

Innovation Explored

RTI'S OPEN INNOVATION SERVICES



Discover Innovative Solutions



Increase Speed to Market



Connect to Partners



Create Competitive Advantage

Innovation is the currency for competitive advantage. So where will your next big idea come from? Will the solution you need be just around the corner, or half a world away? RTI extends your vision and reach so that you can identify growth opportunities in unexpected places and build the partnerships needed to stay ahead of the competition. **That's innovation—explored.**

Open Innovation is based on the premise that **when innovation is allowed to flow across organizational boundaries, everyone benefits.** Implementing this strategy, however, can be challenging in practice, when solutions or partners may exist in a variety of industries, be tucked away in a university or government lab, or be located on the other side of the globe.

RTI's Innovation Advisors put you in touch with the expertise, technologies, and know-how that shape research and development (R&D) efforts and bring new insight to your organization. We have a track record of success building partnerships around emerging technologies. In short, we provide our clients with:

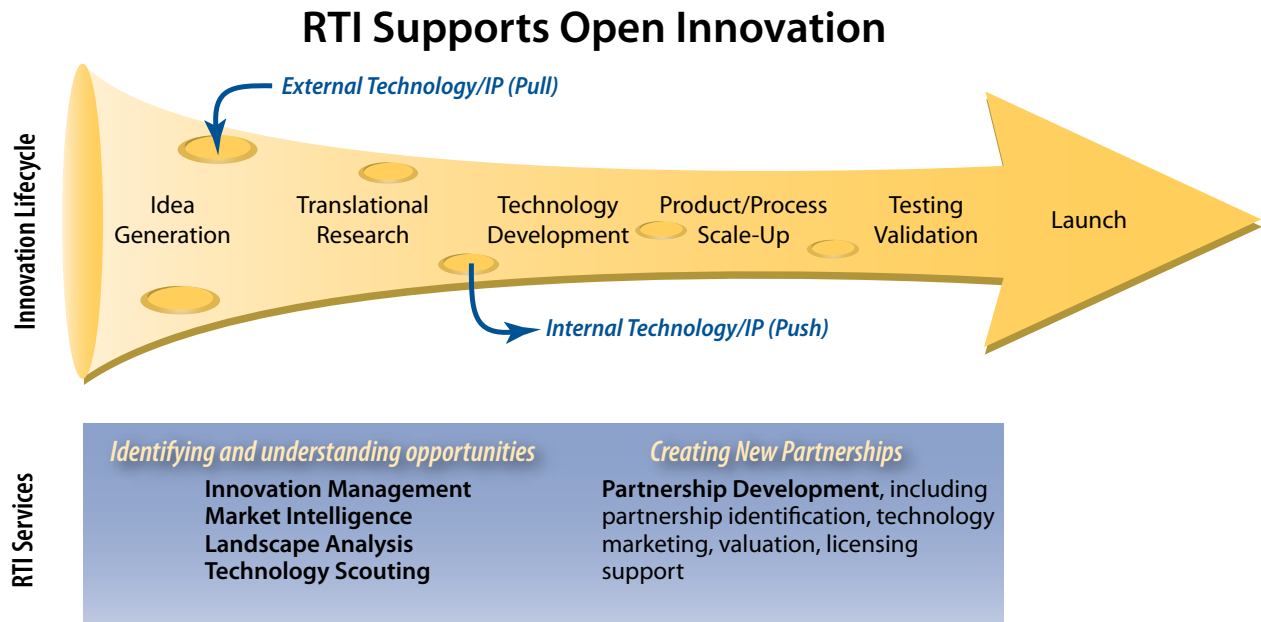
- **Vision:** innovative tailored roadmaps and ideation to develop forward-looking plans for your organization's sustainable success
- **Reach:** cross-market visibility to discover new and non-obvious solutions to your tough challenges and growth opportunities
- **Growth:** vetted partnership and licensing opportunities to create new products, improve processes, and maximize use of existing intellectual property (IP)
- **Confidence:** analysis built upon our long-standing reputation for quality work, discretion, and objectivity

Why RTI?

As an international nonprofit research institute, RTI is a unique partner in the world of open innovation. We bring:

- **Strong blend of technical and business understanding** across multiple industries to find solutions
- **Proven, proactive methodologies** that are comprehensive, yet highly specific to client needs
- **Extensive library of market research resources** across multiple industries—reflecting RTI's diverse research in energy, environment, chemistry, health, defense, aerospace, and consumer products
- **Access to over 2,500 internal RTI researchers and experts,** expanding our knowledge base and extending capabilities to the lab
- **World's largest network** of technology and business support partners—sharing your innovation needs across 45 countries through RTI's exclusive US membership in the Enterprise Europe Network





From idea generation to product launch, RTI's Open Innovation services span the innovation life cycle. We help clients explore opportunities that could solve existing R&D challenges, expand product offerings, or direct strategic planning efforts.

Innovation Management

Needs analysis, roadmapping, and multi-disciplinary ideation sessions that generate creative ideas to solve tough problems

Market Intelligence

Analysis of the market opportunity for a new technology or innovation for use in strategic business and product development plans

Landscape Analysis

Research of a technical field that identifies global technology innovators, describes the state of the art, and illustrates innovation trends

Technology Scouting

Discovery of solutions to R&D challenges and the uncovering of innovations that can revolutionize current product lines through proactive processes

Partnership Development

Identification and prequalification of targeted organizations with appropriate technical matches and interest in collaboration, plus relationship management and negotiation support for licensing and partnership agreements

More Information

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To learn about our recent projects, please visit

www.rti.org/openinnovation

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