

Berkeley Innovation Forum

October 13-14, 2009

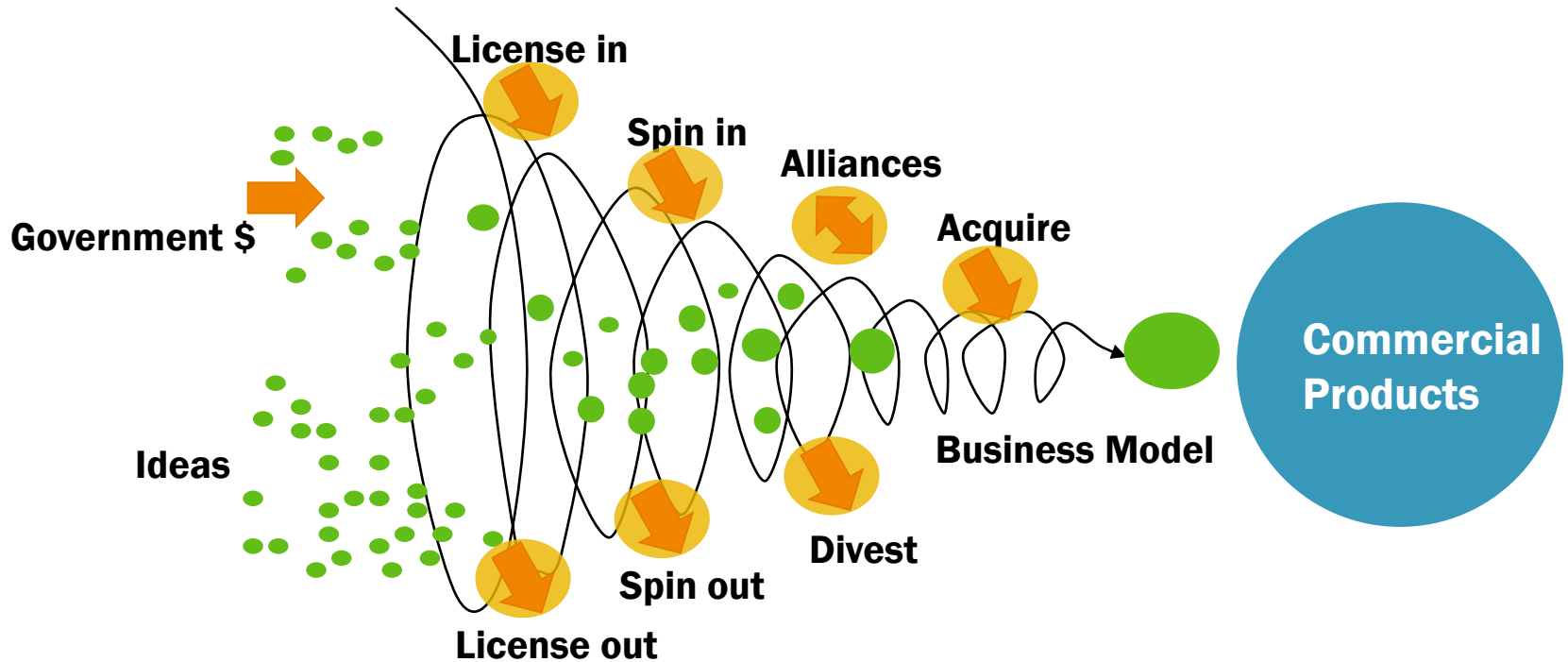
BIF Member - Open Innovation Sharing Session



Weyerhaeuser
Growing Ideas™

Open Innovation & Your Company

- How does your company define Open Innovation?



- Why is Open Innovation something your organization is trying to embrace?
 - Company is evolving
 - Strategically, innovation and partnerships are key to new growth

Open Innovation Initiatives

- **Is your company experimenting with specific OI initiatives? If so, what are they?**
 - We have added Intellectual Asset Management to the other OI functions
 - Have executed a JV and are looking for others
 - Partnering with the government
 - Reaching out to industrial organizations outside of our traditional industry
- **What results have you obtained from Open Innovation activities in your company to date?**
 - Organization is less than 2 years old, results metrics are still evolving
 - Facilitation and execution of cross business interactions
 - Being recognized as a partner of choice for biomass-based products
- **Other aspects to share (challenges, pluses and minuses, etc)**
 - Challenge – IP strategic issues are not always prioritized when developing relationships, getting the word out (untrained folks not using best practices), dealing with risk & new business models
 - Plus/minus – Generate way too many opportunities than we can effectively evaluate
 - Timid about letting go of IP..., fear of loss of control

Organization

- **Where do Open Innovation activities report in your organization?**

- R&D
- Business Development
- Marketing
- Finance
- Strategy/Planning
- Other _____ (please specify)

- **Who is the person most accountable for Open Innovation in your company?**

- Name and Title: John Tao, VP Open Innovation
- Has this changed in the past 12 months? (Yes/No)