



**BUSINESS  
MANAGEMENT  
SUPPORT  
FOUNDATION**

**OPEN BUSINESS INNOVATION  
TRANSLATE RESEARCH INTO VALUE**

**2012**

**Corporate Identity**

**BM-Support.org**



## Why innovate?

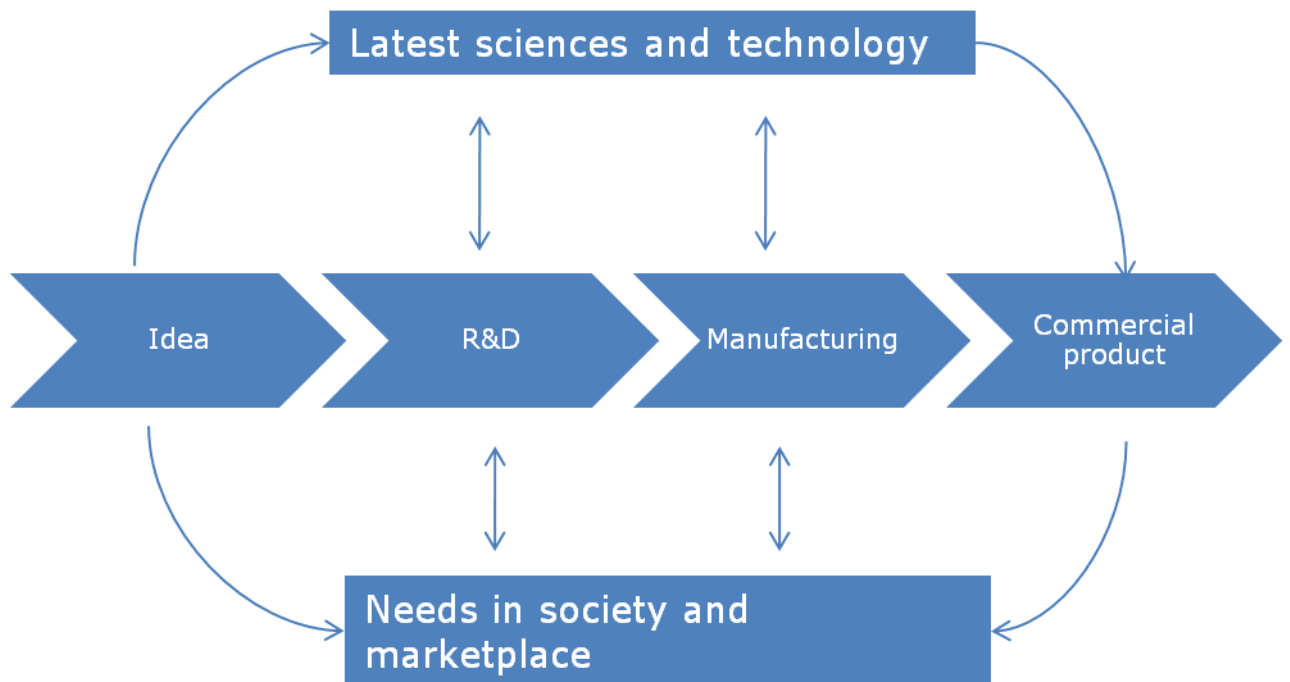
If you are reading this, it is likely that you or your organization has identified the need to change. Change needed to alter new markets, adopt a better strategy and you know a paradigm shift is needed to really get there. You do not want the normal growth but require growth that becomes only reality with breakthrough ideas for new products and services. It is too frequently thought that technological renewal leads to innovation. However innovation is much more in than the realization of a new product. Successful innovation not only requires a new product, but also new processes.

However, there is no magic pill for accomplishing this noble goal. Advocating it is one thing. Making it happen is quite another. Innovation is a hard process with many pitfalls. We believe in open business innovation. In our vision innovation is the development and successful setting-up of new or improved products with associated services, productions are and distribution processes.

## Open innovation

Modern innovation requires an enormous diversity to knowledge and skills. Within one company this required diversity of knowledge is seldom available. For this reason a lot of parties are involved in an innovation process. The innovation processes organized in an open and transparent manner with partners is called open business innovation by us. Open innovation is all about collaboration.

The term open innovation was introduced in 2004, Henry Chesbrough. We define open innovation as a working method in with on a systematic manner exchange of ideas and knowledge is possible in an open structure.



### What does the foundation?

The Business Management Support Foundation (shortened BM-Support) helps companies with solving their innovation questions. We arrange a safe platform and give support wherever possible with knowledge or obtain knowledge from our partners from our innovation network. In our innovation network many progressive companies and institutions are represented.

