



CASE STUDY

OPEN INNOVATION &
TECHNOLOGY SCOUTING
FOR ELECTROLUX



INDEX

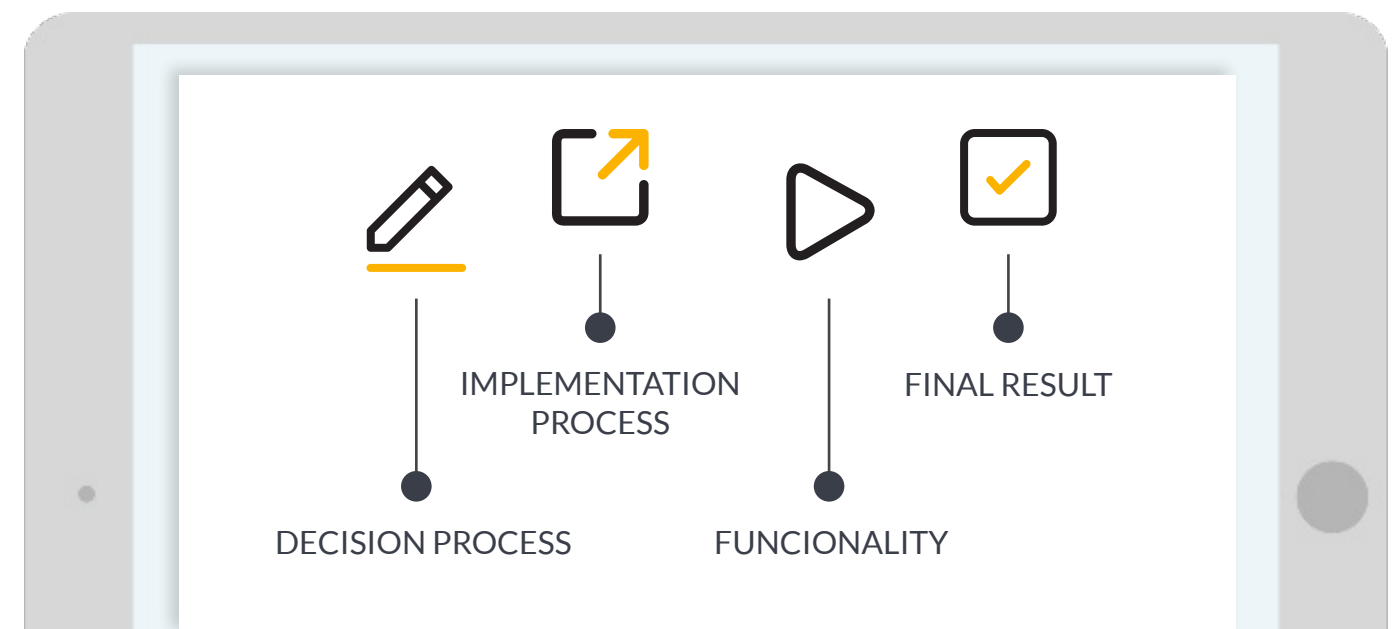
About Electrolux	4
SkipsoLabs and Electrolux	4
Why Electrolux chose Skipso.....	5
The Buyer's Decision Process	6
The Implementation Process	6
How did it work?	7
The result	10

Open Innovation & Technology Scouting for Electrolux



Skipso helps private and public organizations harness the creativity of their employees, customers, and external innovators to quickly and cost-effectively pinpoint solutions to internal challenges.

We offer an enterprise innovation software solution with a centralized platform to manage internal and external innovation activities. The following case study takes a closer look at how Skipso is helping Electrolux scout for the most innovative startups and solutions around the world. We focus on why Electrolux chose to work with Skipso, their decision process, implementation process, its functionality, and the final results.



About Electrolux

Electrolux shapes living for the better by reinventing taste, care, and wellbeing experiences, making life more enjoyable and sustainable for millions of people. As a **leading global appliance company**, the company places the **consumer at the heart of everything** it does.



Electrolux

Through its brands, including Electrolux, AEG, Anova, Frigidaire, Westinghouse, and Zanussi, the company sells more than 60 million household and professional products in more than 150 markets every year. In 2016 Electrolux had sales of SEK 121 billion and employed 55,000 people around the world.

