

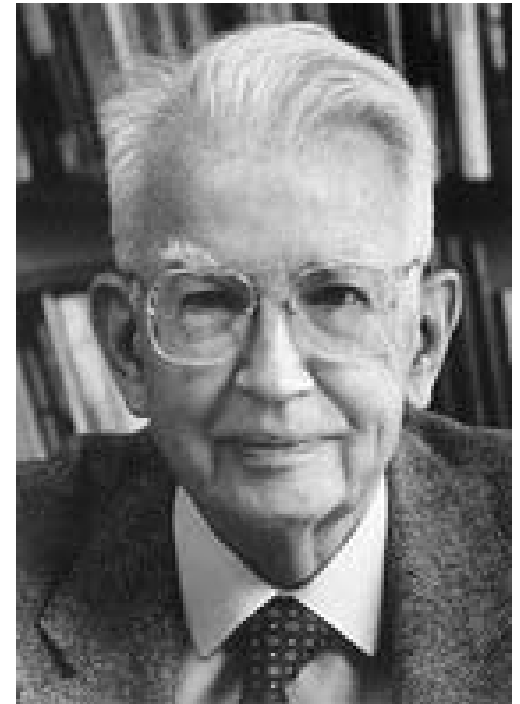
Science to Market

Vladan Babovic

Singapore Delft Water Alliance

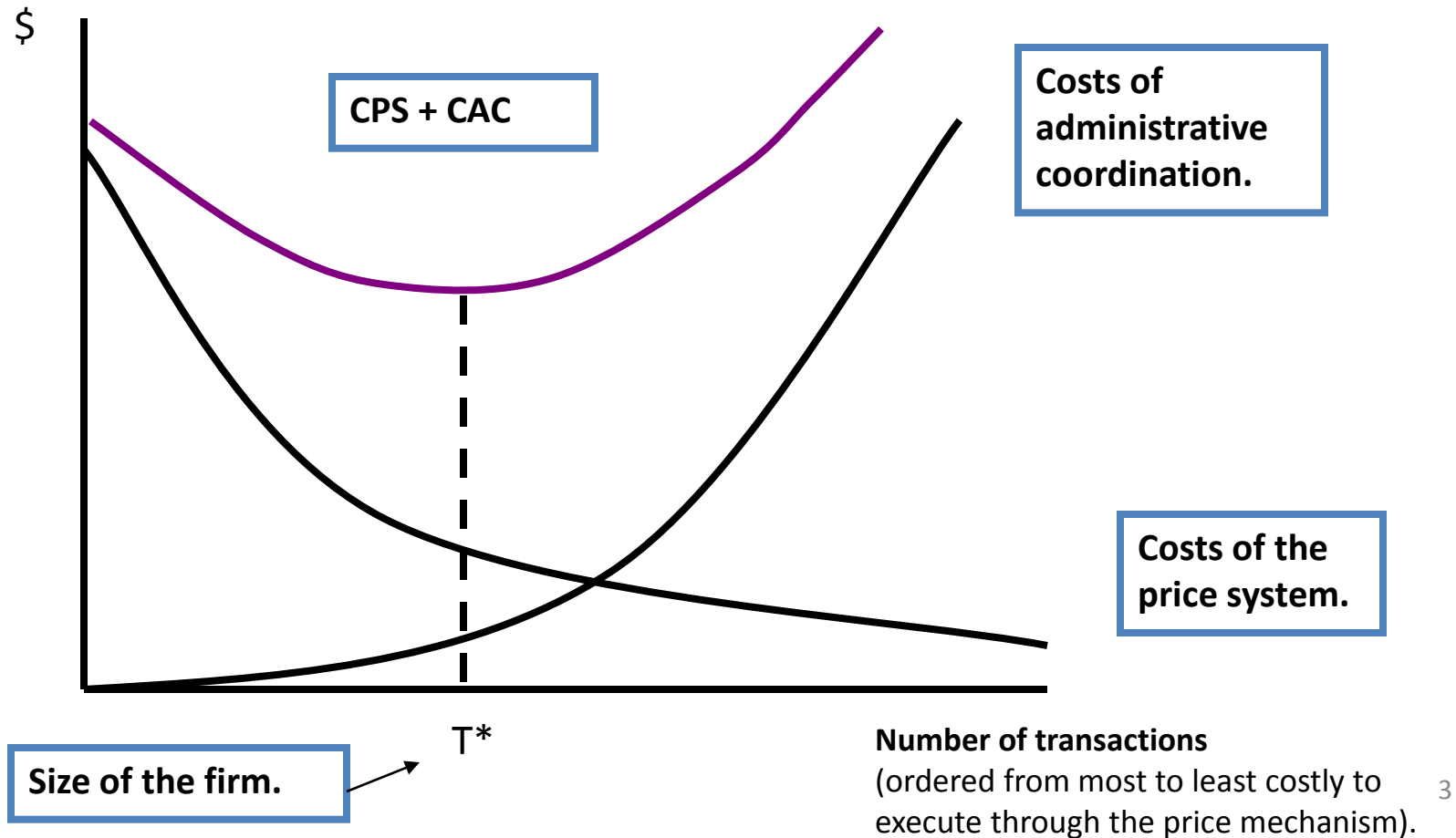
A firm?

- Why a firm?
- Transaction costs and "decreasing returns to the entrepreneur function"
- "A firm will tend to expand until the costs of organising an extra transaction within the firm become equal to the costs of carrying out the same transaction by means of an exchange on the open market or the costs of organising in another firm." (Coase 1937, p. 395.)
- A firm will tend to get larger



Ronald H. Coase

The size of the firm.



