



Partnership platforms & Mobile Innovation

MOBILEMONDAY DK

Copenhagen

October 6, 2008

Who is bluenove ?

- www.bluenove.com is a strategic consulting firm specialized in 'Opening Innovation' for major corporations and brands
- www.bluenove.com/trackrecord.php has a strong track record in developing and launching innovative services with high-tech startups
- www.bluenove.com/news.php is an active evangelist in the area of Open Innovation in France and in Europe
- www.bluenove.com/lipp.php provides its 'Lab Innovation Partnership platform' (LIPP) methodology to design and implement Open Innovation programmes
- <http://www.bluenove.com/customers.php> is developing and supporting Open Innovation programmes for Orange, La Poste,...

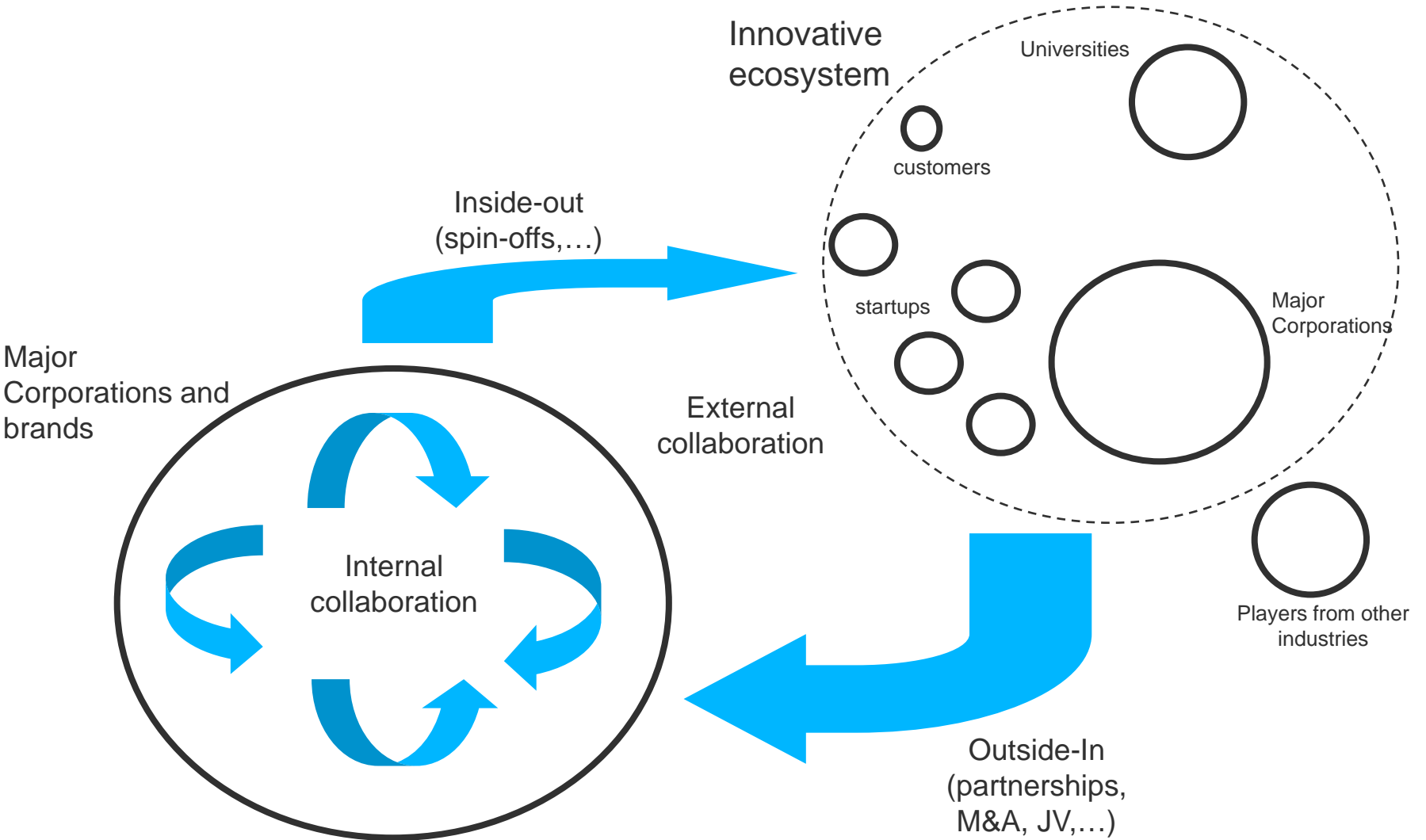


What is 'Open & Collaborative Innovation' ?

