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# Open innovation to accelerate SSL value creation

TNO, CL, DTU, LIV, CICAT, KUL

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# Objective?

Accelerate deployment of value enhancing SSL solutions.

What does accelerating mean for business development?

= shorten time between generations

An example from a different industry and product with many generations: cheap, simple, mass-production car

# Objective?

Accelerate deployment of value enhancing solutions.

A look at a different industry and product

Next generation?

Comfort?

Performance?



Safety?

Options?

# Objective?

Accelerate deployment of value enhancing solutions.

A look at a different industry and product

Status:

Airco, electric windows, automatic windscreen wiper & headlights  
GPS, adaptive cruise control, hands-free mobile ...  
4 doors, more inner space, larger boot  
Automatic gearbox ...

0 – 100 km/h < 10 sec  
> 180 km/h  
Euro 6 emissions  
Better handling ...

Cheap, simple, mass-production  
car

Disc brakes, ABS,  
Seat belts, airbags,  
Anti-collision radar  
Euro NCAP 5\* ...

Colours, interiors, wheels,  
motors, fuel types ...

# Objective?

Accelerate deployment of value enhancing solutions.

## A look at a different industry

Airco, electric windows, automatic windscreen wiper & headlights  
GPS, adaptive cruise control, hands-free mobile ...  
4 doors, more inner space, larger boot  
Automatic gearbox ...

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motors, fuel types ...

Current generation has all these enhancements

# Accelerate deployment of value enhancing solutions



Lighting systems >> products

Involves light planning ...

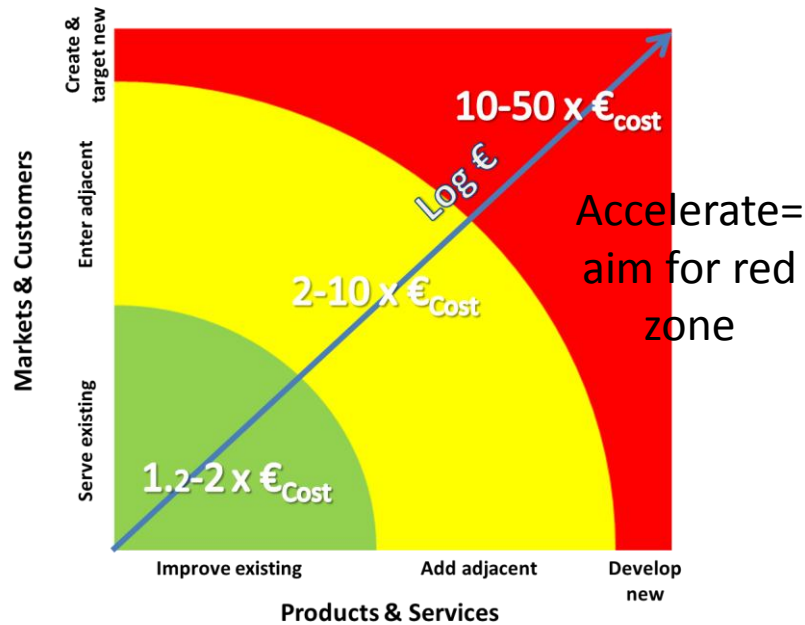
Lighting systems innovations: a lot of technology is available:

Light sources, optics, tuneable colour; from IoT & smartphone ...

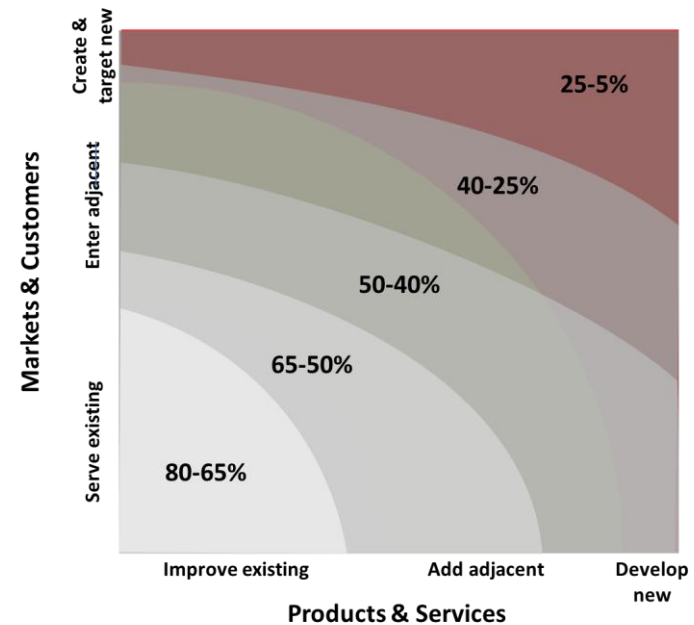
Replacing existing lighting systems:

Usage time > 10 years  $\Rightarrow$  requirement: future proof

# Innovation perspective



Return if successful



Success rate

To accelerate: improve success rate

⇒ Open innovation, collaboration

1. Objective: Accelerate deployment of **value** enhancing SSL solutions

Challenge:

Defining the value of potential benefits

2. From creating interest → sufficient weight factor

People prefer this

But still use this

