



Smart Home Hackathon

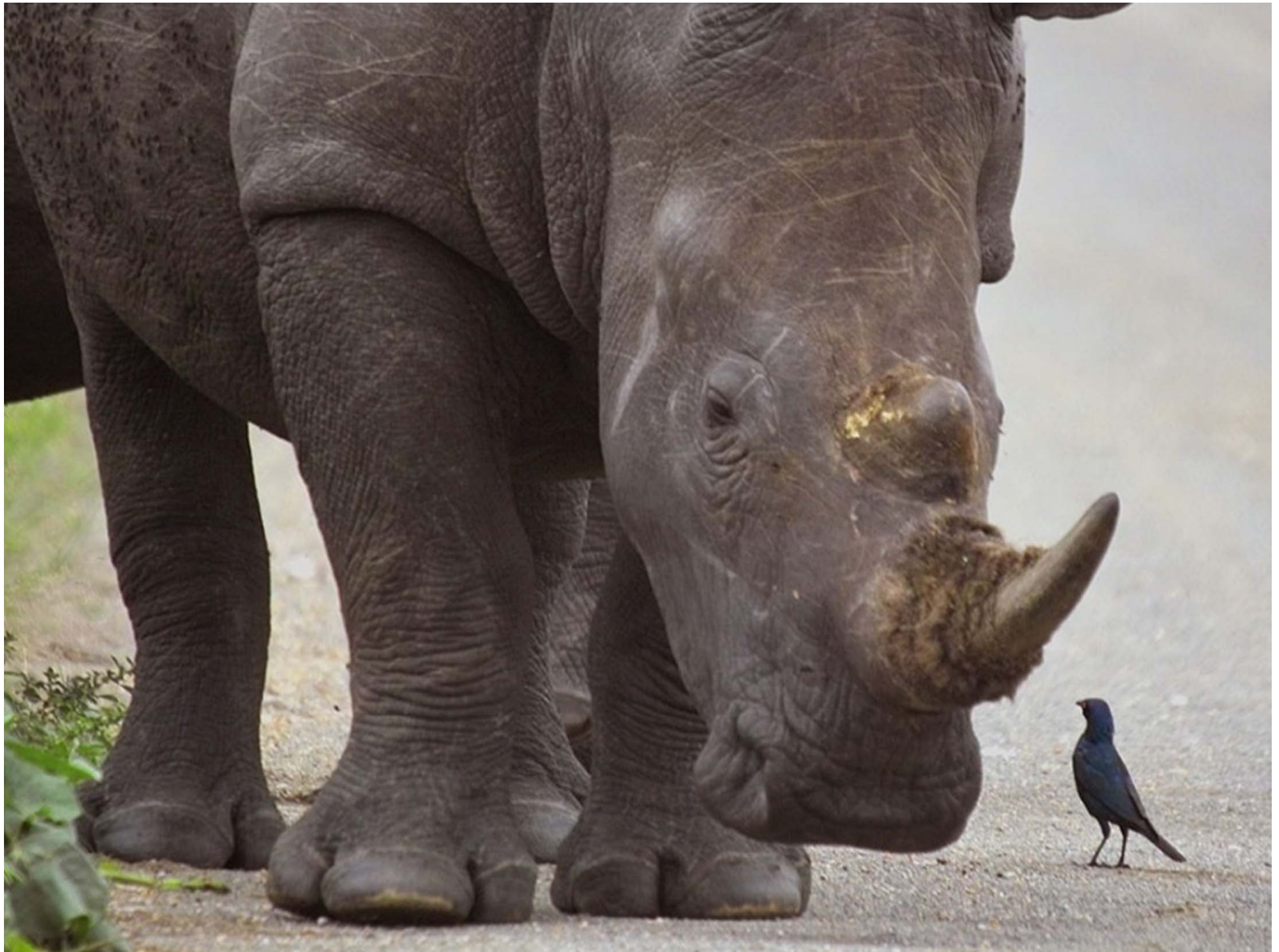
Nuove alleanze per nuovi business

23 Novembre 2014, I3P - Torino

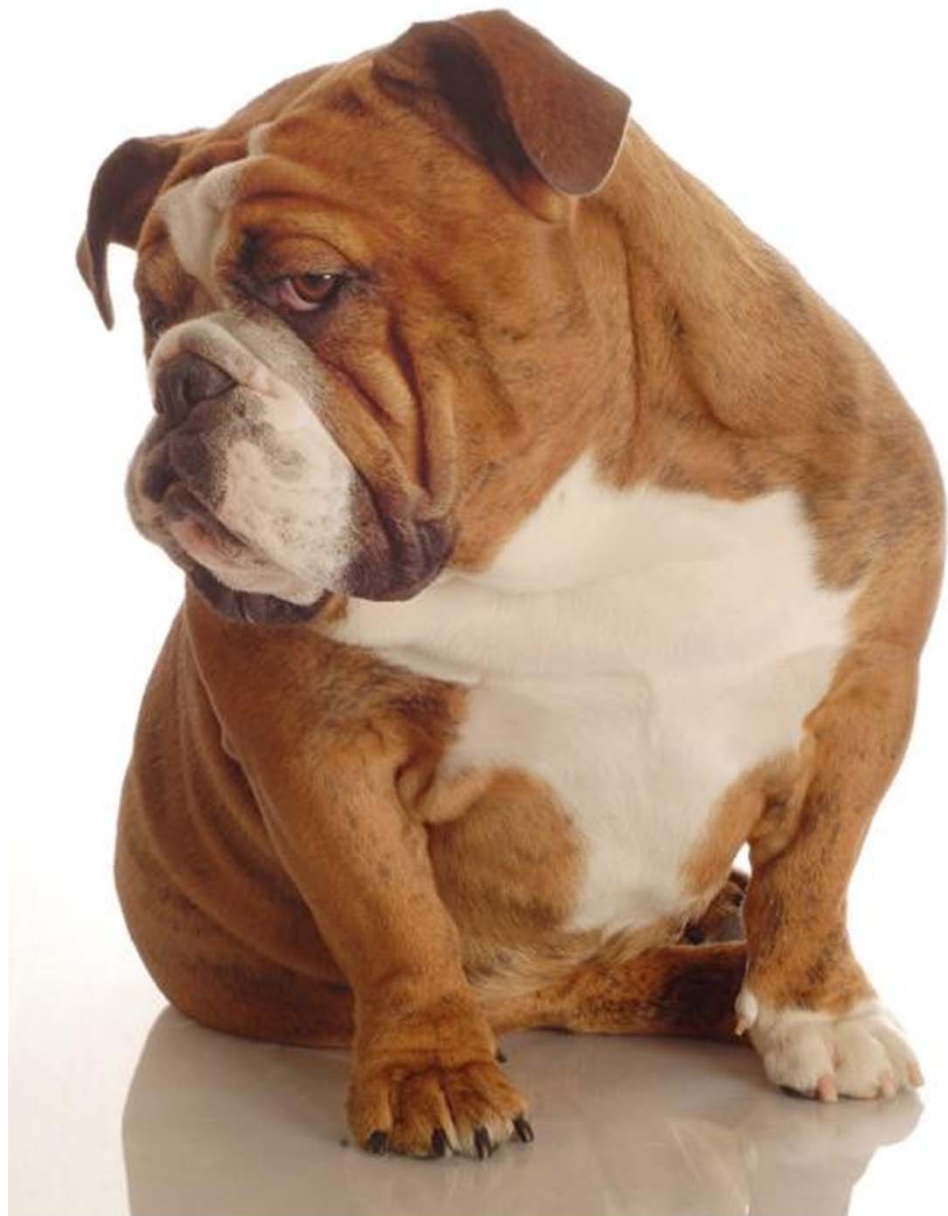
Lucia Chierchia, Open Innovation Manager



Electrolux









***Open Innovation
to double Innovation Power***

Role & Responsibility



Role:

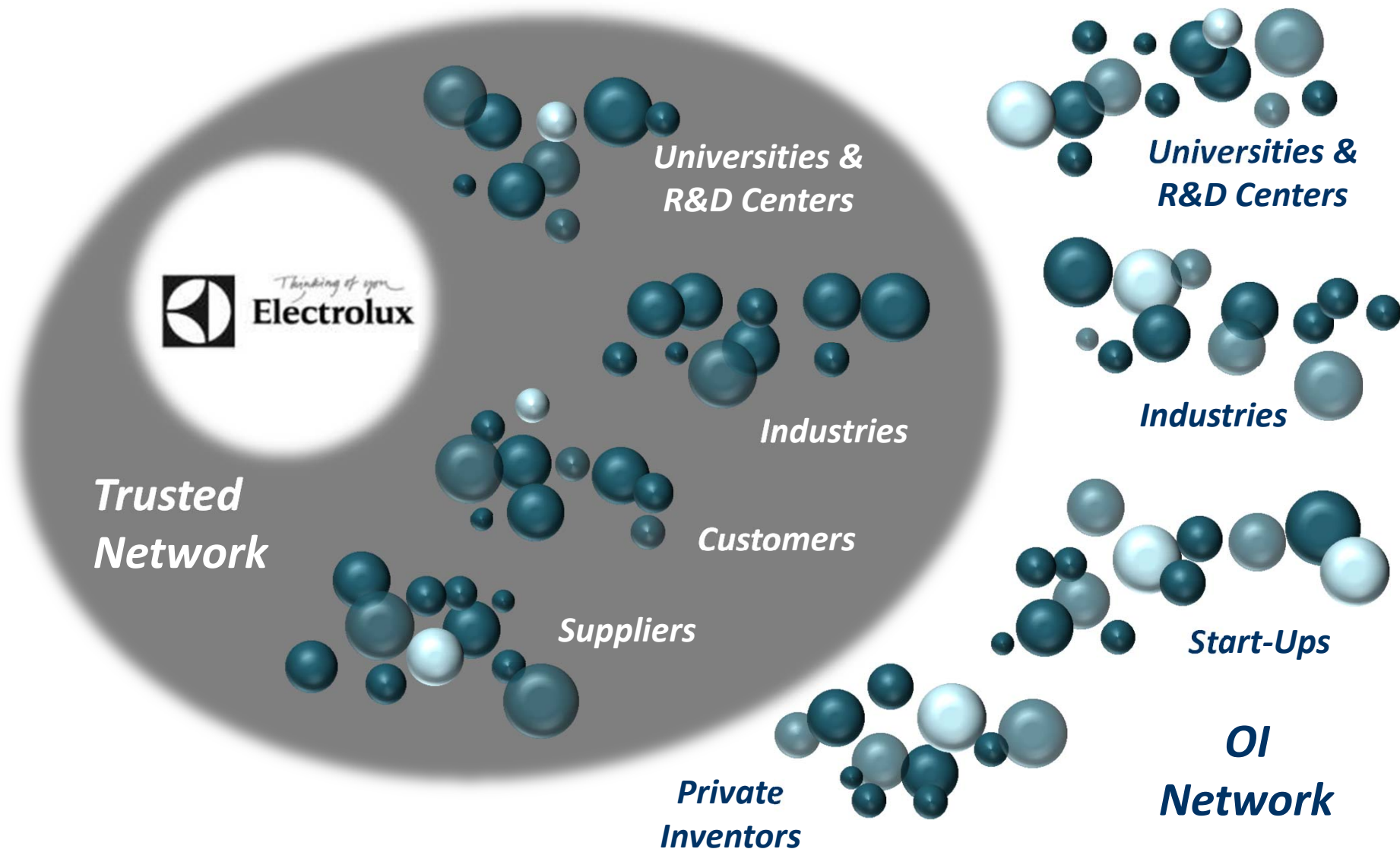
*Bridge btw external network of
Innovators and Electrolux
stakeholders.*



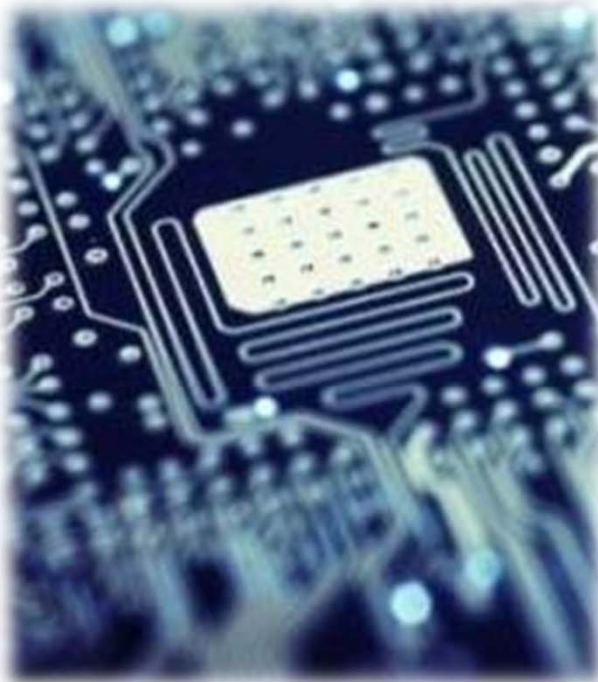
Responsibility:

*Capture new innovative
business solutions outside
Electrolux and promote
internally.*