- 'The smartest people always work for someone else'

(*Bill Joy, co-founder of Sun Microsystems, 1990*)

What is 'Open & Collaborative Innovation' ?



Why Open Innovation ?



External collaboration plays a key role in nearly 50 percent of P&G's products. We've collaborated with outside partners for generations but the importance of these alliances has never been greater.

Our vision is simple. We want P&G to be known as the company that collaborates — inside and out — better than any other company in the world.

Chairman of the Board and
Chief Executive Officer

A handwritten signature in black ink, appearing to read "A.G. Lafley".

- A.G. Lafley

What Open & Collaborative Innovation is & is not

OI is not just about :

- Core business
- Outsourcing
- Cost reduction
- The R&D department
- Partnerships with other industrial partners
- Hiding what you don't know
- M&A

OI is about :

- Innovation & collaboration
- Blue Ocean
- Growth
- Change management
- Relationships with startups, universities, customers
- Openly communicate what you don't know how to do
- New Corporate Venturing & Partnership models

the 'Orange Partner Startup Programme'



Orange has started 2 years ago an Open Innovation programme to develop their Web 2.0 ecosystem

- To launch new 2.0 services and enrich the existing ones such as : www.pikeo.com, www.bubbletop.com, www.soundtribes.com, www.whosegame.com , ...
- The 'Orange Partner Start Up Programme' in 2 years has
 - Identified more than 200 startups worldwide
 - Has contacted about 100
 - Has done more than 30 opportunity analysis and business cases
 - Has signed 10 partnership contracts
 - Is launching 5 new services/features
- The 'Orange Partner Start Up Programme' is now part of the www.orangepartner.com organization:
http://www.orangepartner.com/site/enuk/work/consumer/orangestartupprogramme/p_orange_startup_programme.jsp#1
- Starting 2008, the OSUP scope will be extended also to the following areas beyond web & mobile 2.0:
 - Location Based Services and contact-less (RFID, NFC...)
 - Enterprise solutions
 - Digital Entertainment
 - Etc.
- The OSUP has been designed by www.bluenove.com : bluenove will keep supporting the OSUP for the next 2 years

