

# Philips on Innovation

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Poznań

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**PHILIPS**

# Agenda

- Introduction to Philips
  - General
  - Philips Innovation Services
- Transformation to Open Innovation
- Example – best practice





## Our Mission

Improving people's lives through meaningful innovation

## Our Vision

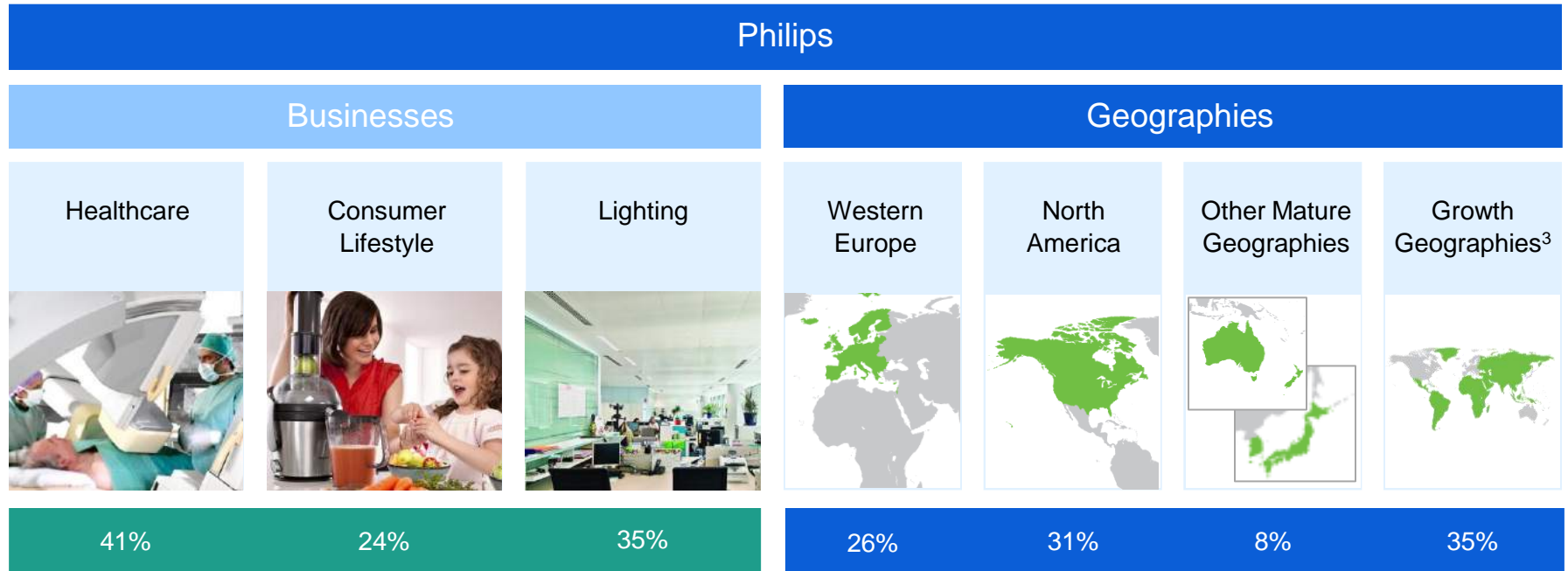
At Philips, we strive to make the world **healthier** and more **sustainable** through innovation

Our goal is to improve the lives of **3 billion** people a year by 2025

We will be the best place to work for people who share our **passion**

Together we will deliver **superior value** for our customers and shareholders

# Philips: A strong diversified industrial group leading in health and well-being



**Since 1891**

Headquarters in Amsterdam, the Netherlands

**€24.8 Billion**

Sales in 2012. Portfolio consists of ~65% B2B businesses

**118,000+**

People employed worldwide in over 100 countries

**\$9.1 Billion**

Brand value in 2012

**7%** of sales invested

in R&D in 2012  
54,000 patent rights,  
39,000 trademark rights,  
70,000 design rights