Moving beyond the Trusted Network



To identify new business opportunities



new technologies



new components



new processes

To identify new business opportunities



new products



new services

To identify new business opportunities



new business models



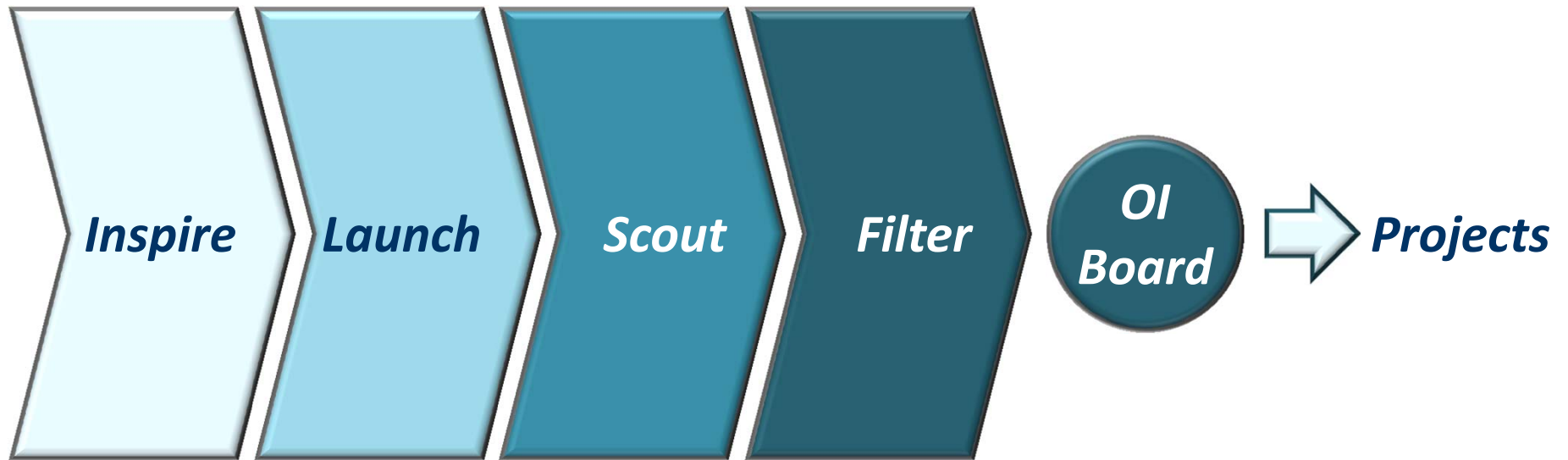
Open Innovation
3 Pillars Strategy







Challenges:
Calls for Ideas
to external world of “innovators”.



Challenges:
the workflow



[Discover Talent](#)

[Find Challenges](#)

[Start Competing](#)

[Log in](#)

Electrolux Healthy Homes Challenge

Propose solutions that help add value to home-based experiences around cooking/eating, laundry, washing and air quality.

[Learn More](#)



 [Submit Now](#)

Challenges

[About Electrolux](#)

[OI Guidelines](#)

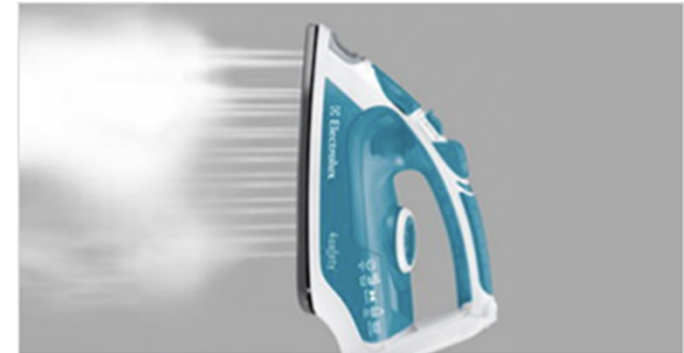
[Frequently Asked Questions](#)

[Download Idea Product Proposal](#)

[Download Idea System Proposal](#)



Magnificent Coffee



Effortless Ironing



Food Processor



Fast & Efficient Cooking

RFPS

← Wireless Sensor Temperature Measurement

[Respond](#)

[Submit an Intent](#)

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NineSigma, representing a Global leader in household appliances invites proposals for a revolutionary system to measure temperature wirelessly.

Opportunity

licensing, product acquisition, proof of concept leading to scale-up to manufacturing, supplier agreement, R&D collaboration.

Timeline

Phase 1: Proof of concept of the System (System performance test)

Phase 2: Demonstrator of the System (Acquisition of a unit)

Phase 3: Industrialization Development (Co R&D for the system application)

Financials

Costs to be defined at each phase by negotiation

Keywords: Wireless, Temperature, sensor, household appliances





Smart Home Hackathon

Give life to your ideas and prototypes for
the Smart Home and the Energy Efficiency

21st - 23rd
November



Join us at I3P,
Via Pier Carlo Boggio, 59, Torino

Information and Registration at:

<http://gnammo.com/events/1657/smart-home-hackathon>

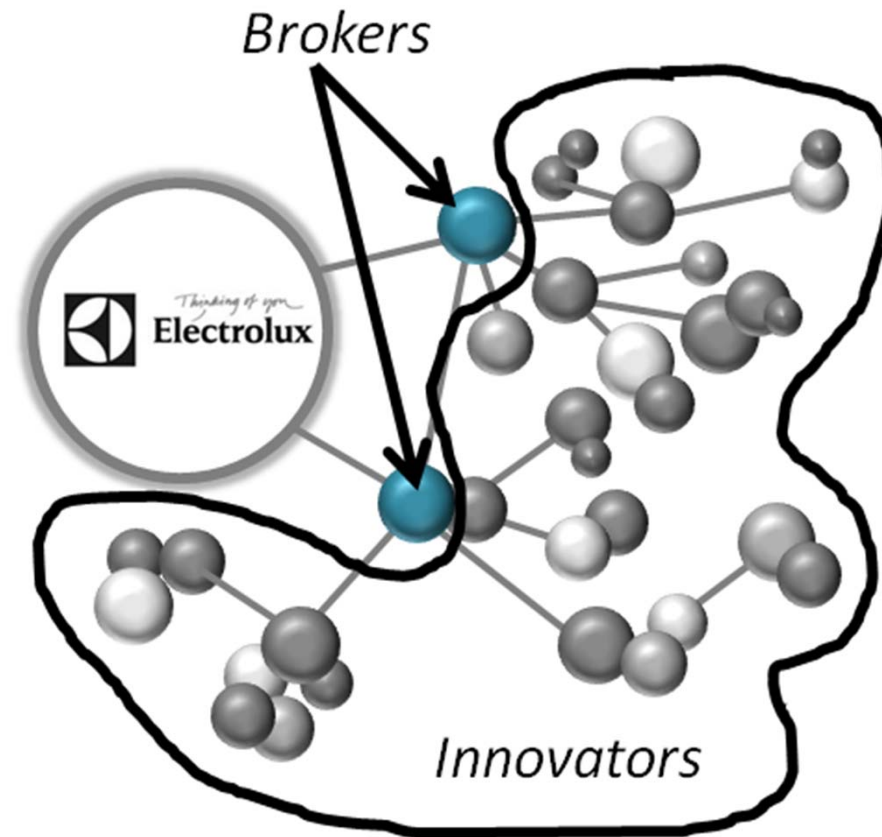
SPONSOR



MEDIA E TECHNICAL PARTNER

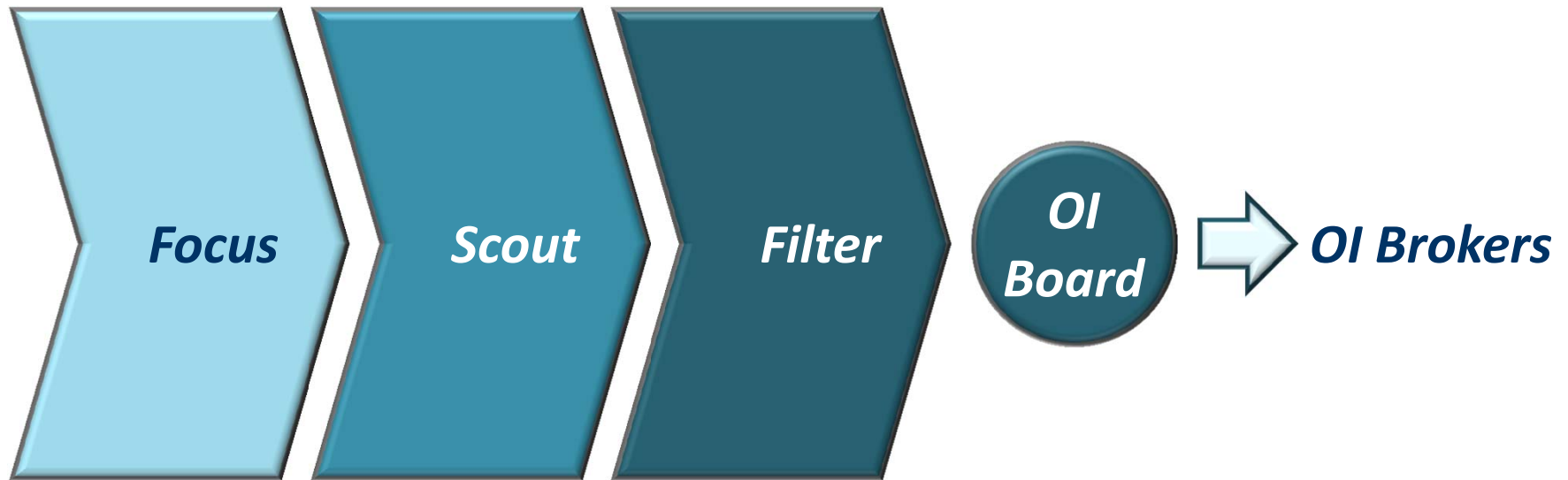






Network:

*Links to “intermediate partners”
to reach “innovators”.*



Network:
the workflow



Scouting Companies



PHLburg Technologies, Inc.





