

**SPAZIO  
ATTIVO**

## **OPEN INNOVATION CHALLENGE**

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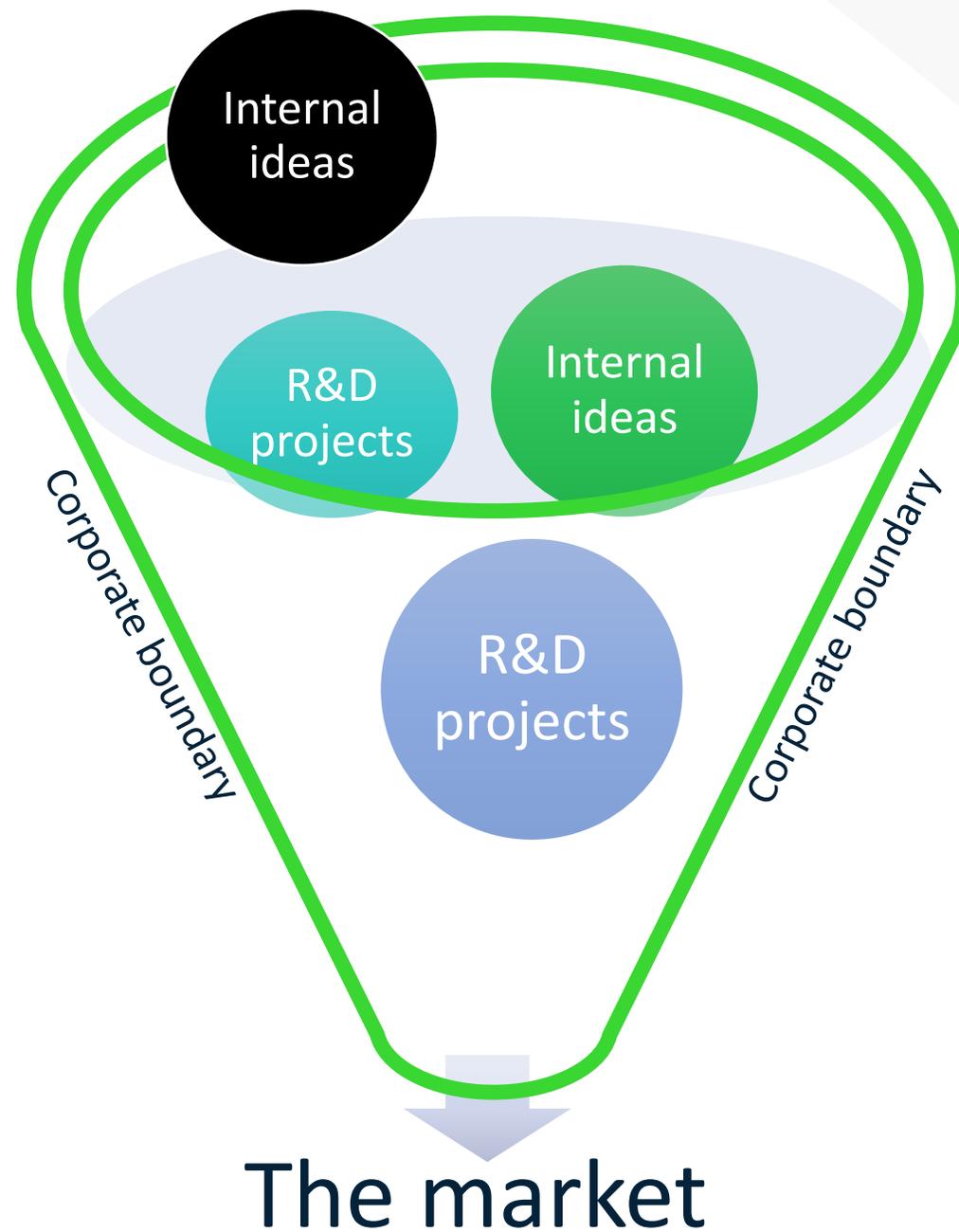
*COLLABORATION AND CO-DESIGN TO FACILITATE OPEN  
INNOVATION*