### Our vision

The confidence and the structure necessary to gain small and large successes requires stability, but also flexibility. Innovation is not a step by step change process. Courage is required to introduce a totally new concept. Innovation is a choice to discover unknown paths. Innovation requires strength to share knowledge with partners. Starting with innovation requires bravery!

For successful innovation knowledge is vital. For effective profitable innovation a mix of new technological knowledge and new business science knowledge is vital. Innovation asks by definition for cooperation of many companies. Open innovation means cooperation on the basis of equivalence.



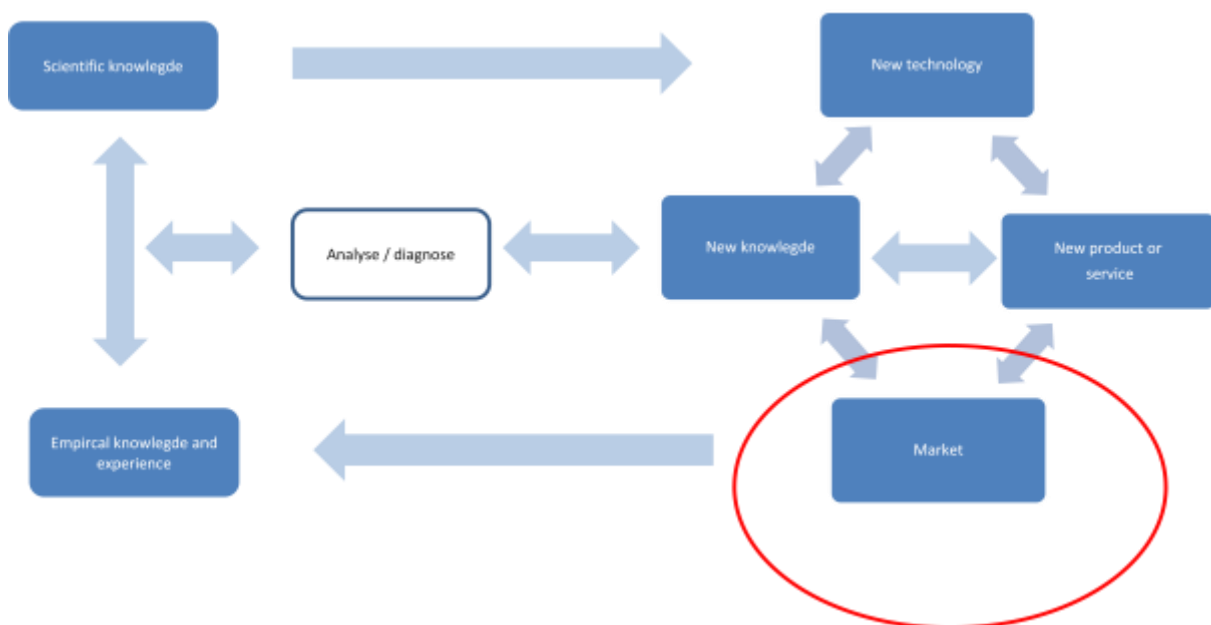
### **Why an innovation network?**

The time, budgets and knowledge which large international companies have for setting up innovation networks, are lacking for SMB. More than 99% of all companies worldwide belong however to the SMB segment. Research shows for these companies innovation is to survive vital. BM-Support.org is particularly interesting for this group. Our services are optimized to makes innovation possible for SMB companies.

*"Enrichment and the application of new knowledge from several disciplines is a complex exercise in a turbulent development process"*

## Open Innovation: how it works

With the current state of technology, a single firm cannot create a solution to a complex problem alone. Specialist companies, knowledge institutes and governments increasingly join forces. This has its benefits. Using each other's strengths, knowledge, experience and expensive research equipment will result in efficient and effective technology developments. Combining views and visions will create synergy. The success rate of new initiatives that emerge from open innovation is substantially higher than the success rate of closed research centers. Open innovation also creates space for specialist companies to develop their core business at a high level and to market new products effectively. The BM-Support Foundation provides a complete partner network with strong successful knowledge partners.



*"The challenge to start with open business innovation is just to participate..."*

The focus of the BM-Support.org foundation is to successfully transform ideas to the market. With real added value!

## Principles of open business innovation

We define open business as: combining internal and external sources for both development and marketing of new services.

Briefly but powerful our principles are:

- ✓ The complete chain necessary to transform an idea into reality is analyzed in advanced;
- ✓ The notion and trusts that only by cooperation and division success can be gained;
- ✓ Cooperate with good people and reliable companies is vital;
- ✓ Describing everything in advance within legal contracts is time-consuming, expensive and gives seldom the desired result;
- ✓ New times, new products and new services require a new way of organizing collaboration networks;
- ✓ Successful innovation projects require the correct focus and clarity concerning interests. Ongoing!