# Unique leadership positions in several markets

## Healthcare



*Global*  
Cardiovascular  
X-ray



*Global*  
Patient Monitoring



*Global*  
Cardiac  
resuscitation



*Global*  
Sleep Therapy  
Systems



*Regional*  
Ultrasound

## Consumer Lifestyle



*Global*  
Male electric  
shaving



*Global*  
Garment Care



*Global*  
Rechargeable Toothbrushes



*Regional*  
Kitchen Appliances



*Regional*  
Electric Hair Care

## Lighting



*Global*  
Lamps



*Global*  
LED Lamps



*Global*  
Automotive  
Lighting



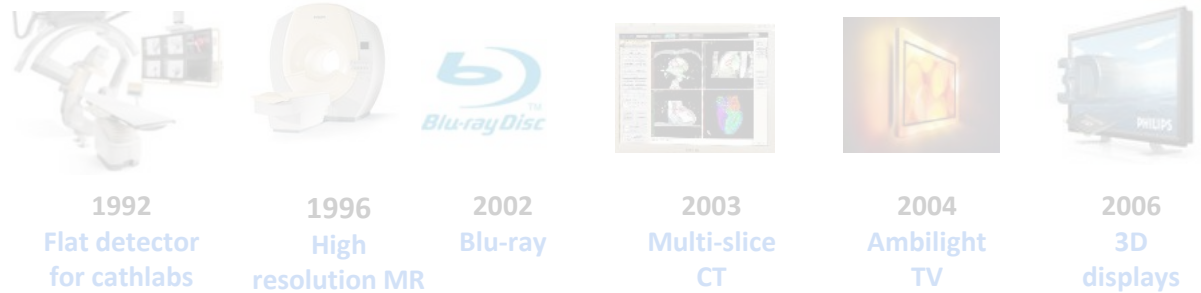
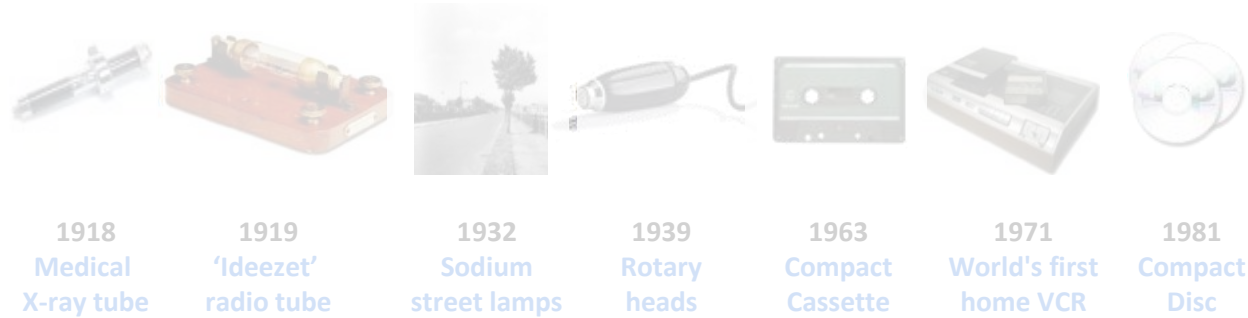
*Global*  
Professional  
Luminaires



*Global*  
High Power LEDs

# We have a strong track record in innovation

- One of the world's largest private research institutions
- Generated >130,000 patents since 1914
- Filing >1 patent per scientist per year
- Research budget ~1% of Philips turnover



