



FORUM MEETING AGENDA

Wednesday, October 6, 2010, Waltham MA



PRESENTATION



“Innovative Product Development in the Medical Device Sector”

Speaker: Randal Chinnock



Panelists: Les Burns



Greg Erman



David Fink



3 Innovation Topics:

- Where do ideas come from?
- Leveraging co-creation
- Patent obstacles



Where Do Ideas Come From?

References:

1. *Where Good Ideas Come From: The Natural History of Innovation*, by Steven Johnson
2. *What Technology Wants*, by Kevin Kelly

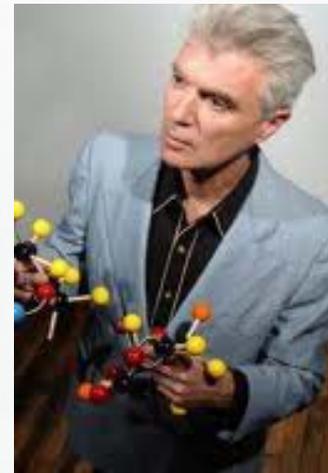


The Biological Model for Innovation

- The “adjacent possible”
- The “agency” of technology evolution
- The role of repeated failure [mutations]
- Multiples: or, “Are Inventions Inevitable?”

The Creative Environment

- “Ideas are networks” – what are the best networks today?
- What is “scenius”?





Co-Creation

Ref: *Building the Co-Creative Enterprise*
by Venkat Ramaswamy and Francis Gouillart

www.prtm.com/cocreation

**Applying the power of all of the stakeholders
in an enterprise to realize its value and to
grow it**



	TRADITIONAL	CO-CREATIVE
VALUE	Deliver a defined customer experience to a targeted customer set	Enhance experience of all stakeholders
GOALS	Established at outset, don't change	Initially set by management, strategy allowed to emerge over time
KEY FOCUS	Interests of firm paramount. Interests of employees & others secondary or not considered	Basic tenet is that considering the interests of all stakeholders maximizes the size of pie, overall profits, and stability
ADVANTAGES	Economies of scale, big bold moves, speed	Knowledge & expertise of all stakeholders is leveraged

Imagining a Patent-Free World

- Do patents really stimulate innovation?
- What would happen if patents ended?
- What can we learn from China?
- Would a patent-free world be stable & sustainable?

Examples of Innovative Product Development:

Two Canon Medical Design Excellence Award Winners

Infection Control Keyboard

- Small division of very big company
- Won the customer's competition
- Success factors:
 - Highly decentralized
 - Small teams
 - High level goals set by customer
 - Co-creative with customer
 - Innovative reminder system
 - Maintained core competencies
 - Patent unimportant





RIO® Robotic Arm



- VC funded startup
- Huge in-licensed and internally developed IP portfolio
- Success factors:
 - IP critical for fundraising & competitive deterrence
 - “Instinctive hiring” of “brilliant . . . anti-corporate, individuals”
 - “Google-like” physical environment
 - “Apollo-mission-like” sense of excitement & uniqueness
 - Highly co-creative

www.meddevgroup.org



PHASES OF COMMERCIALIZATION

- Ideation (fuzzy front end)
- Patent Protection
- Product Definition and Management
- Product Development
- Testing (mkt, clin, tech)
- Go-to-Market Planning
- Revenue Ramp

DISCUSSION THEMES

- The Adjacent Possible
- Scenius
- Liquid Networks
- Repeated Failures
- Multiples
- Co-Creation
- The Role of Patents