

# Intel's Open Innovation across borders



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# Introduction

- Founded in the 1960s
- Big players in R&D were IBM and AT&T
- Intel could not afford to compete at the same level
- Learned to leverage external R&D
  - IBM
  - Other in the industry – signing cross licensing agreements
  - As a member of a standards committee
- Universities offered R&D at a discount
- Early on, learned to manage external research

# Intel's Strategy

- Four Point Strategy
- Propriety Research
- University Research Grants
- Corporate Venturing
- Open and Collaborative Research Laboratories

# Propriety Research

- Founded IAL in 1991
- Mission
  - Driving architectural progress of the PCs
  - Facilitating its complimentary products
  - coordinating innovation outside of Intel

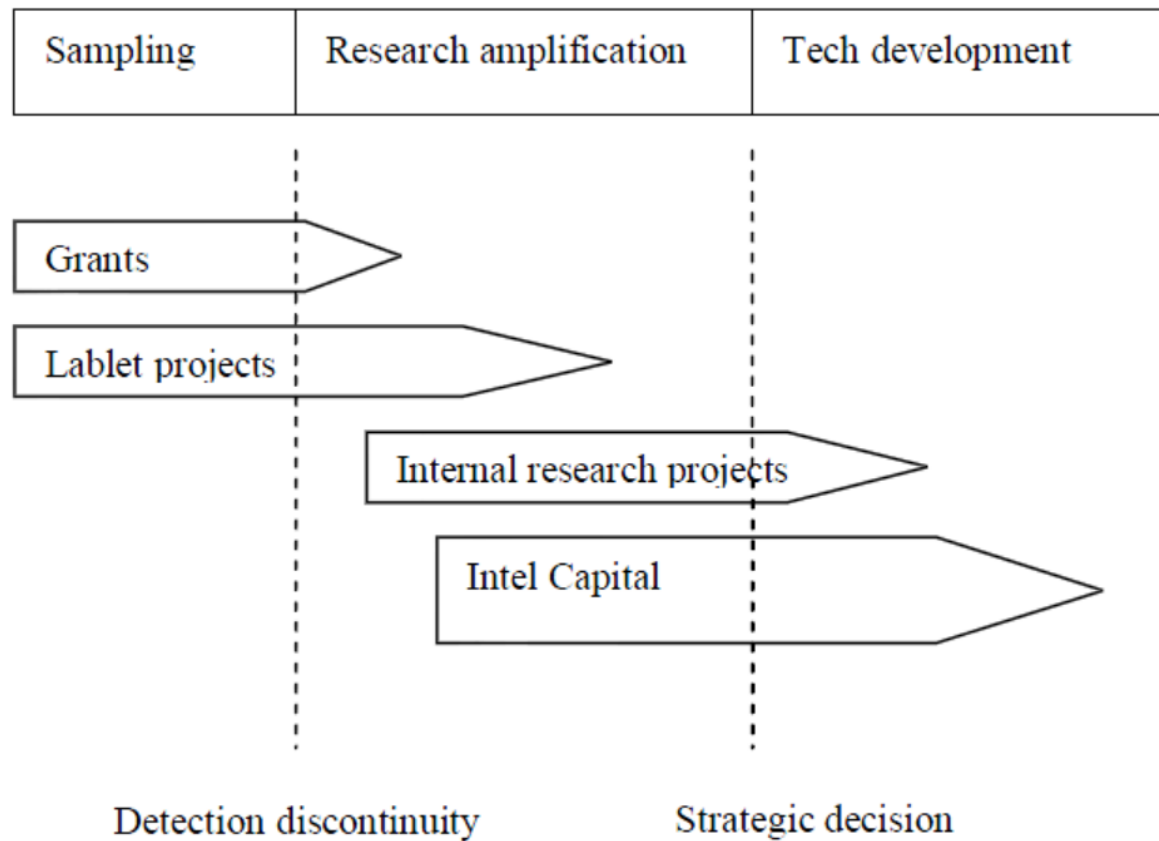
# Universities Research Grants

- Contributes millions to universities worldwide
- Not Philanthropy
- Focused
- IP agreements in place before research funded
- Intel is one of the biggest funding sources for its lien of research

# Corporate Venturing

- Seeding startups
- Small to mid level ventures
- Focused on technologies Intel is targeting
- Hardware and software

