

BIF Member Survey: Use of Innovation Intermediaries

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(with help from Tommi Lampikoski
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Have you used Intermediaries?

- 15 Members have used
- 3 Members have not used
- (Most who did not reply, probably did not use, so we have oversampled on usage)

Which Intermediaries have you used? (multiple responses possible)

- Innocentive: 7 mentions
- Nine Sigma: 10 mentions
- Utek: 2 mentions
- Yet2.com: 5 mentions
- Your Encore: 3 mentions
- Other: 9 mentions
 - (Accelovation (2 mentions), Innovation Exchange, Gen3,, Research Triangle, Technology Catalysts, Iceberg (UK), Fortnight Solutions)

How many projects?

- One: 2 responses
- 2-3: 3 responses
- 4-6: 2 responses
- 6-10: 3 responses
- >10: 5 responses

Purpose?

(multiple responses possible)

- Bring external technology in: 11 responses
- Take internal technology out: 4 responses
- Joint Development: 3 responses
- Explore alternative business model: 5 responses
- Other (unprompted responses)
 - (learn quickly about new market, assess new market, find unique skills, access new ideas, identify new applications for a material)

Costs vs. Benefits

- Costs greatly exceed benefits: 0 responses
- Costs exceed benefits: 8 responses
- Benefits exceed costs: 5 responses
- Benefits greatly exceed costs: 2 responses
- Benefits roughly equal costs: 0

Have you taken any projects to market? If so, how many?

- Yes we have: 3 responses
- No we haven't: 12 responses

- How many taken to market?
 - One: 1 response
 - 2-3: 2 responses

- What % taken to market?
 - 0-25%: 3 responses

How Successful have these projects been in the market?

- One response for “Successful”
- Four responses for “Too soon to tell”

Benefits of Using Intermediaries (unprompted responses)

- Access novel technologies: 9 mentions
- Speed up development: 6 mentions
- Identify alternative perspectives to problems: 5 mentions
- Force us to articulate our own needs: 3 mentions
- Identify small organizations: 2 mentions
- Access to non-public information: 1 mention
- Shift our resources to higher value added activities: 1 mention

Costs of Using Intermediaries (unprompted responses)

- Cost is high: 7 mentions
- Information obtained is not actionable: 3 mentions
- Each intermediary does it differently: 2 mentions
- Communications needed: 2 mentions
- Internal organizational inertia: 2 mentions
- Our inability to follow through: 2 mentions
- Takes too long, our needs changed, insufficient funds from BU, we have different licensing approach, confidentiality, hard to get our organization to see the value

Overall, how satisfied are you with Intermediary (s)?

- Highly dissatisfied: 0 mentions
 - Dissatisfied: 2 mentions
 - Neutral: 5 mentions
 - Satisfied: 7 mentions
 - Highly satisfied: 1 mention
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- (a couple of respondents indicated that their satisfaction varied by Intermediary)

Would you use intermediaries again next year? More or less?

- 12 would use again next year
- 1 would not use again next year
- 2 do not know

- 3 would use More next year
- 4 would use Less next year
- 8 would use about the Same next year

Top Concerns for the Workshop (unprompted responses)

- Confidentiality/protect know-how: 6 mentions
- Costs: 3 mentions
- Picking the right intermediary: 2 mentions
- Getting divisions to use on their own: 2 mentions
- How to manage raw ideas
- How to staff internally
- How to provide legal support
- How to define “success”