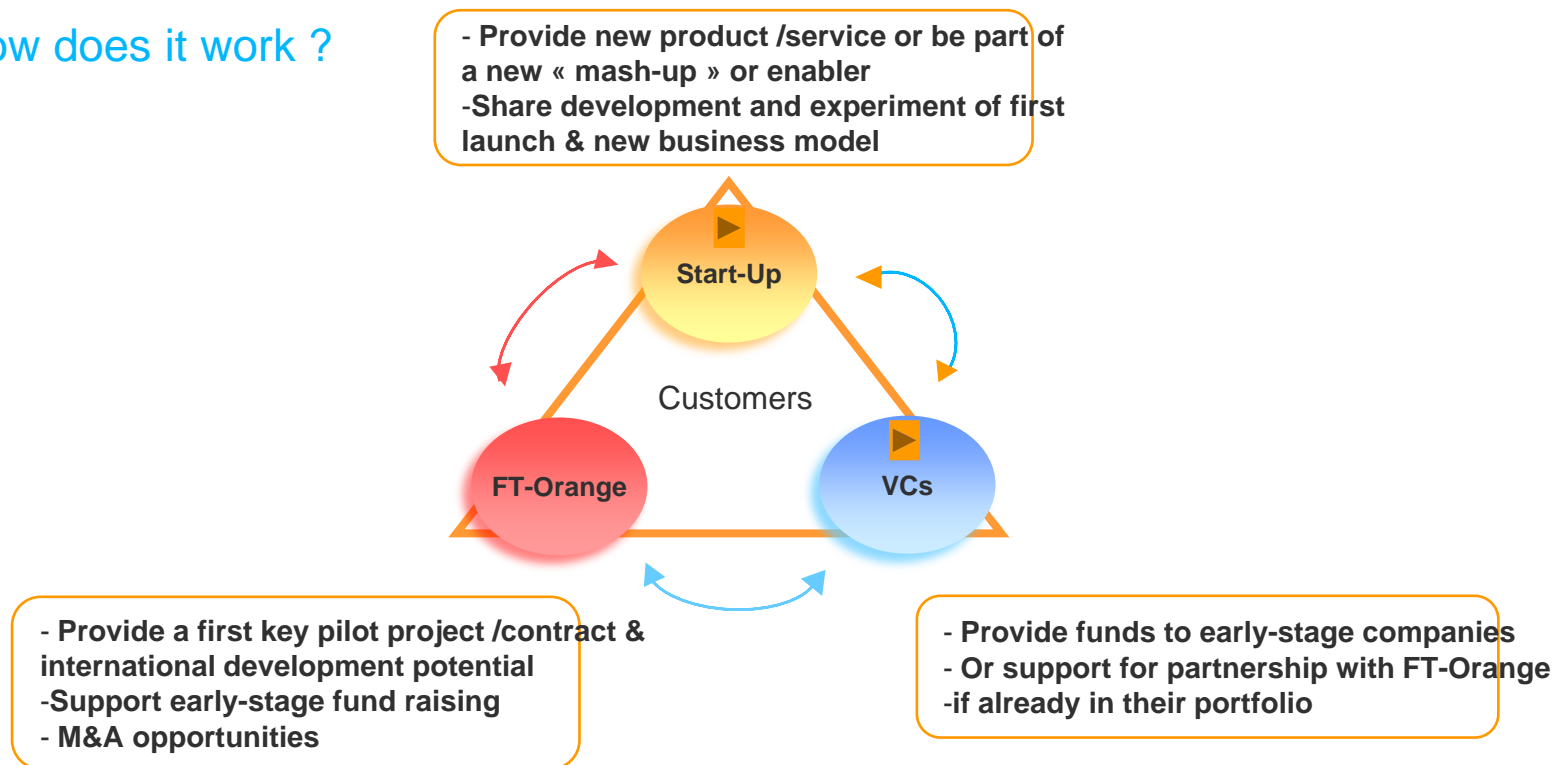


A unique 'partnership platform' delivering 'Open Innovation'