Many problems have been solved already. For much complex problems a solution is already out there. However to find this solution, a systematic problem solving method is required in with it becomes clear in which discipline the answer can be found.

*"C'est un moyen motivant d'avancer sans reinventer le roue"(  
Open source software is one way to prevent reinventing the wheel  
again)*



### **Misunderstandings concerning open business innovation**

Open business does not mean sharing everything that it is discussed and developed from an innovation project with the rest of world. The concerns in play within an innovation project are simply too large. However, after the project the knowledge about problem solving is abstracted in generic system language. With this Problem Solving Methods knowledge new innovation questions can benefit and double loop learning is made possible.



## Why BM-Support?

Of course the question `why this foundation? is legitimate to call. There are already so many foundations for innovation routes. What can the BM-Support add? We see that a lot of foundations and institutions are entirely or partially financed by governments. Within these foundations mainly scientific researchers work with a lot of fulltime staff members around. This makes these services from these foundations expensive and bureaucratic.

Within much scientific institutions acquired knowledge is not brought to the market. New knowledge is only published into scientific reports and difficult to read scientific articles. Information where 99% of the SMB companies is not familiar with. It seems that the process of effective and successful transform new knowledge into a new service on the market is a problem area in itself.

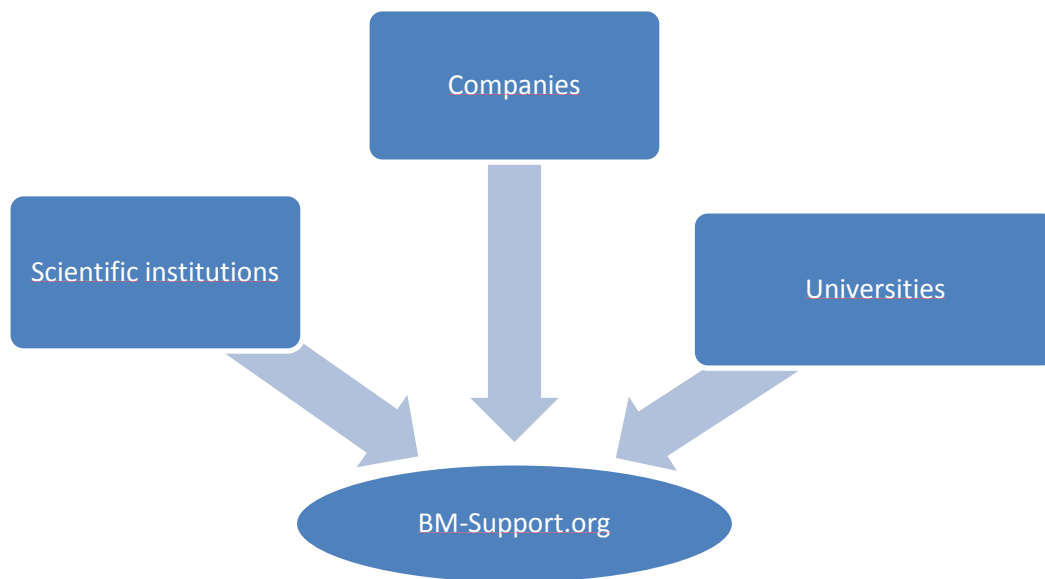
The BM-Support Foundation is independent, skilled, and involved with your innovation problem. As a result, we are able to change between theory, practice and implementation. Our foundation has no expensive staff in fixed service and receives only donations from SMB companies.

We approach problems with a modern system approach. This means that for we perform a broad systematic analysis with all system objects and relationships involved.

## What does BM-Support the foundation for your innovation project?

The success of innovation is applying the right mix of knowledge of diverse scientific worlds. The BM-Support foundation provides different services to make innovation projects successful.

Our strength lies in systematic analyzing and solving all problems which arise during an innovation route. But we also bring together all companies necessary to your innovation project successful. When appropriate we make use of already present knowledge from worldwide research institutions and other foundations.



All BMS services are available for every organization. Large or small.

Every company can join us.

## To participate

Every organization or person is welcome as a partner in the innovation network of BM-Support Foundation.

As a partner you can participate at new and within current innovation projects.

We invite everyone who wants to realize something new , has a innovative plan, or just wants to talk about some thoughts to join us.

BM-Support is a platform where scholars and practitioners from across the disciplinary spectrum, representing academic, business, government, and non-profit communities, can come together to share ideas and learn from one another.

## Contact Information

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