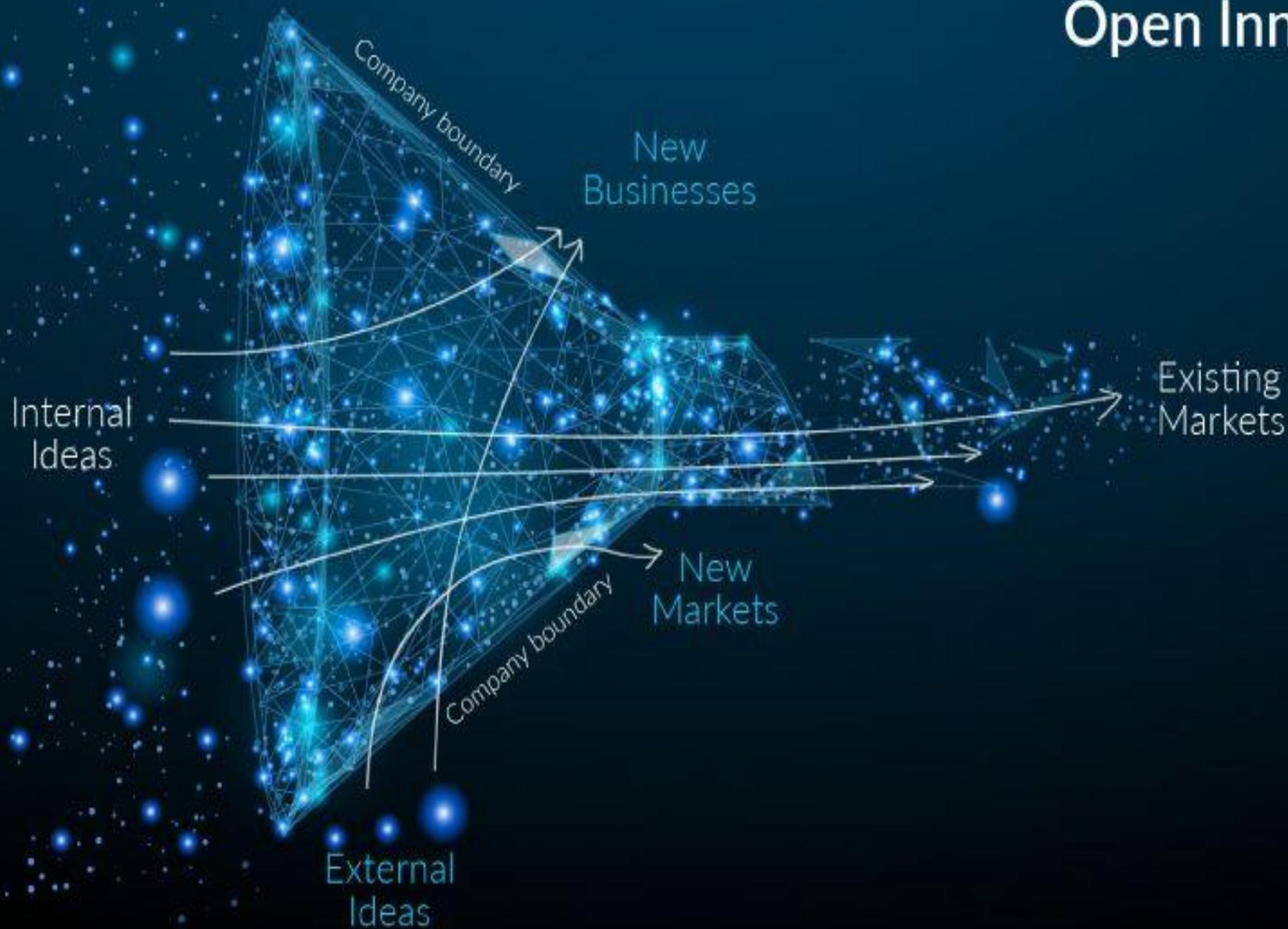
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