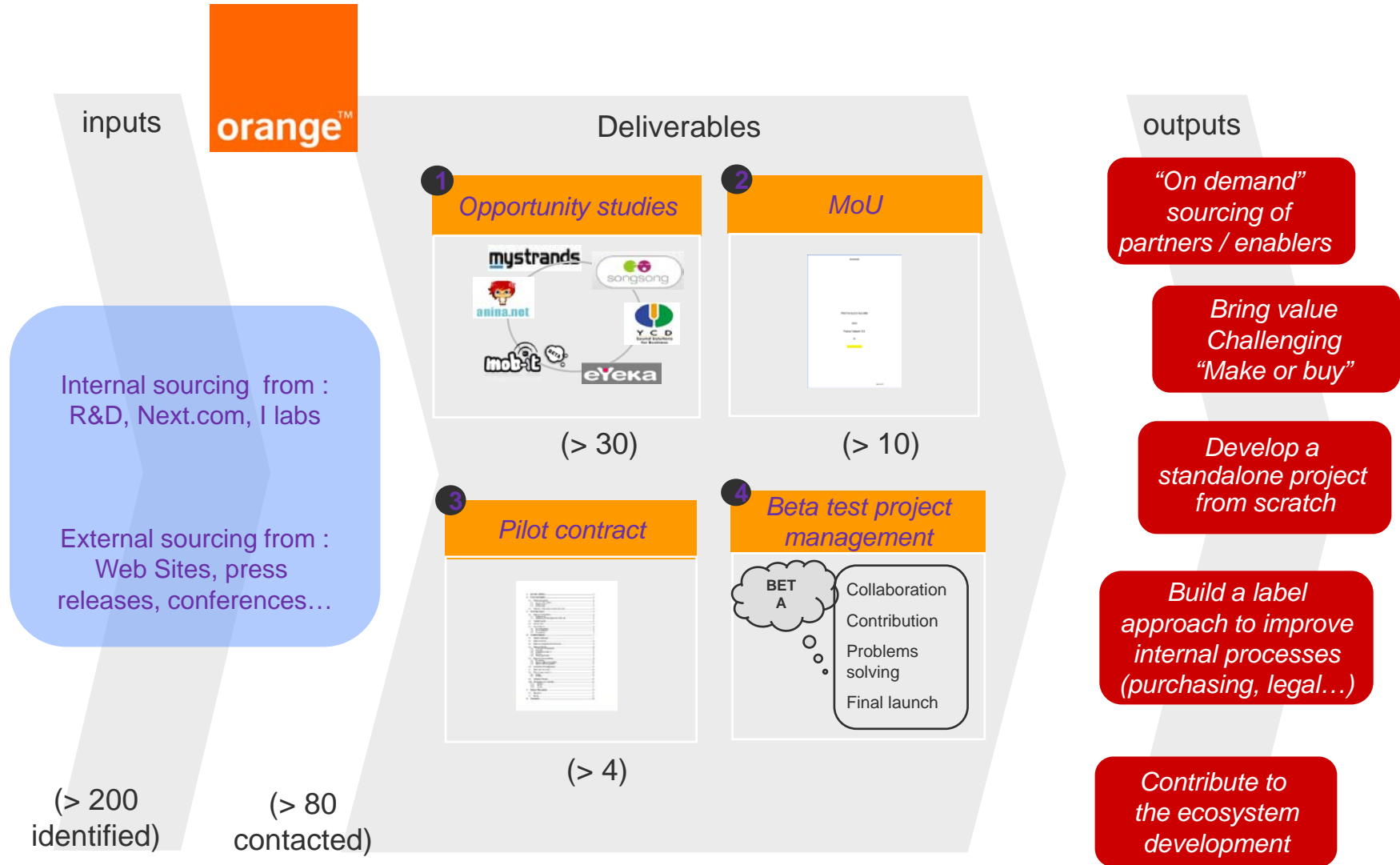
Objectives:

- A **'partnership platform'** based on the **'Corporate Open Innovation'** philosophy
- aiming at developing a dynamic and sustainable ecosystem around NExT.com, OAD and the greater Orange Group
- through the creation of a **"virtuous triangle"** to generate speed and value to Orange

How does it work ?