WW2: Big & Hierarchical Was Better

- WW2/CW organizations were big and centralized.
- Economies of scale dominated organizational economics.
- Hierarchy dominated organizational thought.
- Specialized individuals were the fundamental unit of knowledge work.
- Fordism.



Vannevar Bush (1890–
1974)

Collective Intelligence

- Tom Malone
 - “The Future of Work: How the New Order of Business Will Shape Your Organization, Your Management Style, and Your Life”
- Top-down companies should “decentralize and externalize” into industry eco-systems
- Small Pieces – Loosely joined

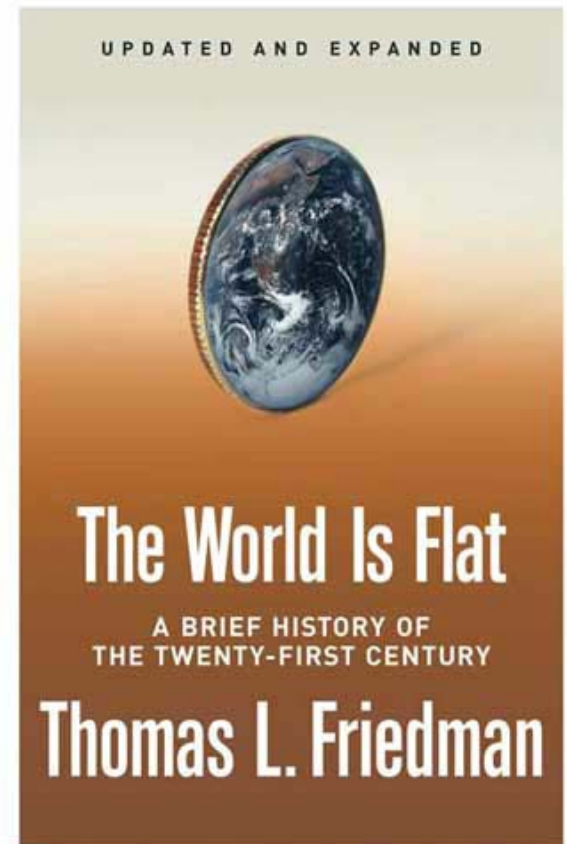


Economy...

the new economy, the one raising from the ashes of latest meltdown
will favour the small

The World is Flat

- Widely asserted that world is flat and returns to creativity are increasing.
- For example:
 - Tom Friedman, *The World is Flat*.
 - Richard Florida, *Rise of the Creative Class*.
 - Dan Pink, *A Whole New Mind*..
- A world of teams, core competencies, and lean flat organizations.
- Invention, Innovation, Renovation



- Products
- Seekers
- Solvers
- Challenges
- Disciplines**
- Business and Entrepreneurship
- Chemistry
- Computer Science and IT
- Engineering and Design
- Food & Agriculture
- Life Sciences
- Mathematics and Statistics
- Physical Sciences
- Requests for Partners/Suppliers
- Paylines**
- SAP Innovation & Technology
- Roboro.com Open Innovation
- Developing Countries
- Clean Tech and Renewable Energy
- Global Health
- Public Good and Citizens in Action
- FAQ
- My InnoCentive
- Refer A Friend



Engineering/Design

Search Challenges:

View By Category: All Sort By: Deadline List By: Descending

Showing 28 out of 96 listings

Corrosion Inhibitor
 Challenge Reward: \$10,000 USD Challenge Type: Theoretical-Licensing INNOCENTIVE #466285

The Seeker is looking for inhibitors of corrosion. This Challenge requires only a written description of the solution. [Read More](#)

DEADLINE: Aug 18, 2009 29 Project Rooms Challenge Posted: Jan 10, 2009

Synthetic route to a resorcinol derivative
 Challenge Reward: \$15,000 USD Challenge Type: Theoretical-IP Transfer INNOCENTIVE #454111

An economical and scalable synthetic route to the shown resorcinol derivative is desired. [Read More](#)

DEADLINE: Aug 16, 2009 112 Project Rooms Challenge Posted: Jan 16, 2009

Compact Battery Chargers
 Challenge Reward: varies Challenge Type: sRPP INNOCENTIVE #425051

The Seeker is looking for a partner to develop compact battery chargers. This is an electronic Request for Partners (sRPP) Challenge; the Solver will need to submit a written proposal to be evaluated by the Seeker with a goal of establishing a collaborative partnership. [Read More](#)

DEADLINE: Aug 08, 2009 100 Project Rooms Challenge Posted: Jan 09, 2009

Color in frying oils
 Challenge Reward: \$20,000 USD Challenge Type: Theoretical-IP Transfer INNOCENTIVE #462732

An advanced method to measure color in frying oils is desired. [Read More](#)

DEADLINE: Aug 08, 2009 280 Project Rooms Challenge Posted: Jan 05, 2009

Total Polar Content of Frying Oils
 Challenge Reward: \$20,000 USD Challenge Type: Theoretical-IP Transfer INNOCENTIVE #369697

A sensitive, high-throughput method to analyze the total polar content of frying oils is desired. [Read More](#)

InnoCentive

Prize-based open invention: a web community of scientists, engineers, professionals and entrepreneurs worldwide who collaborate to deliver breakthrough solutions.

And what about H₂O?

- I lead an “innovation start-up” consisting of three most different “blood-types”. It is not even legal entity.
- Yet it appears to be working
- How & Why?
- Great brand + Open innovation + Low Transaction Costs (lean, flat, easily/cheaply re-configurable organisation)
- We did not even exist two years ago and are now 63 full-time people who have earned 15 million in the market place

If you wish to walk fast, walk alone...

...but, if you wish to walk far, walk in group

African Proverb