to address the key issues proposed by each individual member.
Dr. Henry Chesbrough has become a world-renowned authority on the topic of open innovation, a term that he is credited with inventing. He is Executive Director of the Program in Open Innovation at the Haas School of Business, UC, Berkeley, where he is also an adjunct professor. Dr. Chesbrough has travelled around the world to speak about open innovation and has provided governments, institutes and businesses models, strategies and consultation in the area of open innovation. Dr. Chesbrough has been a repeat invitee to the World Economic Forum, attending two forums in the past year.

In the summer of 2012 Dr. Chesbrough attended the World Economic Forum in Tianjin, China. The forum brings together business leaders, international political leaders, selected intellectuals and journalists to discuss the most pressing issues facing the world. More than two thousand people attended the event, with delegations from Asia, Europe, South America and the United States. Of the numerous topics discussed, the concept of Open Innovation was closely examined. Innovation was given much emphasis, due to the growing concern over a declining Chinese economy. Dr. Chesbrough spoke on two panels, talking first to universities to encourage new innovative research opportunities, and secondly about shifting business models from traditional commodity-based to solution-oriented-based.

Dr. Chesbrough introduced the importance of open innovation and explained how corporations can all benefit from open innovation by leveraging external ideas and technology to reduce costs, as well as the importance of time spent in research and making unused innovations more accessible to external users. Dr. Chesbrough notes that in order to fully embrace open innovation, organizations need a change in mindset and an acceptance that we live in a world of abundant knowledge. Dr. Chesbrough also emphasized the importance of protecting the ideas and research of original investors, while being able to maximize the fruits of their knowledge in the economy.

The Program in Open Innovation chooses to keep the size of the membership limited in order to promote a greater exchange of viewpoints.

Member benefits include:
1. An invitation to two BIF Forums
2. Access to student innovation projects
3. Access to online materials and related workshops
4. Access to new research out of the Program in Open Innovation
5. Access to other relevant innovation research stemming from UC Berkeley
Speaker Series

The Open Innovation Speaker Series is a weekly series intended to provide both academic and managerial perspectives on open innovation and related subjects.

The organizers are Dr. Henry Chesbrough and Professor Solomon Darwin of the Program in Open Innovation at UC Berkeley. The Speaker Series is open to students, faculty, staff, and the general public. Past speakers have ranged from professors of the Harvard Business School, London Business School and Oxford Business School, to executive directors from large corporations such as Cisco, P&G, Google, Wells Fargo and IBM, as well as the U.S. Chief Technology Officer.

The fundamental topic of discussion is open innovation. Companies are suggested to re-orient their management processes to make greater use of external knowledge in their own innovation systems. Related topics include the opportunity to engage with customers in a more participatory process, advancing science through more open, collaborative, and rapid means, and creating markets and pathways for people around the world to connect and innovate.

The Speaker Series grants students and faculty at UC Berkeley an opportunity to better understand the practicalities of open innovation in the real world. Speakers are able to speak about both the benefits and disadvantages of innovation in a global context and address the inquiries of those interested in pursuing the field in an in-depth focus.

As a result, speakers are able to give MBA students real value, as government members, corporate executives and renowned researchers share the value of real world experimental learning and information on the latest state of the art research.

Research Activities

The primary goal of the Garwood Center for Corporate Innovation is to focus on corporate innovation. The faculty and staff strive to create individual research opportunities, and also fund research for others. Within open innovation, the Center works closely with many Fortune 500 corporations to assess specific business models that are commonly practiced, as well as those that have become defective over time. Each researcher looks not for positive aspects, but probes for the limits and negative issues of each corporation. Unlike the institute’s Lester Center for Entrepreneurship, the Garwood Center for Corporate Innovation does not focus on innovation for startups, but works with established companies that rely heavily on innovation for business success.