Banks & Investors





Mindset:
Attitude & behavior
that can support OI promotion



Mindset:
The Ambassadors



***New Alliances
for New Businesses***

Traditional Alliances



Components Supply



R&D Collaboration



Manufacturing



OEM



IP Licensing/Acquisition



Brand Licensing

Complex Alliances



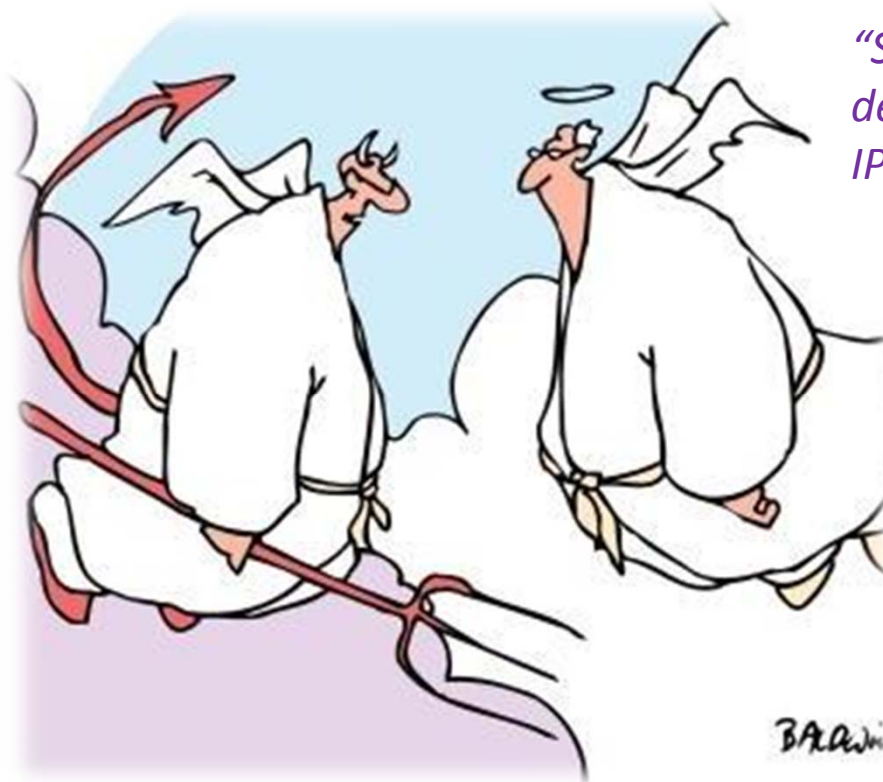
Complex Alliances

Players Diversity



Complex Alliances

Intellectual Property Management

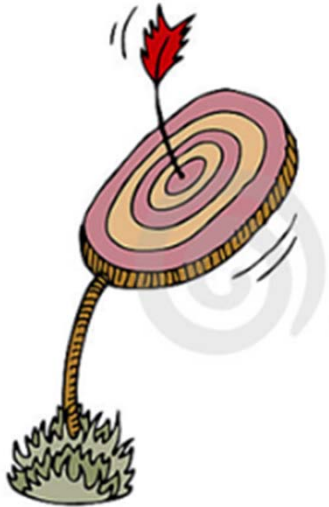


"Sold my soul to the devil, but held on to the IP rights..."