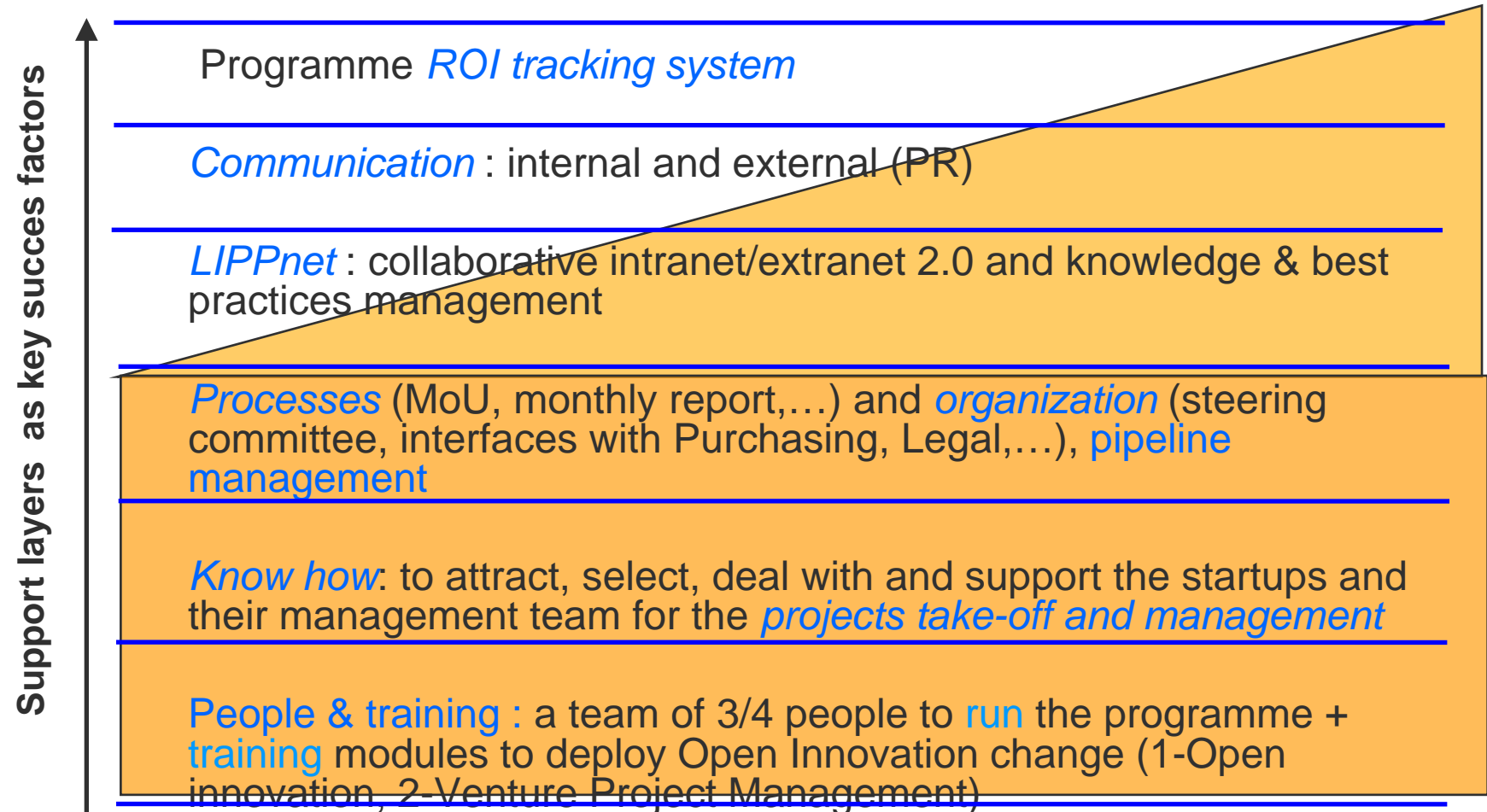


OPSUP process et deliverables (pipeline 2007)



Relying on the 'Lab Innovation Partnership Platform' (LIPP) methodology

6 layers of support, services and tools :