Skipso and Electrolux

Electrolux is considered one of the most advanced companies in the **Open Innovation** field, having defined and implemented a very systematic Open Innovation process and methodology. Skipso has been working with Electrolux for over 4 years and has been working directly with their **Open Innovation Director, Lucia Chierchia**, and her team.

Lucia Chierchia is a thought leader in the Open Innovation space and has positively influenced the **scouting for innovative products and solutions externally**. Working in a cross-functional team, Lucia collaborates with top management and the business units to **identify key strategic areas for Electrolux**. These strategic areas are those in need of innovative products and solutions to gain a competitive edge.

As strategic areas are identified, Electrolux's Open Innovation team engages with **an external (global) network of innovation brokers, who can help the company source the best products and services** based on their requirements and objectives. Tapping into this external network allows Electrolux to **accelerate its pace of innovation**.

Skipso has been chosen as one of **Electrolux's preferred partners** and, throughout the last four years, has run **multiple Open Innovation projects** for the company.



Open Innovation Platform

We offered Electrolux a dedicated **Open Innovation platform**, which is a branded and exclusive public facing website, where Electrolux can promote its Open Calls. On this website, interested parties (startups, innovators) can submit their proposals. The Platform also offers a private admin platform, where the Electrolux team can evaluate all submissions.



Market Outreach

Another valuable offer that Skipso provides is **Market Outreach**. Leveraging its global innovation network and proven outreach methodology, Skipso's outreach team reaches out to target innovators globally, promoting the Electrolux Open Calls and supporting the end-to-end submission process.

Why Electrolux chose Skipso

Electrolux has realized that **using the Open Innovation model is a very effective way to accelerate innovation**: a new way to do business, through the synergy between internal and external networks, new ecosystems beyond the trusted network, composed by “innovators” with different “DNAs.”

Electrolux stimulates the creativity of all people who have innovative ideas: start-ups looking for funding to carry out their business, universities proposing new technologies, other organizations playing in different tech and business sectors, and even inventors building prototypes in their garage.

Electrolux **invites companies, start-ups, research centers, and universities to send their proposals in the following areas**:

- Technologies or technical solutions to create new functionalities for the use of home & professional appliances
- Product concepts to satisfy consumers
- Components to be integrated into products to improve performances
- Industrial processes to add new value to the manufacturing areas
- Methodologies
- Partners to collaborate
- New businesses...



Electrolux is open to evaluating **different types of agreements**:

- Patent acquisition or Patent licensing
- R&D collaboration
- Brand licensing
- Component Supply agreement
- OEM Supply agreement
- Other business partnerships

...to build innovation together...

The Buyer's Decision Process

Let's take a look at why Electrolux chose Skipso's solution instead of a competitor. **Skipso is one of the pioneers in supporting Open Innovation & Technology Scouting programs.** Electrolux particularly liked that Skipso had a track record for delivering results in a short amount of time. They liked the combination of a dedicated, branded, and highly customizable online platform with a unique market outreach methodology and team.

The **level of support** Skipso provides and the fact that the company is **local** made their decision

easy. It was important for the Electrolux team to be able to call Skipso any time to discuss project KPIs as well as the improvement of the process. Skipso has built an **extremely solid relationship** with Electrolux, more of a **partnership**, as opposed to the usual client/supplier relationship.

Skipso was initially referred to Electrolux by another large corporate who was using its services, and that certainly made a difference. Since the pilot project launched 4 years ago, the collaboration has significantly expanded.



“Skipso is one of our trusted partners for deploying the Electrolux Open Innovation strategy. Not only is the platform simple and user-friendly but their team is always available to find new ways to help us source the most innovative solutions globally.”

Manuel Silva,

Open Innovation Project Manager for the Electrolux Group.

The Implementation Process

Prior to launching the Technology Scouting program, Skipso worked on the following:



Open Call

planning and setup



Ecosystem

engagement preparation



Dedicated Platform

configuration and launch

In the **Open Call planning and setup phase**, which was critical prior to the launch, the Skipso team worked closely with the Electrolux Open Innovation team to define the project scope. Skipso was then responsible for preparing and setting up the following material:

- Open Call/Challenge Briefs
- Frequently Asked Questions
- Supporting Material
- Terms & Conditions
- Other external communication material (to be used in the ecosystem engagement/market outreach phase).