# DIAGRAM



# Open and Collaborative research laboratories

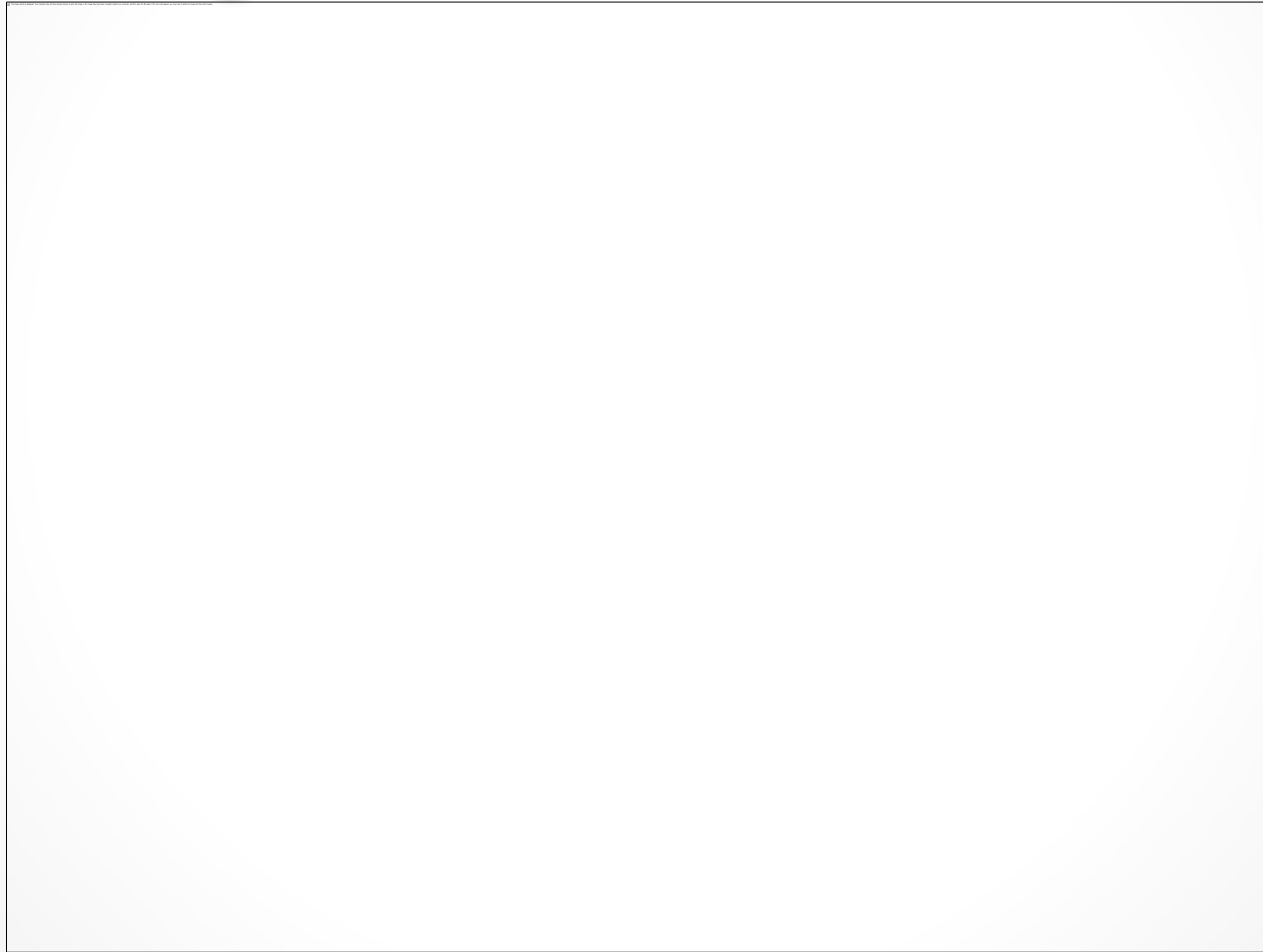
- Works with Universities
- Established “Labets”
  - Joints research centers
- Intel Science and Technology Centers (ISTCs)
  - Replacing Lablets
  - three- to five-year center that Intel plans to fund at \$2.5 million per year



# Other collaborative efforts

- Meego
  - \$250K total in prizes for the best programs, etc. that will help promote the platform
- The Intel Global Challenge
  - 10 Targeted Worldwide contests
  - how to make the world a better place through their innovations and entrepreneurial skills
- Using these vehicles to harness open innovation
- Focus for future research and products

# Open Innovation

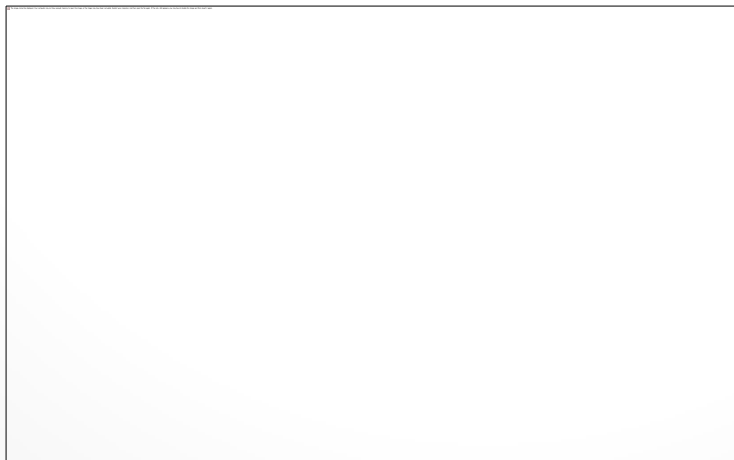


# World Wide Research

- 30 sites worldwide
- Internal and Open research centers
- Geography to take advantage local talent

# The Tomorrow Project and Futurism at Intel

- Engages in ongoing discussions with superstars, science fiction authors and scientists
- Their visions for the world that's coming and the world they'd like to build
- Brain Johnson and “Future Casting”



# Conclusion

- Intel looked externally for help with R&D from the beginning
- It has been carefully managed
- Focused
- Best returns for money invested
- If there is a technology enclave or a leading university, Intel will try to leverage the knowledge and expertise for its future