# Philips Innovation Services

*a Philips company .....*

*....offering access to technological expertise.....*



*.....to accelerate your innovation*

# Our services

Equipment  
Development



Industry  
Consulting



Concept Creation  
Support



Product & Process  
Development



Prototyping &  
Small Series



Industrialization



Quality &  
Reliability

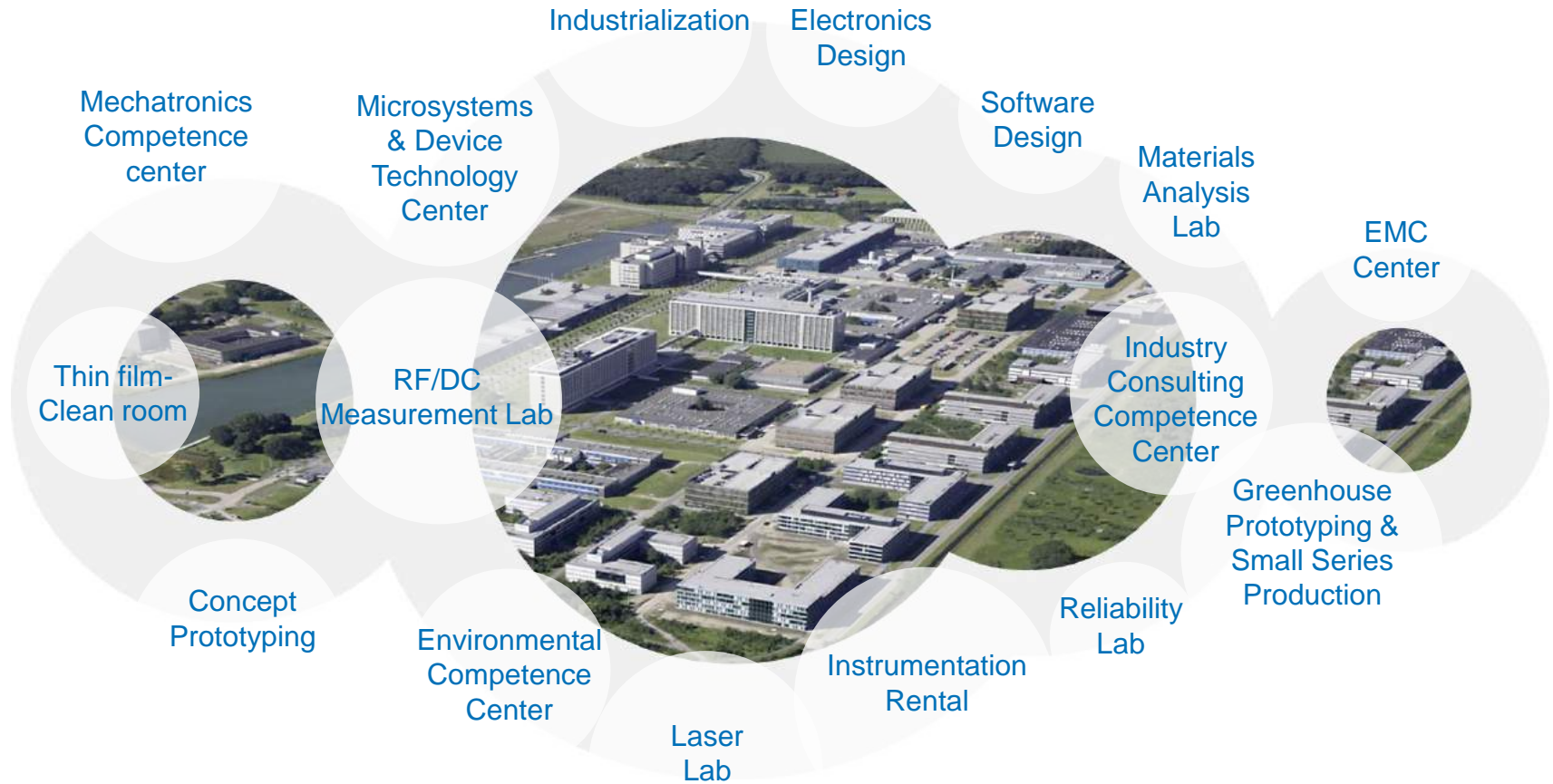


Sustainability,  
Safety & Health

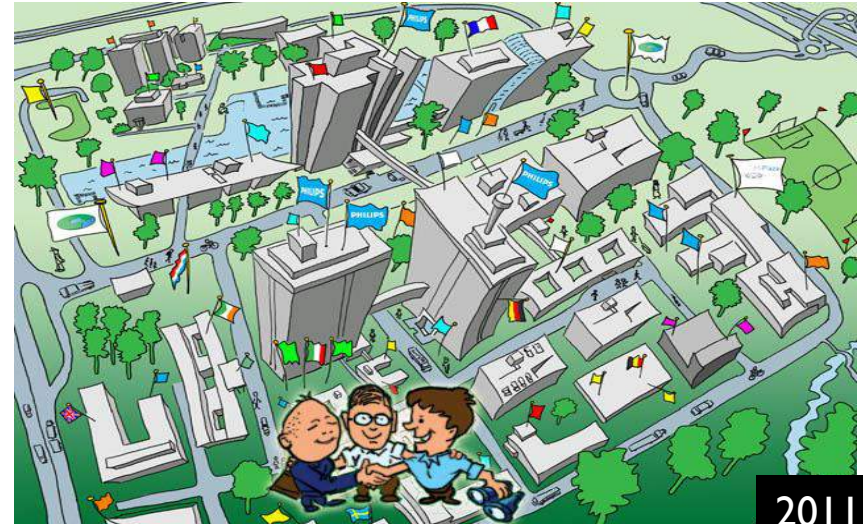