‘Orange Partner Start Up Programme’ a case study

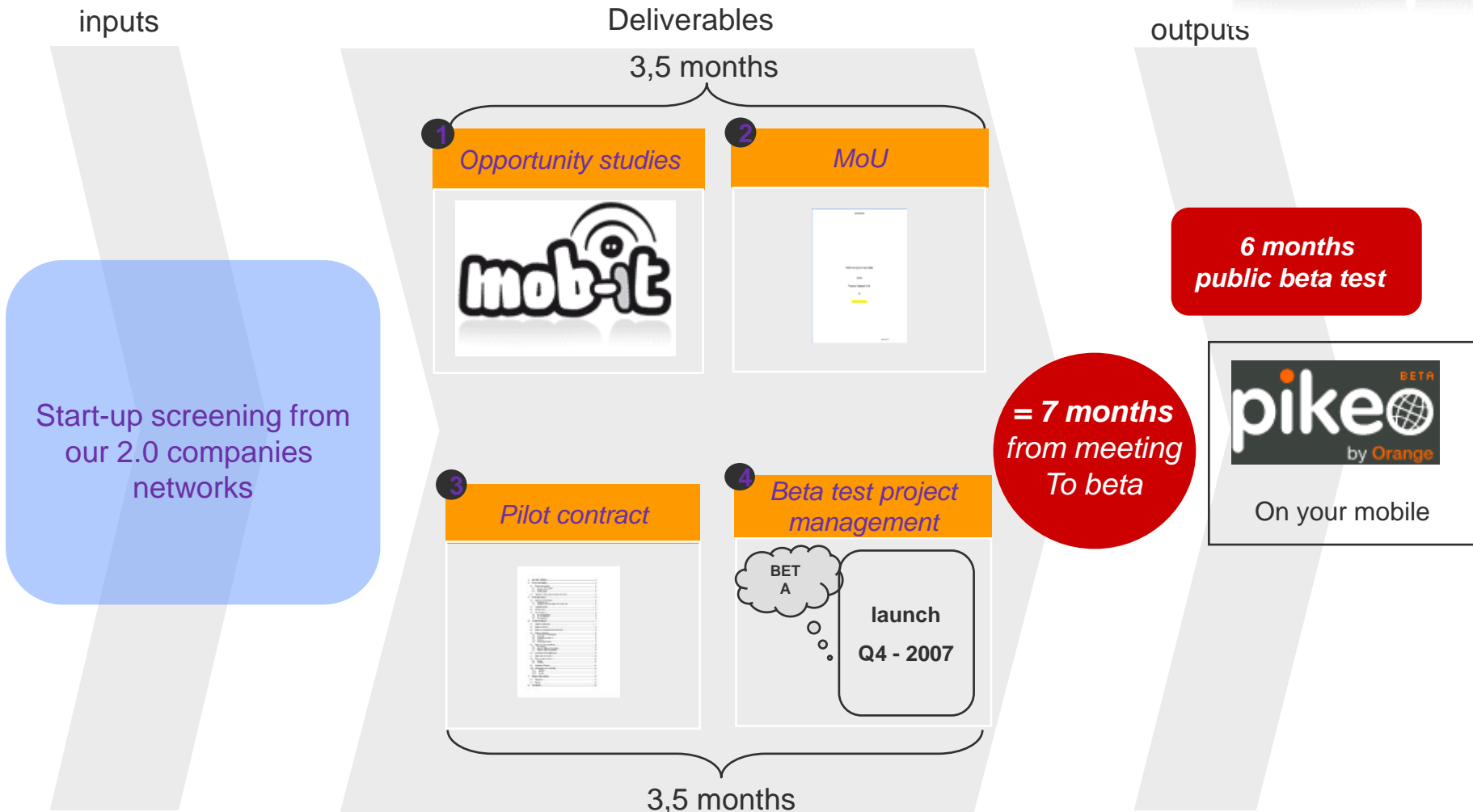


- After reviewing numerous start-ups, mob-it was considered as unique with many specificities :
 - ✓ The ability to deliver a very efficient web-to-mobile experience
 - ✓ A generation on-the-fly of a widget app from a website, fully personalized
 - ✓ No pre-installation process, no configuration
 - ✓ Not another Widget universe, complex to understand for the users
 - ✓ Easy to transfer
 - ✓ A very simple idea : the mobile device, with its small screen, its presence in our pocket, is the natural « to go » extension of the web.

- We are focusing at leveraging our services such as Pikeo

- As mob-it allows the mobilization of websites, through an installed application on the phone
 - ✓ Pikeo could benefit from the technology to provide micro-albums

Processes and deliverables: in real life





- a simple button on any album
- a click on the album, a phone number...

- ✓ a SMS is then received on the mobile phone with a wap link (wap push)
- ✓ a click and the installation begins
- ✓ the application automatically launches...
- ✓ no prior installation or configuration
- ✓ virality through the click of a button
- ✓ (web to mobile + mobile to mobile)



an Orange Partner success story
NPTV with *mob-it*



Orange Partner

"The 'Start-up' service within Orange really helped to get us quickly to the right places within the organisation, with ongoing support to make sense of all procedures. The connection to Orange was a real endorsement when it came to talking to potential investors. On top of this, Orange then took on our product themselves – even better." Jerome Chouraqui, Marketing Director, NPTV

what is mob-it?

mob-it is a service enabling users to upload content from a web site to their mobile.

getting together with Orange Partner

NPTV first met Orange when it was a young start-up company with a great idea, in need of financial and business support. It was offered (and accepted) the support of our specific 'Start-up' service.

working with Orange Partner

Through the 'Start-up' service, NPTV received help with strategy and market insight to target their service appropriately, assistance with business and legal aspects, Orange representation at meetings with VCs, and introductions to the appropriate technical teams. This made Orange to further develop mob-it.

The success

- mob-it matched an internal need for a converged web and mobile services, and a commercial agreement was put in place to incorporate it into Flex, Orange's photo-sharing service.
- mob-it has now been built into Orange's photo-sharing service, Flex, and renamed 'Flex 2 Go'.

"We have also been in contact with investors and are involved in other major opportunities. None of this would have been possible without Orange!"

Jerome Chouraqui, Marketing Director, NPTV

find out more: www.orangepartner.com



thank you

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