

# The power of open minds

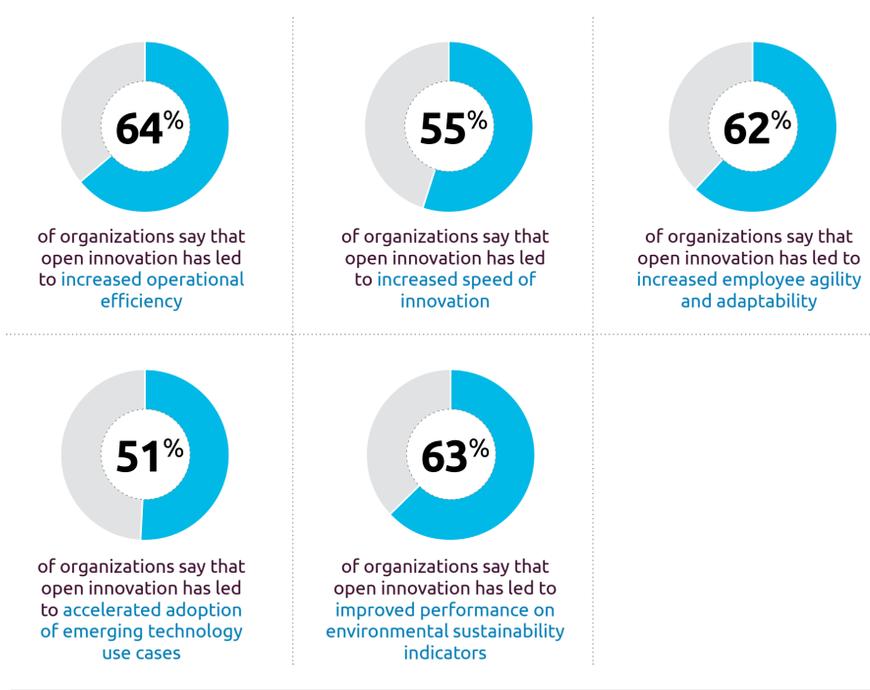
HOW OPEN INNOVATION OFFERS BENEFITS FOR ALL

## Most organizations plan to increase investment in open innovation



Source: Capgemini Research Institute, Open Innovation Survey, February–March 2023; N=1,000 large organizations that have ongoing open innovation initiatives. All organizations have annual revenue exceeding USD 1 billion. Percentages shown in the chart are based on the responses of 1,000 business executives.

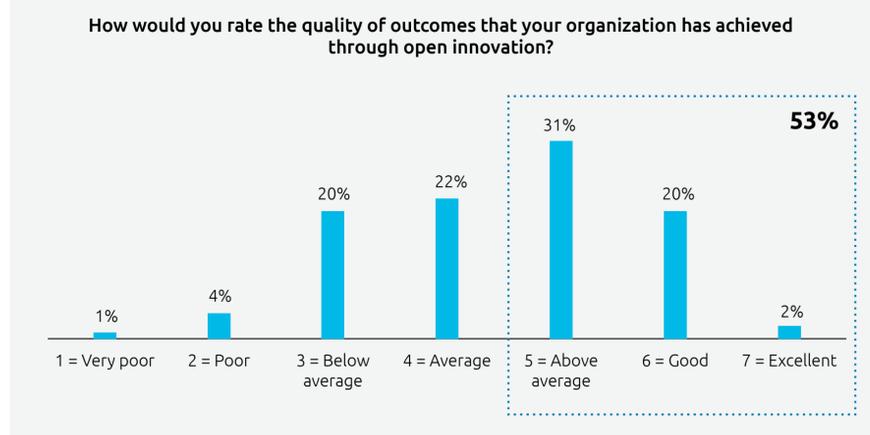
## Open innovation has delivered a wide range of benefits for organizations



Source: Capgemini Research Institute, Open Innovation Survey, February–March 2023; N=1,000 large organizations that have ongoing open innovation initiatives. All organizations have annual revenue exceeding USD 1 billion. Percentages shown in the chart are based on the responses of 1,000 business executives.

## However, most organizations have been unable to tap into the full potential of open innovation

**Just over half (53%)** of organizations have realized "above average" or better outcomes from open innovation, and only **22%** describe their outcomes as "good" or "excellent"



Source: Capgemini Research Institute, Open Innovation Survey, February–March 2023; N=1,000 large organizations that have ongoing open innovation initiatives. All organizations have annual revenue exceeding USD 1 billion. Percentages shown in the chart are based on the responses of 1,000 business executives.

## Startups, academics and non-profits are more satisfied with the outcomes of open innovation than large organizations



Source: Capgemini Research Institute, Open Innovation Survey, February–March 2023; N=500 startups, academics and non-profit entities that have worked on open innovation projects with large organizations (i.e., organizations with annual revenue of over USD 1 billion).

## A bold approach brings better outcomes

- 01** Engaging more readily in adjacent and transformational innovation  
*(i.e., going beyond innovating incrementally in existing business areas to targeting newer, and potentially riskier, business areas)*
- 02** Collaborating more closely with innovation partners, including those not directly linked to their core business model
- 03** Broadening the scope of open innovation to functions outside R&D/product development

## Recommendations for more effective open innovation

To enhance the outcomes of open innovation, organizations need to:

### Establish a foundation for open innovation success

- Positioning open innovation at C-suite level, setting clear objectives for open innovation, fostering the right culture and mindset, and building alignment of innovation and business teams are the foundational elements of open innovation success

### Implement specific actions to further enhance outcomes

- Embrace bold open innovation
- Adopt a tailored approach for each category of partner
- Set the right metrics for success
- Ensure early involvement of business teams and their participation in each initiative
- Develop processes to onboard innovation partners rapidly
- Adopt technology enablers to manage and coordinate open innovation initiatives
- Disseminate learnings from open innovation across the organization

Download report



Subscribe to our research

Find out more about our open innovation ecosystem here: <https://www.capgemini.com/about-us/who-we-are/innovation-ecosystem/>