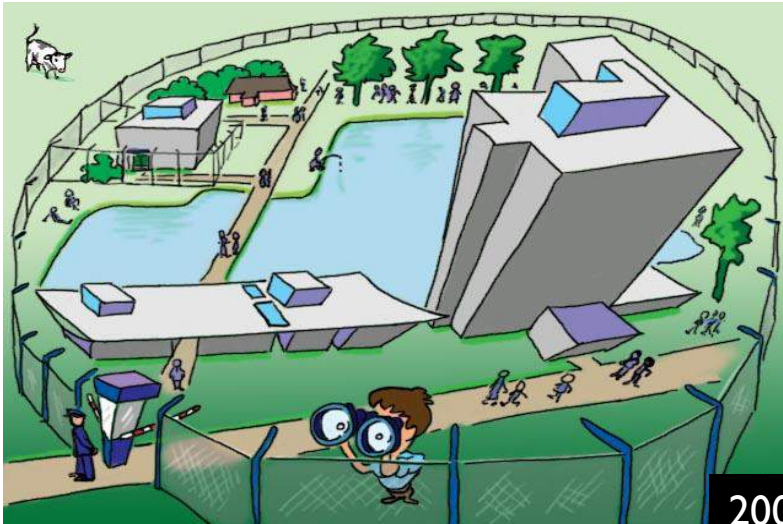


# Advanced infrastructure

Eindhoven • Roosendaal • Turnhout (B) • Aachen (D) • Pila (PL) • Shanghai • Singapore



# From 'closed' to 'open' in the High Tech Campus Eindhoven



- Philips Natlab
- 1 company: Philips
- 2400 employees
- Limited synergy
- Philips focus

- High Tech Campus Eindhoven
- Open R&D Centre, 100 companies
- 8,000 international talents
- Optimal synergy and efficiency
- Ecosystem focus

