
Open INNOVATION FORUM

OCTOBER 2ND. MADRID

The **Open Innovation Forum** aims to provide a wide perspective on the present and future of Open Innovation when applied to the emergence and consolidation of corporate and startups ecosystems.

The recent increase in popularity of open ecosystems to foster innovation in organizations is one of the most dramatic changes in the way that companies compete. This reality implies profound changes in the way we face markets, develop new products & services, and manage talent. How to face those challenges, today and tomorrow, is the key question that the **Open Innovation Forum** is planning to explore.

AGENDA *OCTOBER 2nd* & BREAKOUT SESSIONS

BBVA

DRAFT AGENDA OCTOBER 2nd

PLENARY SESSIONS

What's Next in Open Innovation:

09:45 – 10:30

How to thrive Innovation in the new landscape.

Henry Chesbrough - known as the father of Open Innovation and director of the Garwood Center for Open Innovation at the **University of California-Berkeley**

10:30 – 11:15

New ideas and challenges from the Industry.

Ian Ormerod. BBVA

*A personal question by **Henry Chesbrough** to be answered by **BBVA**.*

11:15 – 11:45

Coffee Break

11:45 – 13:45

The Real Value of Open Innovation:

- Paul Misener - VP, Global Innovation Policy and Communications - **Amazon**
- Peter Doolan - EVP, Digital Transformation & Innovation – **Salesforce**
- Vish Sowani Head of European FinTech Engagements & Strategic Partnerships – **VISA**
- *Ernesto Ciorra - Chief Innovability Officer - **ENEL**

*Each one of the participants will share 15' of their relevant cases, followed by a roundtable, guided by **Federico Florez, Ferrovial and Miguel Arias, Telefónica**.*

13:45 – 15:30

NETWORKING LUNCH

A networking opportunity to meet relevant people by previous appointment.

BREAKOUT SESSIONS

15:30 – 16:15

#1 THE TALENT CHALLENGE

*Participants to be confirmed**

#2 THE BIG DATA CHALLENGE

*Participants to be confirmed**

16:30 – 17:15

#3 THE PRODUCT/SERVICES CHALLENGE

*Participants to be confirmed**

#4 THE GOVERNANCE CHALLENGE

*Participants to be confirmed**

PLENARY SESSIONS

17:30 – 18:15

THE STARTUP CHALLENGE

*Guided by: **Marisol Menéndez** from **BBVA / Tigenix**, and others **TBD**.*

18:15 – 18:30

Final Conclusions

*Final Conclusions by **Henry Chesbrough** using his personal insight from the breakouts.*

By Henry Chesbrough

ABOUT OPEN INNOVATION FORUM

PLENARY SESSIONS:

WHAT'S NEXT IN OPEN INNOVATION **Arena Stage (09:45h)**

This plenary session offers a double reflection on the future of Open Innovation combining two complementary perspectives: **emerging thinking and business**.

The main goal is to clarify the emerging set of opportunities and challenges than the Open Innovation Ecosystem has to face in the close future.

THE REAL VALUE OF OPEN INNOVATION **Arena Stage (11:45h)**

In this second plenary session, a critical question will be addressed: what is the value offered by open innovation and its ecosystems to the companies. Three complementary open innovation experiences will be explored with key industry leaders that will share not only their open innovation strategy, but, more importantly, their visions and personal challenges.

The basic idea is to provide a very realistic approach to the value offered by open innovation with a very strong focus on the customer.

BREAKOUT SESSIONS:

KEY CHALLENGES FOR OPEN INNOVATION SUCCESS

Experience demonstrates that successful Open Innovation initiatives have to deal with some critical issues: **talent management**, new **product/service development**, the usage of **new data-driven** opportunities and **open innovation management**.

Each issue is a problem to be solved and an opportunity to be explored. The breakouts offer to the participants the opportunity to explore some of them, defining their own learning path choosing two breakouts from a catalogue of four.

BREAKOUTS STRUCTURE

Each breakout is a moderated discussion of three participants from the industry answering three basic questions:

- *What was your **key initiative** in open innovation?*
- *What was **right** and what was **wrong** in your experience?*
- ***Key learnings** and **un-learnings** (regarding previous assumptions).*

During the discussion, **Henry Chesbrough**, will be invited to listen for a while in order to collect his personal impression on the discussion mood a starting material for the final discussion.

BREAKOUT SESSIONS:

CONTENT

#1 The Talent Challenge Arena Stage (15:30 – 16:15)

Open Innovation is providing an entirely new way to search, attract, engage and manage talent to organizations. This breakout explores three experiences and provides fresh approaches to this issue.

#2 The Product/Services Challenge Arena Stage (16:30 – 17:15)

Open Innovation has proved itself to be a very powerful tool for the redesign of new products, services and experiences. This breakout explores this pioneering application of open innovation and its potential for companies who are able to listen to their customers.

#3 The Big Data Challenge Playground Stage (15:30 – 16:15)

Open innovation offers a new way to create value using the new big data technologies and approaches. This breakout explores a new frontier to be considered by innovative firms exploring the concept of data-driven businesses.

#4 The Governance Challenge Playground Stage (16:30 – 17:15)

How to create a governance model for open innovation is a critical success factor. Defining key roles, creating a specific organizational function and identifying the critical decision to be made and poorly solved challenges. This breakout provides a fresh perspective on the different governance frameworks suitable to be applied.

PLENARY SESSIONS:

THE STARTUP CHALLENGE Arena Stage (17:30 – 18:15)

Startups are the “new kind in the city” in the realm of open innovation. In this common breakout, startups are invited to show their unique perspective of their role in open innovation ecosystems, identifying demand and offer in a new collaboration model.

FINAL CONCLUSIONS Arena Stage (18:15 – 18:30)

Final Conclusions by Henry Chesbrough using his personal insight from the breakouts.

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