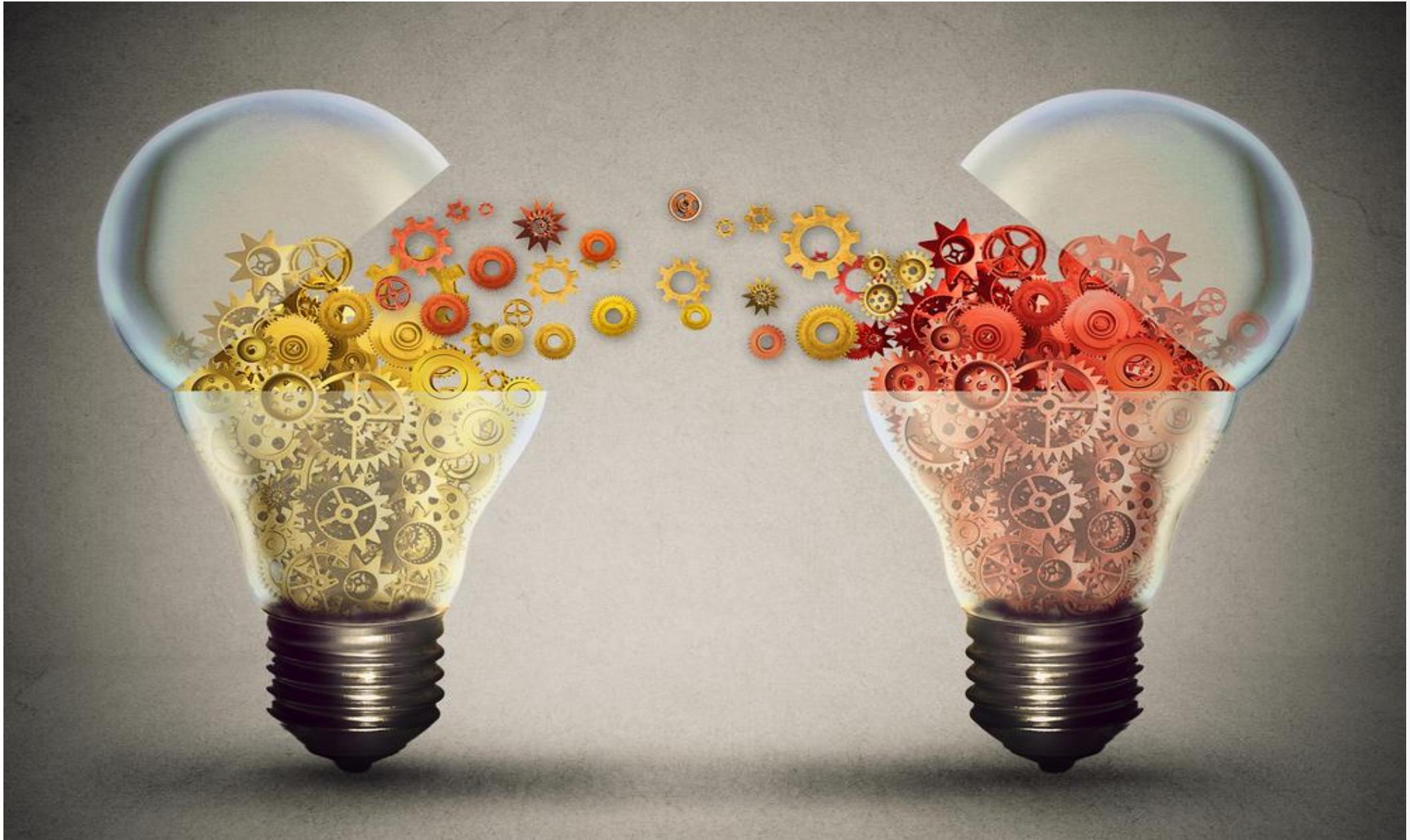


