

Quo Vadis - Open Innovation, Distributed Innovation and open Source Models for Electric-Vehicle Developments

Opportunities and Challenges of a rising trend

Open innovation has gained immense momentum in the automotive industry and especially in the development of electric vehicles (EV). But a maturing market and focused interest of big companies puts the current approach in front of new challenges. What is really behind the terms? Why do not more companies use open innovation or even open sources? Where are the limits of these approaches? What do users and providers have to do and learn to benefit from open innovation?

Workshop with all stake-holders:

The workshop Quo Vadis Open Innovation brings together the interest of innovation users and innovation providers. Both sides of an idea, which has not yet fully established itself into our business life meet to analyze current limitations of open innovation and to discuss solutions which can increase the effectiveness of these ideas.

In this moderated workshop Prof. Piller starts by giving a compact introduction to what really is behind the terms and what are the major hurdles. He specifically provides an overview of the methods and tools of open innovation and spans the bow to EV developments. Building on the introduction of Prof. Piller, Prof. Shimizu provides an impressive example how the idea of open source can be utilized to build the global leading EV.

After these introductions the participants will discuss in three groups where open innovation is currently facing organizational and company cultural hurdles and how they can be overcome. The providers for open innovation services discuss current limitations of expansion and what they could do to raise the usage of open innovation projects.

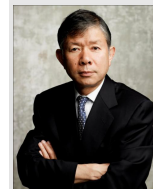
After the workshop is over the participants have developed a deep understanding of the requirements to utilize open innovation. With leading scientist as speakers and participants we can promise a lively and focused exchange of ideas and a comprehensive introduction to the current status of open innovation in automotive business.

Speakers

Prof. Piller Frank Piller, Professor of Management and Director of the RWTH Technology & Innovation Management Group, RWTH Aachen. A pioneer in open innovation research!



Prof. Shimizu Hiroshi Shimizu is Prof. of Environmental Protection at Keio University Japan. He is also CEO of SIM-Drive, a company which has successfully implemented Open Source. An entrepreneur using the ideas to the max.



Markus Schaedlich Moderator and organizer of the workshop is Managing Partner at CBI (Cross Borders Implementation), a consulting firm specialized in implementing change and growth across borders. CBI is supporting open innovation projects across borders.



333 km with a 25 kW/h charge. Open source can beat the market. How can we all profit from such projects?