A core part of the value proposition, the **Ecosystem Engagement**, is a very targeted, yet broad, outreach program that scouts experts, start-ups, and potential partners:

- Within Skipso's existing innovation database
- Within Skipso's partner network (mainly Clusters and universities)
- Within the broader innovation ecosystem thanks to a targeted and qualitative desktop research that is carried out at the start (and during) the project to uncover potential "candidates."

Skipso set up a **Dedicated Platform** to promote the Open Call. The online platform is a key tool in order to:

- Launch and manage Open Calls in a streamlined and automated way
- Easily manage the entire submission and evaluation process
- Communicate and interact with target prospects
- Maximise outreach and visibility of the program and leverage the Electrolux brand to its full potential



How did it work?

Once all the setup work was complete and the Open Call launched, Skipso focused on its **Ecosystem Engagement activities**.

This core service is designed to **maximise market outreach** and, ultimately, "**idea flow**" for Electrolux. It comprised the following activities:

1. Reaching out to existing contacts within the Skipso network and internal innovation ecosystem
2. Finding new contacts that matched the search criteria
3. Proactively managing the market outreach activities
4. Providing community management support throughout the entire process

Skipso proactively promoted the call for proposals within **Electrolux's existing innovation ecosystem**, which includes thousands of contacts: innovators, start-ups, incubators, universities, clusters, and organizations from different industry sectors including:



CLEANTECH
NANOTECH
FINTECH
FASHIONTECH
ADVANCED MATERIALS
ICT
MOBILE/MOBILITY
DESIGN/INDUSTRIAL DESIGN
INDUSTRY 4.0

Skipso also reached out to its own existing **partner network** to maximize its reach even further.

For every new **Technology Scouting/Open Innovation project**, based on specific requirements specified by Electrolux, **Skipso maps the target market**, producing a **database of potential target organizations** that might be interested in the RFP (request for proposal). These contacts include a combination of:

- Inventors
- Start-ups/Companies
- Universities & Research Centres
- Technology incubators
- Clusters
- Associations and Industry Bodies
- Events
- LinkedIn/Facebook Groups
- Specialised online forums/directories

This market mapping exercise continued throughout the engagement (through constant iterations, additions, and refinements).

During the **outreach phase**, the Skipso market outreach team pro-actively, on a daily basis, approached and engaged the contacts and organizations identified in the initial mapping phase.

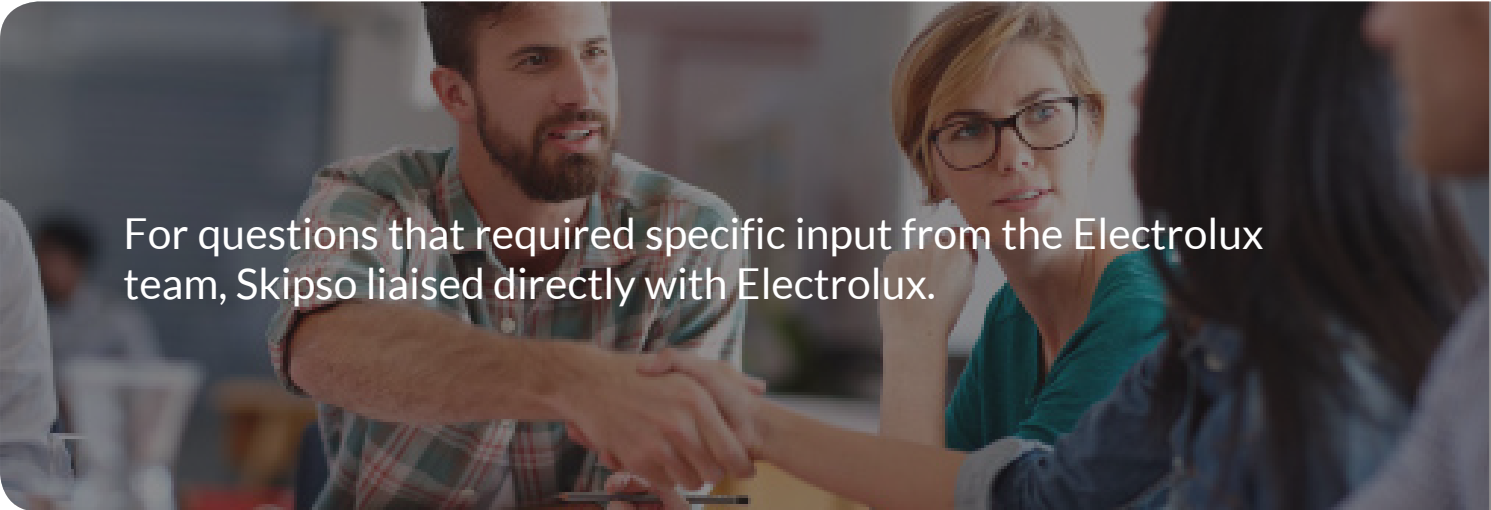
Skipso follows an established methodology that includes a combination of email and telephone contacts. It is only through a very targeted search and marketing outreach program that the best results are achieved.