# CLOSED INNOVATION MODEL



# Open Innovation





## Who can launch a challenge? *The «Godmother»*

- Corporates and Medium companies
- Large Public authorities

## Who is responding? *Innovators*

- Innovative Startups
- SMEs;
- Informal Teams;
- Universities Depts and Research Institutes:
- Any other player according to specific needs.

# TARGET & PLAYERS

## HOW IT WORKS

**Selection of the best solutions.**

03

**Definition and launch** of the Open Innovation Challenge call for proposal on "[Lazioinnova.it](http://Lazioinnova.it)" website; On-Line and Off-Line **promotion and scouting** of ideas and projects

02

**Awareness process and Identification and definition of Innovation needs** together with the company "Godmother" of the challenge

01

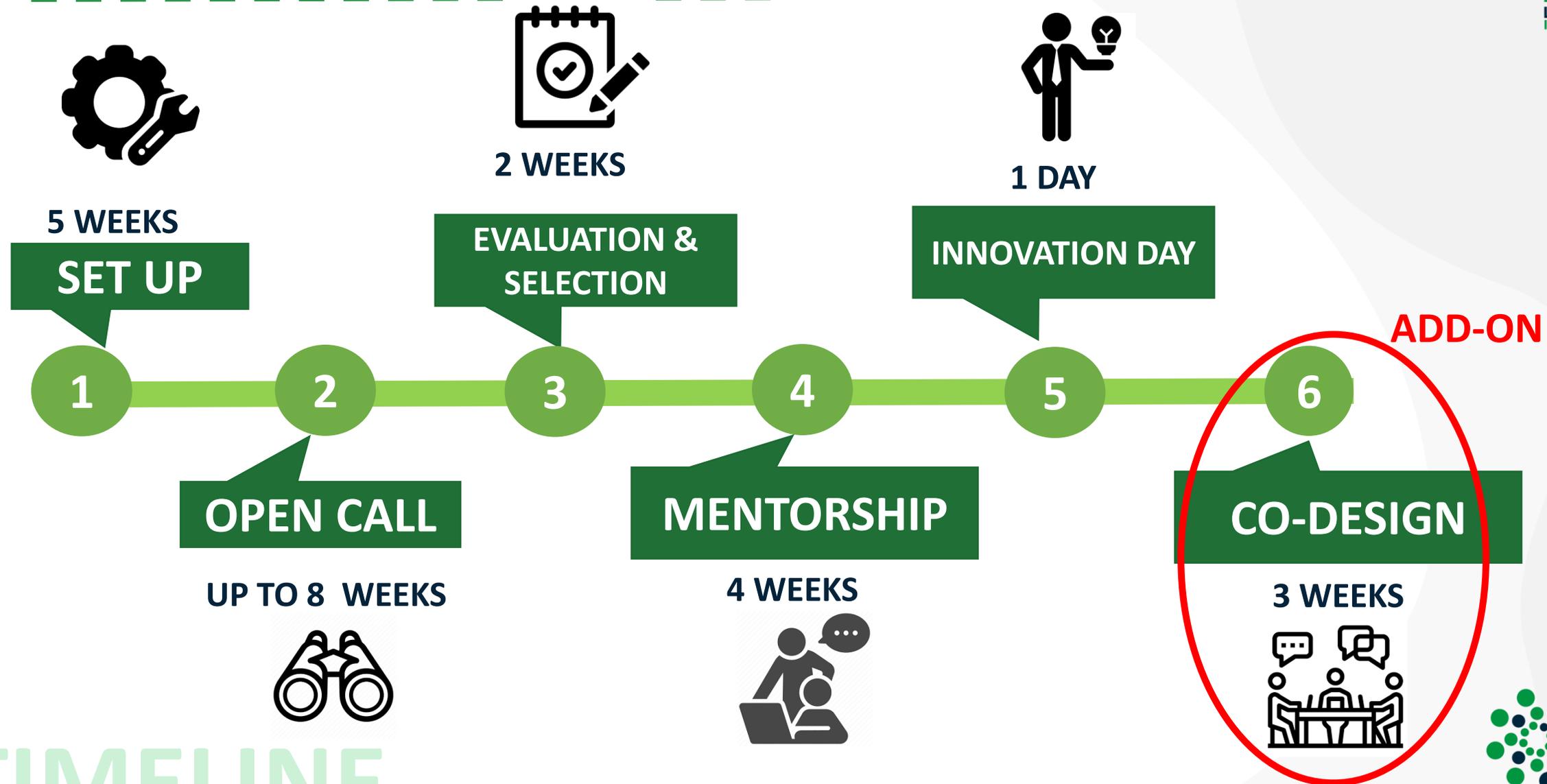
04

**Mentorship Program** aiming at improving/completing/fine-tuning the startups proposed solutions according to innovation needs of the Godmother company