# From Closed to Open Innovation

Closed

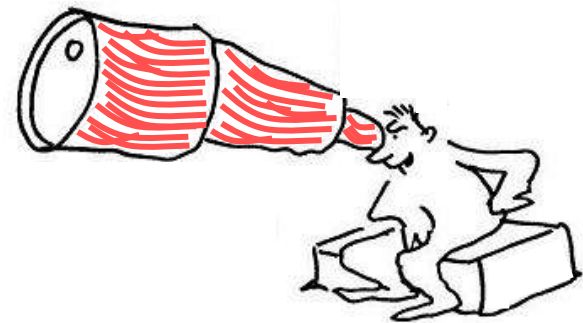
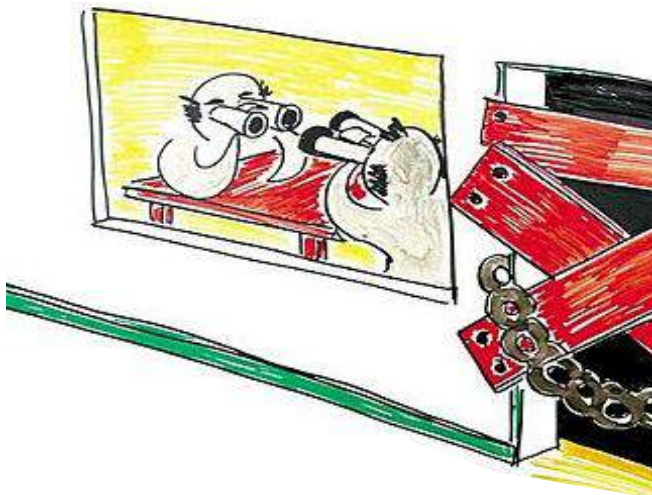
- Smart people work for us
- Discover, develop, ship
- Create most ideas
- Control closed IP



