



**Promoting Open Innovation  
Meeting with UNECE  
June 29, 2009**

Prepared by:  
Georges Lagardère  
NineSigma Europe BVBA

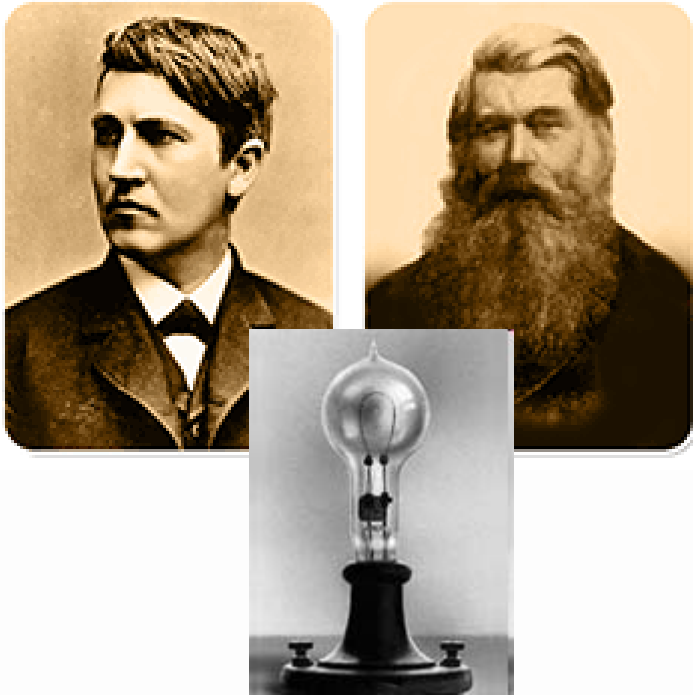


**+ 170 Million units sold  
around the world**

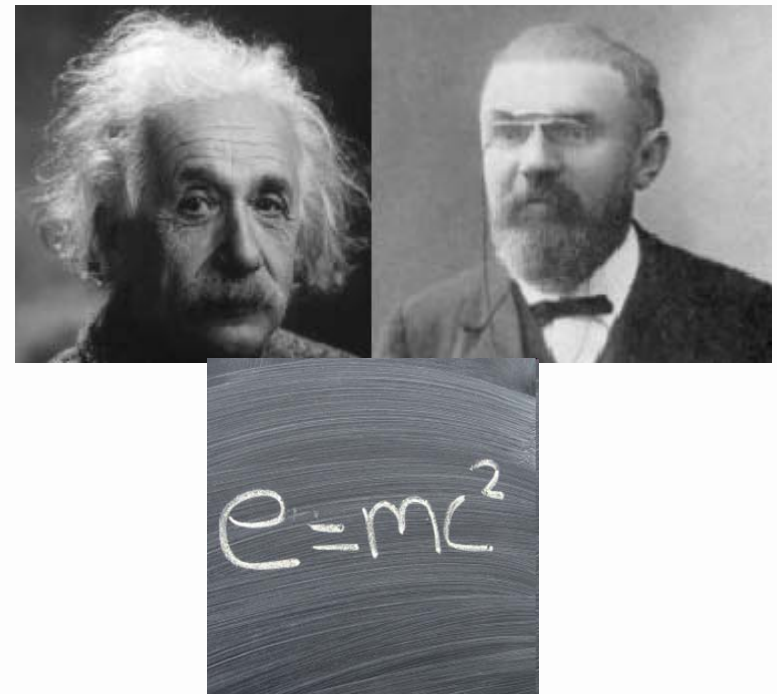


**N.I.H.**

## Edison & Swan



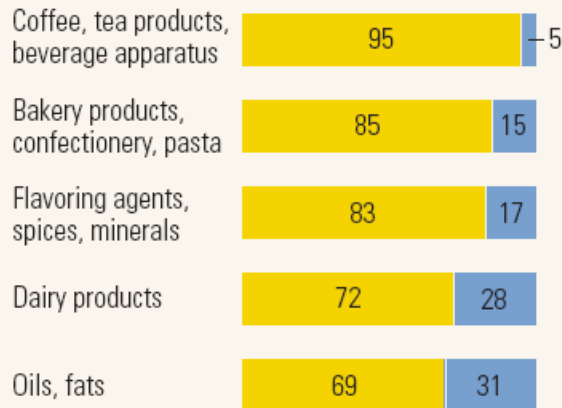
## Einstein & Poincaré



# So who is inventing...?

Share of US patents registered by consumer-packaged-goods companies, 2000–05, %

## Food



## Health and personal care



■ % registered by companies other than top 7 global CPG companies<sup>1</sup>
■ % registered by top 7 global CPG companies<sup>1</sup>

<sup>1</sup> Danone, Kraft, L'Oreal, Nestle, P&G, Reckitt Benckiser, Unilever.