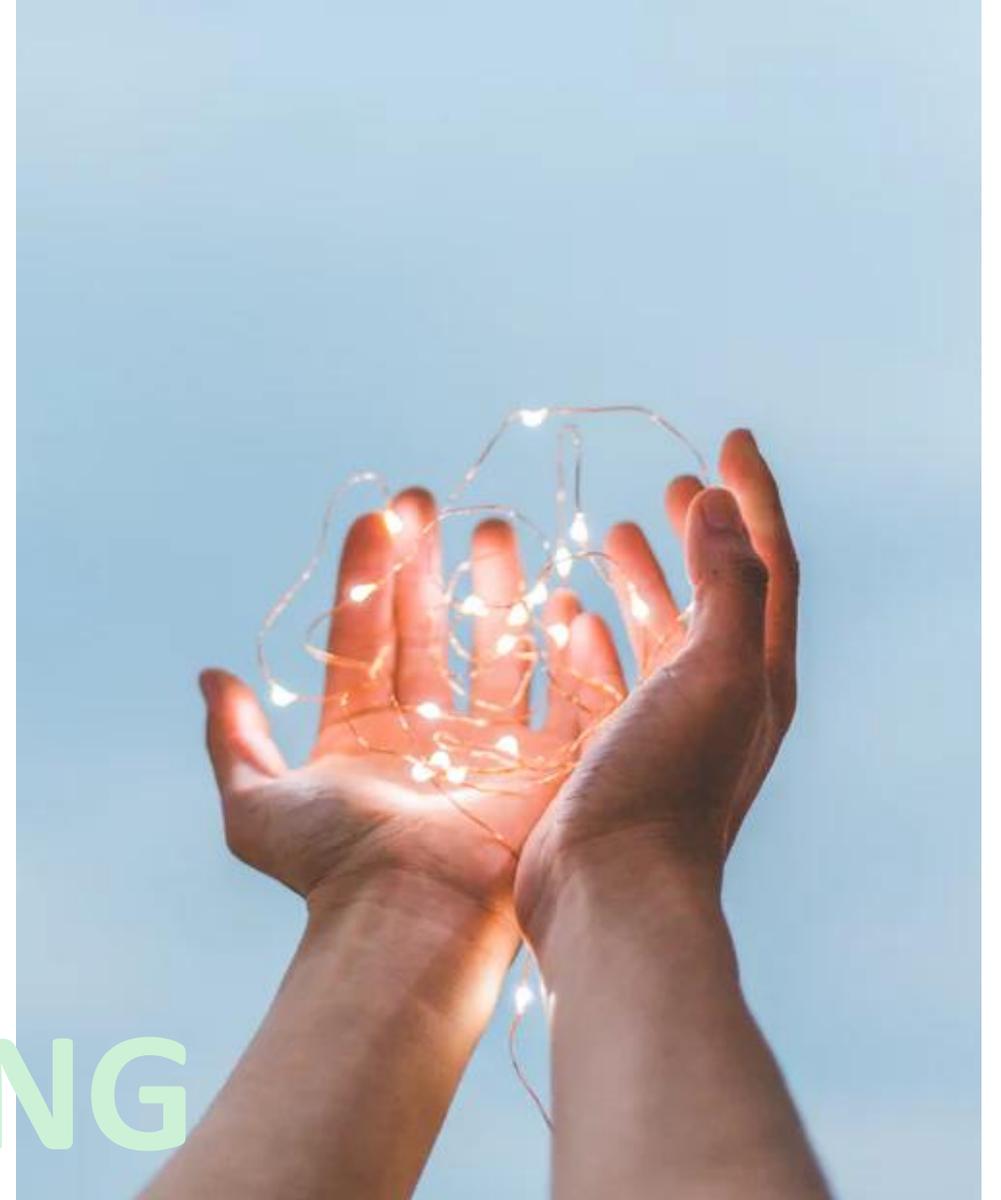
05

**Pitch Innovation Day and Lazio Innova Prize Award**

# TIMELINE



- **Fast and effective process**  
**Scalable and tailor-made format**  
**Ad Hoc Mentorship program with experts from Large/medium corporates working with startups**



# CHALLENGE WINNING FACTORS

**22 OPEN INNOVATION  
CHALLENGES** launched in 5  
years with 15 corporates

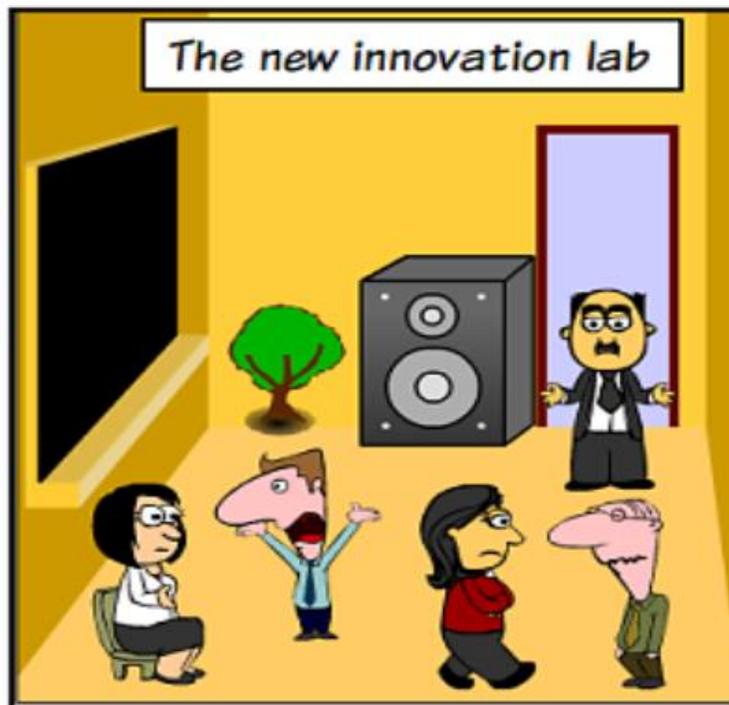
**+ 130** innovative  
proposals/solutions coming from  
informal teams or startups  
participating in the mentorship  
phase

**+ 300** applications received

**2** post-challenge Co-Design  
delivered **→** 5 PoC  
finalised and 2 Contracts  
closed so far

**FACTS & FIGURES**

# NO INNOVATION THEATRE 😊



INNOVATION THEATRE SERIES - [WWW.COLLECTIVECAMP.US](http://WWW.COLLECTIVECAMP.US)



 **Tweet**

**Brian Acton** @brianacton · 23 mag 2009

Got denied by Twitter HQ. That's ok. Would have been a long commute.

 80

 2.260

 2.149

**Risposte**

[Redacted response text]



## Tweet



**Brian Acton** @brianacton · 3 ago 2009



Facebook turned me down. It was a great opportunity to connect with some fantastic people. Looking forward to life's next adventure.



## Risposte



**[Redacted]** · 19 feb 2014



[Redacted]  
5 years ago, a costly mistake RT @brianacton: [Redacted] me



# PEOPLE MAKE THE DIFFERENCE



**THANKS FOR YOUR ATTENTION**

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*LAURA SANTARELLI – INNOVATION SPECIALIST*