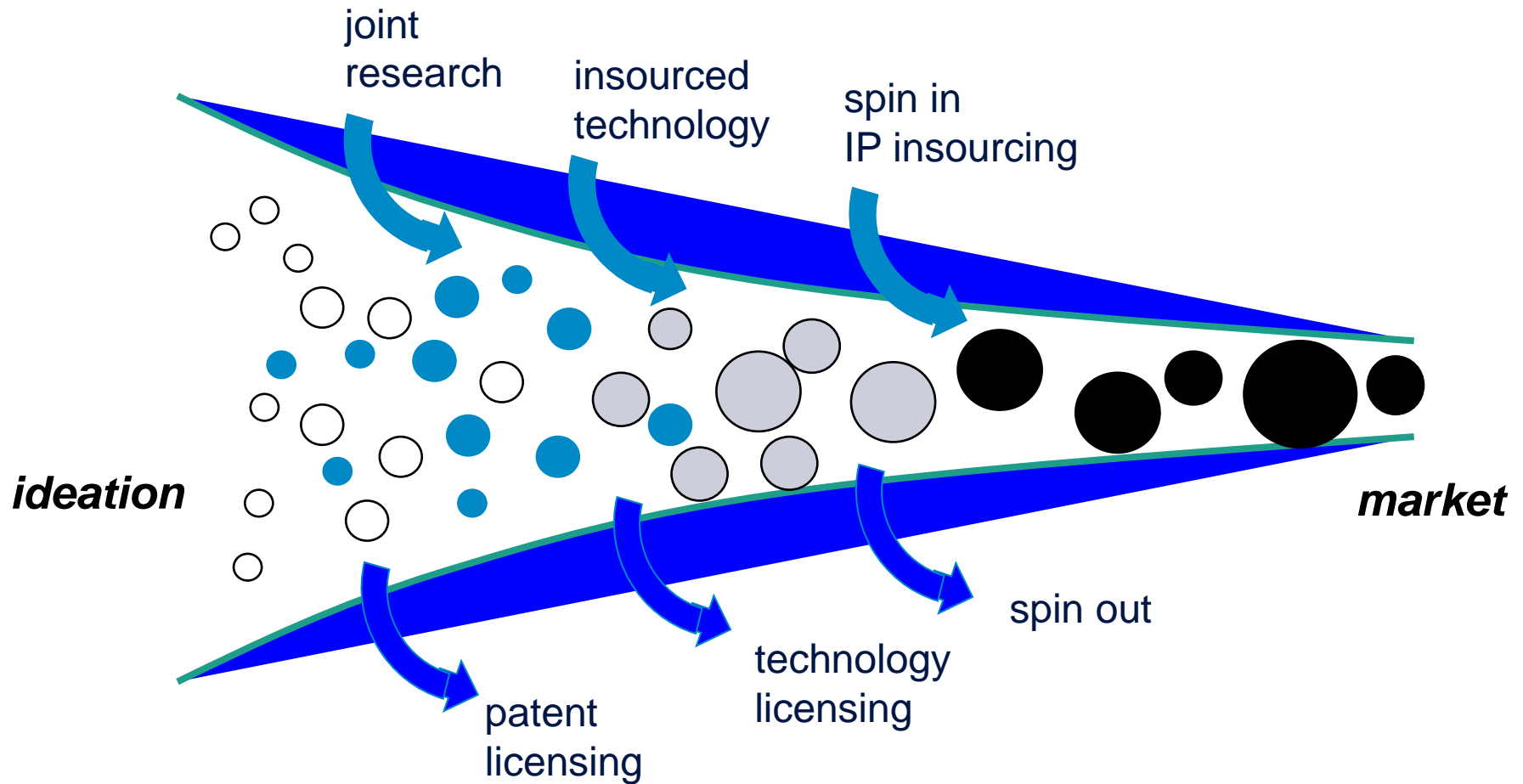
Open

- Smart people tap into the world
- Profit from research by others
- Use most ideas
- Trade IP

Source: H. Chesbrough, Open Innovation



# The open innovation funnel



# IP Scouting areas (1)

- Professional Healthcare
  - Imaging systems
  - Patient care and clinical informatics
  - Clinical decision support
  - Digital pathology
- Home Healthcare
  - Home Healthcare solutions
    - Home monitoring
    - Home/mobile diagnostics
  - Sleep
    - Obstructive Sleep Apnea solutions
    - Sleep enhancement/coaching
    - Sleep therapy



# IP Scouting areas (2)

- Personal Care Devices

- Shaving
- Skin care
- Dental care
- Mother & child care
- Pain relief
- Self diagnosis



- Domestic appliances

- Healthy food preparation / nutrition optimization
- Clean water solutions
- Clean indoor air solutions



# IP Scouting areas (3)

- Lighting
  - LED lamp technologies
  - OLED materials & systems
  - LED based fixture technologies
    - Optics
    - Heat management
    - Driver technologies
  - Lighting controls
  - Networking solutions
  - Off-grid lighting solutions



# Searching and serving innovation

“An Audience with Philips”

Interactive discussion with high-tech SMEs and universities



Les Midis de la R & D et de l'innovation  
Atelier n°1

## **An Audience with Philips**

An Interactive Discussion about how to benefit from  
Open Innovation collaboration with Philips

**Mercredi 14 novembre 2012 de 14h00 à 15h30**

Lieu : Parc scientifique de la Haute Borne - HuB Innovation  
Park Plaza II, 11 avenue de l'Harmonie, 59650 Villeneuve d'Ascq

Invitation



Crowdsurfing?





# Crowdsourcing:

Pro-actively mobilizing vast amount of people to engage with them in your innovation processes

# General Landscape on idea sourcing in 1970



# Breaking the mirror: Menu Menu



# From passive to pro-active research

From questions



to dialogues



From observation



to provocation of extreme situations



From individual users



to community of participants



# Chosen directions | Meal maker ecosystem



Personalization



Step by step guidance



Inspiration

Articulation of different touch points:



My shopping list



Balanced planning



Personalization  
Step by step guidance  
New inspiration triggers  
My balanced planning  
My shopping list

<http://tessross.wordpress.com/tag/jamie-oliver-food-processor/>

# Other initiatives

USA  
Male grooming

Germany:  
Cooking  
Oral healthcare

Russia:  
Beauty

Spain  
Cooking

China  
Male grooming  
Cooking

Brazil:  
Male grooming