Of the many research activities, one specific activity that is currently launching in the Center is a questionnaire, developed by Henry Chesbrough and the Fraunhofer Institute of Germany, which will be sent to numerous corporations in both the U.S and Europe, asking them about their individual adoption of open innovation. As a result, the survey allows researchers and professors to recognize what percentage of firms currently practice open innovation and what percentage have abandoned it.

Recently, Dr. Chesbrough and Professor Darwin invited a new round of research proposals for the Garwood Center for Corporate Innovation. Four proposals have been currently selected. Each proposal outlines the research activity that will occur in the next year and will target corporate innovation. Additionally, the Garwood Center for Corporate Innovation has proposed to provide grants up to $15,000 each to fund the research of faculty members.

Our Speakers have included:

Aneesh Chopra
United States CTO

Jim Spohrer
of IBM

John Roese
of Huawei
Global Engagement

Despite its many activities, the Program in Open Innovation also dedicates much of its time to working with institutes, corporations and governments outside of the U.S. It has been estimated that delegations and representatives from over twenty different countries have travelled to the Haas School of Business in the past two years to work and collaborate with the faculty of the Garwood Center for Corporate Innovation. The primary purpose of each visit is to learn more about open and corporate innovation. Delegates are given the opportunity to visit Silicon Valley and tour corporations to talk with representatives in order to obtain a better understanding of the innovative environment in the area. During each visit Professor Darwin lectures, introduces the Center, and talks about the latest innovation cases in open innovation and business models. In 2012 delegations and chief innovative officers from Denmark, UK, Sweden, Spain, Portugal, France and Finland travelled to Berkeley to learn about open innovation in response to the pressing problem of students not becoming sufficiently innovative and entrepreneurial in Europe. In addition to the number of delegations that arrive on campus each year, both Professor Solomon Darwin and Dr. Chesbrough go on numerous trips overseas to help educate local businesses, governments and institutes on the topic of open innovation and innovative business models. The faculty at the Garwood Center for Corporate Innovation believes that open innovation is an essential part of the curriculum that encourages international exposure. Some examples of countries that have been visited in the past two years include: China, Japan, Korea, Russia, Turkey, France, United Kingdom, Germany, Switzerland, Canada, Brazil, Mexico, Columbia, and India.

Corporate officers & government officials representing various nations around the world have visited the Garwood Center for Corporate Innovation. The following are some of the countries who recently visited to learn about open innovation & open business models:
- China
- Denmark
- Finland
- France
- Korea
- Portugal
- Spain
- Sweden
- UK
- Brazil
- Canada
- China
- Columbia
- France
- Germany
- India
- Japan
- Korea
- Mexico
- Russia
- Switzerland
- Turkey

IBI Visiting Scholar Program

UC Berkeley has a renowned reputation around the world for its research activities. Each year the Garwood Center for Corporate Innovation receives dozens of proposals from foreign institutes to spend time as a visiting scholar on campus. Though the Center gives each applicant an equal weight in terms of admission, Dr. Chesbrough has specifically noted that his selection weighs more towards candidates with good research training backgrounds, as well as those who are able to collaborate with UC Berkeley. Upon selection, applicants spend six to twelve months at the university as a visiting scholar and are granted a variety of privileges, including access to the university library, lectures, IT tools and additional campus resources. Visiting scholars work on joint projects, interact with PhD, MBA students and faculty; and participate in the intellectual life of the Haas School of Business. Each year IBI hosts visiting scholars from around the world (e.g. Europe, Asia, Latin America, USA, etc.). IBI is currently hosting scholars from six countries.
Inter Departmental Collaboration

“We are all about collaboration and teamwork here at Berkeley. That is part of our DNA.” – Dr. Henry Chesbrough

The Program in Open Innovation has increased its efforts to work closely with other departments at the Haas School of Business to grant students the opportunity to work with companies on a whole spectrum of innovative ideas. Dr. Chesbrough believes that the primary goal of the Center is not only to strengthen collaboration, but also promote risk-taking opportunities. The Garwood Center for Corporate Innovation has granted Dr. Chesbrough the ability to freely experiment and explore different ideas. Through his years of working at the Garwood Center for Corporate Innovation, he has constantly worked on creative projects with large companies such as Nokia and HP, while at the same time he teaches students, faculty and corporate executives the importance of business model innovation.

