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Open Innovation Essentials for Small and Medium Enterprises

A Guide to Help Entrepreneurs in Adopting the Open Innovation Paradigm in Their Business

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Open Innovation Essentials for Small and Medium Enterprises:

A Guide to Help Entrepreneurs in Adopting the Open Innovation Paradigm in Their Business

Open innovation is a common activity in today's technology-driven global economy. It involves moving technology and IP rights along technology supply chains. SMEs are universally acknowledged to be critical players in these supply chains yet until now, no one has written a book specifically for SME managers, entrepreneurs, and investors.

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About Author: Luca Escoffier

Luca Escoffier, graduated in law from the University of Parma, Italy, in 2001. He then earned a master of laws in Intellectual Property Law in 2003 (University of Turin/ WIPO). After some years spent in law firms and in an Italian nano-biotech company he moved to Seattle in 2008 to work as a visiting lecturer at the University of Washington where he also earned a Certificate in Business Administration from the Foster Business School (2010). Currently, he is the CEO of Innoventually, an open innovation platform specializing in services for SMEs.



About Author: Adriano La Vopa

Adriano La Vopa is a physicist and expert in nanotechnologies. He led several innovative projects based on transfer of new technologies into companies. He managed a start-up involved in amorphous metal casting. He worked as consultant, mainly focusing on technology transfer and brokerage; his clients were mainly SMEs seeking to improve their competitiveness by means of innovation and new technologies. He currently works for Philips helping teams in adopting open innovation and its tools.



About Author: Phyllis (Phyl) Speser

J.D., Ph.D., R.T.T.P. is founder and CEO of Foresight Science & Technology, a 36 year old global commercialization and open innovation consultancy. She has helped bring thousands of technologies to market, working with SMEs, large corporations, universities, research institutes, foundations and government labs and agencies. She was VP of the Association of University Technology Managers, Board Member of the Technology Transfer Society, and a Committee Chair of the Licensing Executives Society among other positions.



About Author: Daniel Satinsky

Daniel Satinsky holds a law degree from Northeastern University and a Masters Degree from the Fletcher School of Law & Diplomacy. For over 20 years, he has worked with technology-related international business, including three startups. He has authored articles on innovation ecosystems published by Woodrow Wilson Press, New York Academy of Sciences and others. Currently, he is VP Business Development at Foresight Science & Technology, Inc. overseeing "spin-up" technologies for market entry.