Source: Delphion; McKinsey analysis

The question is not anymore to



**KNOW HOW**

but to

**KNOW WHO KNOWS HOW**

# What we do at NineSigma

*We enable our clients...*



- ... to **capture** a clear definition of their needs
- ... to **connect** with the very best innovators and solution providers from around the world
- ... to **discover** innovative ideas, technologies, products and services from outside their organizations
- ... to quickly and cost-effectively **solve** their business needs

# Where we are today...

- NineSigma founded by Professor Mehran Mehregany in Cleveland, Ohio in 2000
- Market Leader in Open Innovation:
  - More than 1500 projects completed successfully
  - More than 70 highly qualified Professionals
  - 30 PHD-Level Program and Engagement Managers
  - Locations in Cleveland, USA; Tokyo, Japan; Louvain, Belgium
  - 2 millions solution providers contacted
- More than 100 clients have trusted NineSigma to guide them towards Open Innovation building on experience, proven methodologies and professional project management

# Clients are from all Industries (selection)



P&G



3M



Nestlé  
Good Food, Good Life



Schering-Plough



GENERAL MILLS



GSK  
GlaxoSmithKline



Unilever



Johnson & Johnson



Kimberly-Clark



KRAFT



AIR PRODUCTS



Pfizer



DU PONT  
The miracles of science™



Wyeth



XEROX



DOW



NINESIGMA™  
Accelerating the Innovation Cycle

# What about ICT?

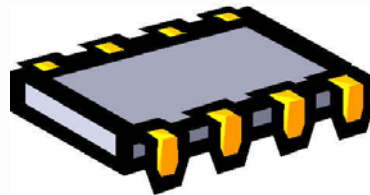
- Ideas



- Software



- Hardware



# Case studies...

## 3-D Localization Technology for In-Building Structures RFP

### Client Challenge

- The US government defense agency was seeking technologies for development of a 3 dimensional sensor localization system for narrowband, low-power, ad-hoc networked sensors in a multilevel structure.
- 30 Responses received
- A parallel technology request was sent through FedBizOps, and only 1 response was received. Over 50% of the NineSigma responses were unknown to the government agency.

# Real-Time Language Translation

## Client Challenge

- Global manufacturing company seeking technologies to develop high-precision portable language device for rapid, real-time translation between two spoken languages
- Components include language translation software, voice recognition module, speech synthesis component, and electronics of the device
- Significant global response: small companies, Fortune 100, industry experts, diverse existing solutions, defense experience
- Responses from N. America, Europe, Middle East, India and Asia
- Client in discussion with top candidates

## Smart tire development for improved stability control

### Measurement of Wheel Forces for Improved Stability Control

- Client Challenge
  - Two different approaches to see how to measure road surface changes and other forces on the tires/wheels to improve stability control
- 31 total responses received
  - 22 companies (US, Canada, Germany, India, Italy) and 8 universities/research institutions (US and Germany)
- Technologies included torque sensors, tire pressure sensors, energy harvesting experience, wireless sensor communication (Zigbee, Bluetooth), etc.
- Final contract negotiation in process with German company.

## Sub-Sea Wireless Communication

### Client Challenge

- The client was looking for sensor and communication network technology that would work in an unforgiving environment (i.e., 10,000 ft below the sea surface). In terrestrial refineries, all wired sensors have been replaced with wireless technology, resulting in safer, more reliable operation. Expertise is required in a variety of areas.
- Client did not want to hold any intellectual property, in order to offer the technology to their entire industry and drive the technology cost down.
- They offered a drilling platform as a test bed (something that no-one has access to for test purposes).
- 70+ Responses received
  - 60% of the proposals came from companies (including several in the Fortune 100), 30% from universities, and 10% from government labs, including military contractors and many teamed proposals. Over 20 countries were represented (from North America, Europe and East Pacific responses).
- A panel of 6 experts convened to review the responses, and they were downselected to 15 responses before making a final selection.

**Thank you!**

**Contact :**

**Georges LAGARDERE**

**M/ +33 6 11 28 14 00**

**Email/ [lagardere@ninesigma.com](mailto:lagardere@ninesigma.com)**