Alliance Viability



Alliance Viability



Partner Objectives



Capabilities



IP Model



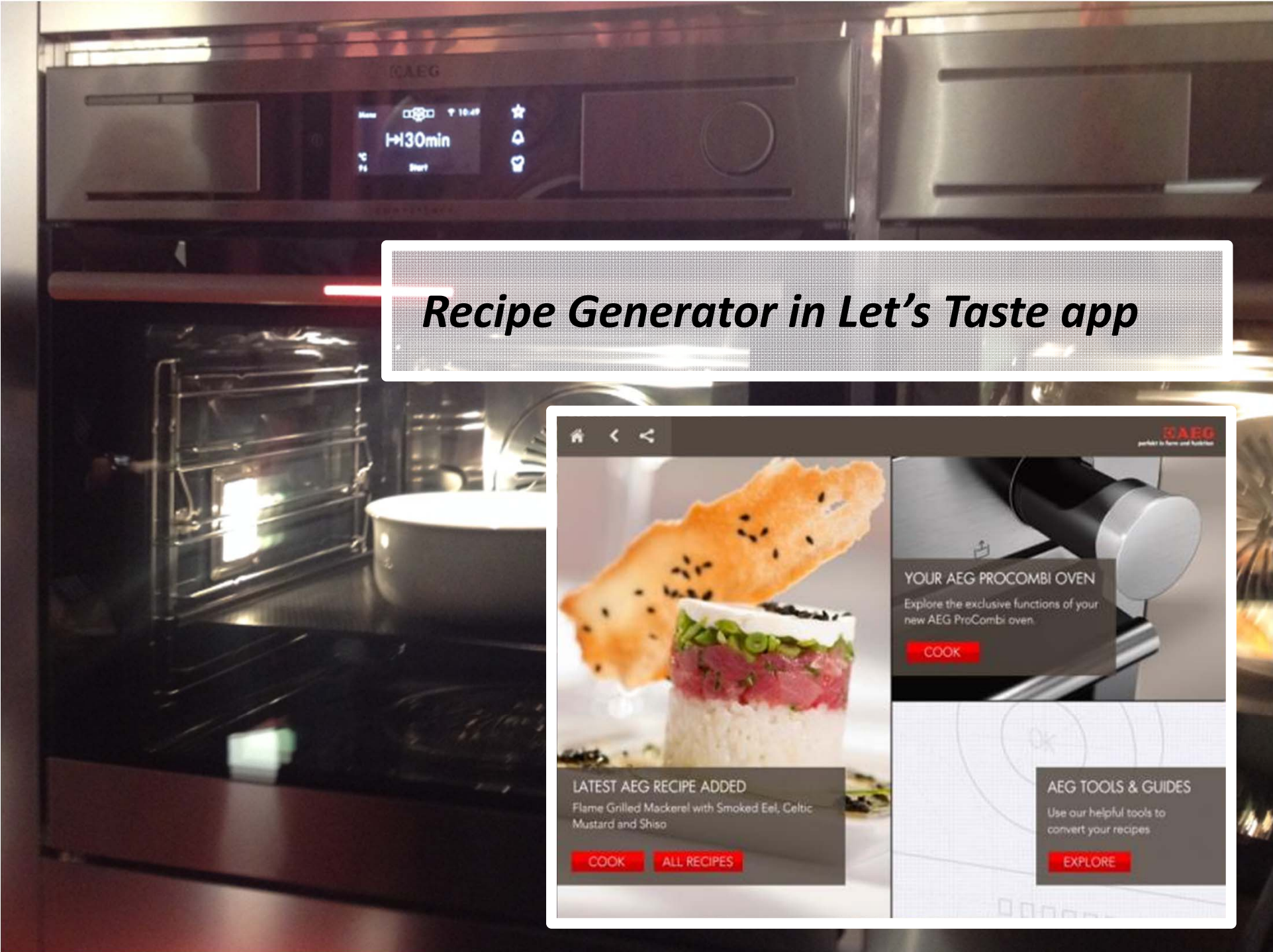
Alliance Model



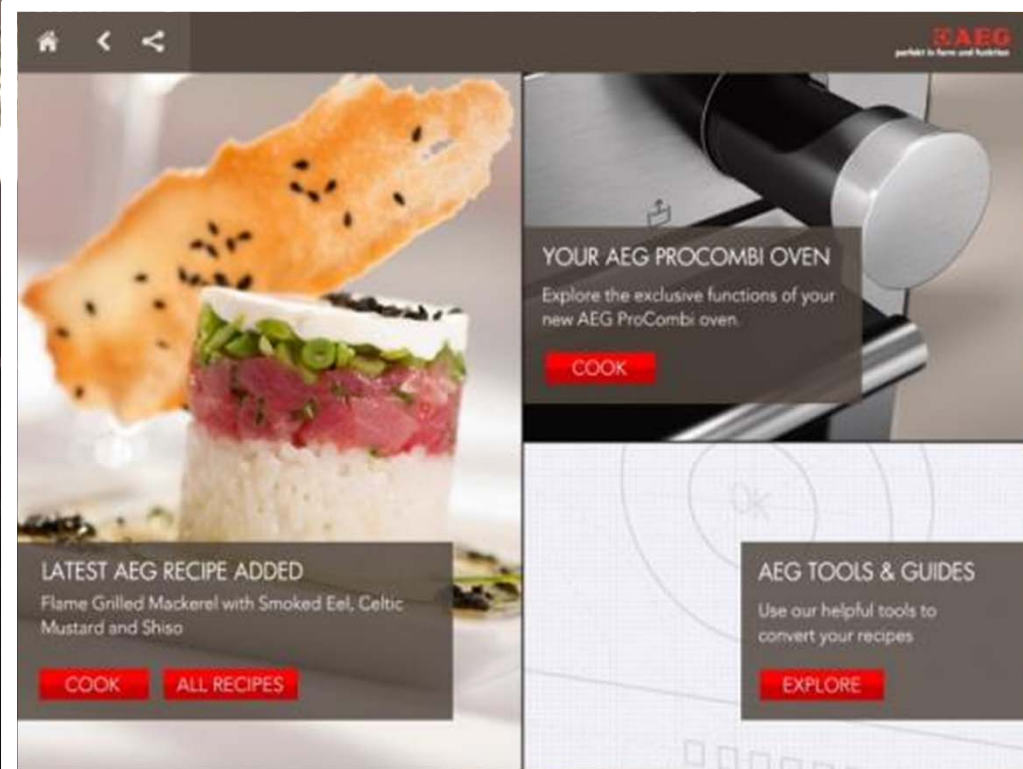
2014 Alliances with Startups