For the entire duration of the outreach phase, the team kept track of all the activity as well as the feedback received and regularly reported back to Electrolux.

Any material or communication that was sent out to potential target individuals or organizations was pre-approved by Electrolux. This included:

- Email communications
- Any supporting material or information that is not already posted on the main dedicated website
- Telephone scripts or Frequently Asked Questions

As part of the service, Skipso also **interacted directly with innovators, start-ups, and other organizations** that decided to submit their proposals. Skipso provided the **first level of contact and support**, answering any questions they might have or clarifications required throughout the process.



For questions that required specific input from the Electrolux team, Skipso liaised directly with Electrolux.

In addition to the targeted outreach activity described above, **Skipso leveraged multiple online channels** to promote the calls and reach out to target individuals and organizations. These online media activities were carried out in parallel to our main outreach activity and were very important to generate awareness and inbound leads. The online promotion included:



SkipsoLabs Blog

The initiative was promoted on the Skipso blog which has a wide international reach.



Linkedin/Facebook

The team selectively identified groups and users on LinkedIn to promote the initiative and generate interest.



Social Media

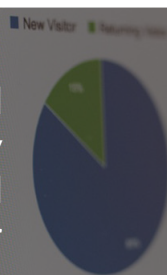
The call for proposals was also regularly pushed on all of Skipso's official social media pages and channels (Facebook, LinkedIn, Twitter).



Twitters/Blogs

Skipso identified the key movers and shakers in the areas of expertise that were relevant for Electrolux and engaged them, trying to leverage their reach and network in order to generate awareness.

Any submissions received via the dedicated open call platform, following an initial quality check for completion, were immediately passed on to Electrolux with all the relevant details for evaluation.



Skipso produced a **detailed weekly report**, for the duration of the program, with a summary of the key activities carried out and an update on progress:

- Number of contacts approached (by email and by phone) with detailed backed-up
- Expressions of interested
- Number of submissions
- Submissions in draft (started, but not finalized)
- Negative responses/feedback
- Summary other promotional activities (online, newsletter, blogs, etc.)
- Google Analytics to track traffic to the site

The results

Once all the setup work was complete and the Open Call launched, Skipso focused on its **Ecosystem Engagement activities**. This core service is designed to **maximise market outreach** and, ultimately, “**idea flow**” for Electrolux. It comprised the following activities:

1. 1000 startups approached
2. Direct contact with other organizations:
 - Associations (112)
 - Universities (117)
 - Incubators (56)
 - Clusters / Research Centers (42)
 - LinkedIn Groups (49)
 - Magazines (14)
 - Individuals Experts (61)
 - Blogs (14)
 - Awards (4)
 - Patent Directories (2)
 - Events 6)
 - Scientific Journals (2)
 - Other Sources (20)
3. 100 expressions of interested and submissions via the platform
4. Submissions from 14 different countries
5. 7 different product categories
6. 10% of submissions proceeded through the Electrolux innovation funnel

Conclusion

Do you want to learn more about Skipso? Check out the demo! **We can demo and discuss any of our solutions and services with you.** We can help you launch your innovation contest or award, engage your crowd, connect your cluster, and match and supply demand. We are dedicated to offering you a software platform that delivers a clear and streamlined innovation process.



Skipso helps private and public organizations harness the creativity of their employees, customers and external innovators to find solutions to internal challenges quickly and cost-effectively.

 skipso.com