In addition to the many activities occurring within the Haas School of Business, the Garwood Center for Corporate Innovation is also launching an International Executive Program on Open Innovation. Thirty-five chief executive officers from China’s top tier corporations are expected to come to Berkeley in the spring of 2013 to learn about open innovation. As the overseeing faculty director, Professor Solomon Darwin has worked with the Center for Executive Education to develop and organize the curriculum for this upcoming event. Professor Darwin believes that it is through such large scale activities that the Center is able to gain an effective global outreach opportunity to spread the word on open innovation.

Student Innovation Projects

A business strategy that includes an interactive portal and online discussion forums for patients of the UnitedHealthcare was the winning business plan in this year’s Open Innovation Challenge, a competition in the undergraduate Open Innovation and Business Models course.

The challenge was the culmination of a semester of work in the course, taught for a second year in a row by Solomon Darwin, Associate Director of the Program in Open Innovation. Students in the class were divided into teams of five, and assigned to solve real-world problems for a major corporation. Each group began its presentation with an overview of its company’s financial position, followed by a “SWOT” analysis—a snapshot of its strengths, weaknesses, opportunities, and threats. The heart of each presentation was a plan to restructure or rethink a significant line of business.

Their work was judged on December 9, 2011 by executives from each of the participating companies: Hewlett-Packard, Intel, Johnson & Johnson, McKesson, UnitedHealthcare (UHC). UHC executives asked students to find ways to increase patient engagement and awareness of their insurance programs while continuing to control costs. The team proposed an innovative program for UnitedHealthcare to partner with Nike, using that company’s running shoe that monitors calories burned, heart rate, and other metrics, and with Dole, encouraging patients to use its line of sugarless food products.

“The first time we met with senior executives from UHC, we realized this was more than just a class,” the winning team’s students said in a joint statement about the challenge. “It was a real honor to work with executives on real-world problems that needed to be solved.”
Conferences
Hosted by the Garwood Center for Corporate Innovation

In November 2011, the Garwood Center for Corporate Innovation hosted the 2011 World Conference on Mass Customization, Personalization, and Co-Creation: Bridging Mass Customization & Open Innovation. The four-day event consisted of a research and innovation conference and a business seminar with an attendance of 450 people.

The Research and Innovation Seminar was based primarily on research and application-focused topics. Over 250 research presentations were organized to provide in-depth discussions of all topics presented during the conference. Special showcase sessions and showcase symposia offered a focused perspective on themes and management practitioners. The business-oriented discussions provided an innovative platform for business managers to share their ideas on mass customization and open innovation. The seminar aims to connect managers in peer-to-peer interaction to foster intense discussion facilitated by presentations from industry leaders and the seminar faculty.

Corporate Engagement

One of the primary goals of the Garwood Center for Corporate Innovation is to strengthen its relationship and influence with corporations. In an effort to encourage open innovation, Professor Darwin and the Program in Open Innovation, in collaboration with Zazzle, launched the “Zazzle Open Innovation Million Dollar Challenge”. Participants were asked to come up with the newest and most innovative products that serve to address the issues that exist in the corporate world as well as society. Five finalists were selected from over 1,000 entrants, and the winner was selected by a panel of judges and announced on March 22, 2012, at the Haas School of Business. Professor Darwin is the chair and organizer of the Chief Innovation Officer Roundtable, a prestigious committee at UC Berkeley that works closely with corporations to come up with the latest innovative ideas and business models. Members of the Roundtable believe that engagement with Corporate Innovation Officers helps the institute enhance its programs to be relevant, current, and in alignment with real world scenarios. The Roundtable consists of no more than six to seven invitees.