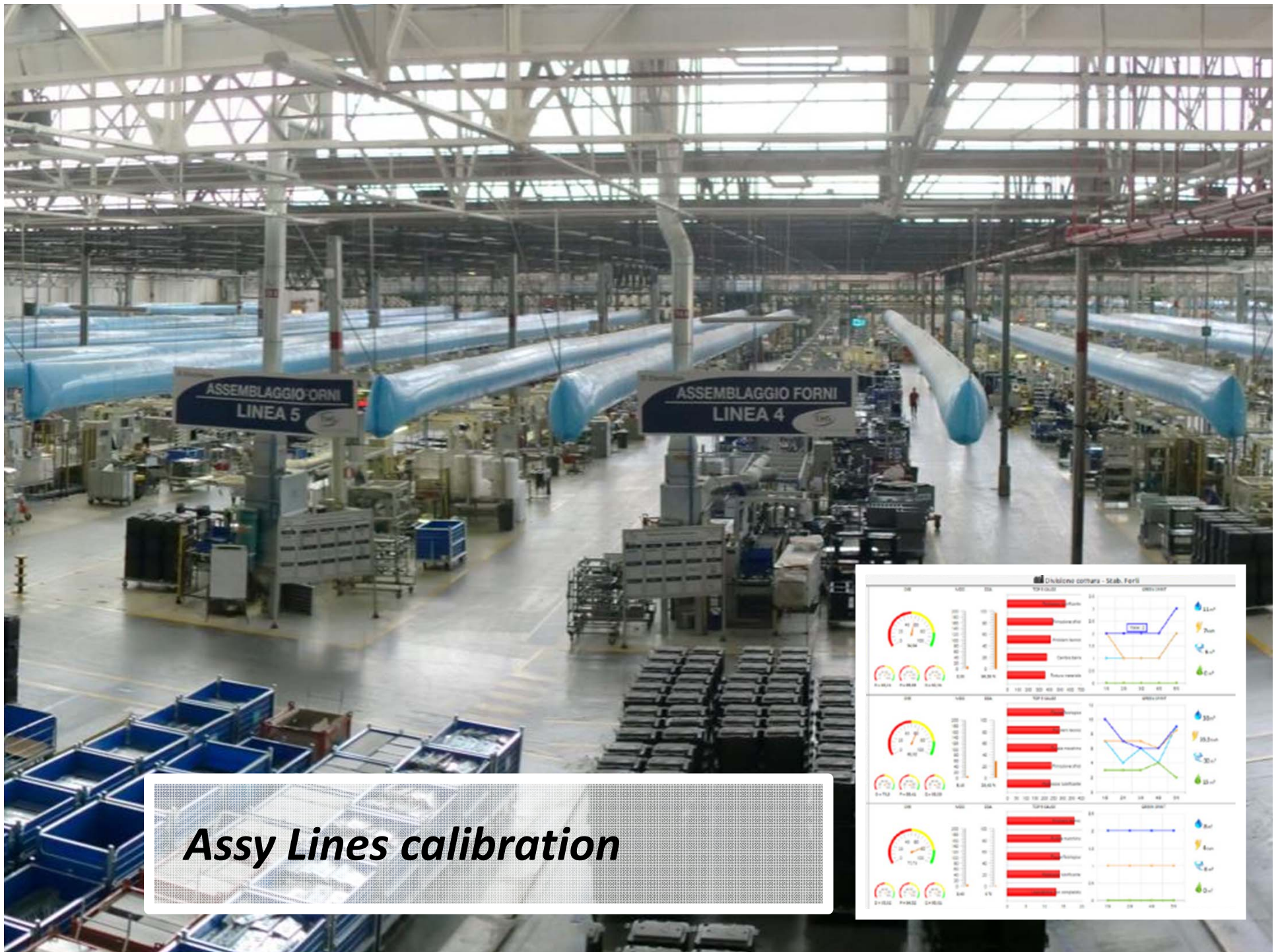
Timer Knob





Recipe Generator in Let's Taste app





Assy Lines calibration



2015?



Electrolux

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