
Opportunities for Open Innovation among APEC Economies

APEC ISTWG Innovation Policy Dialogue

San Francisco, CA

September 18th, 2011

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Introduction

Venture Capital



Open Innovation



Asia-Pacific New
Business
Development



IP Management



“Entrepreneurship”



Sustainable Growth

Sustainability = “Meeting the needs of the present without compromising the ability of future generations to meet their own needs”*

P3 =

People



Planet



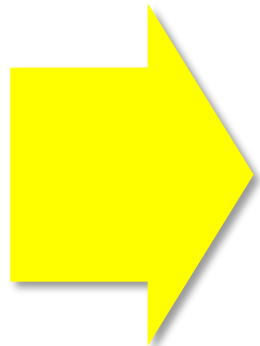
Prosperity



* - UN definition

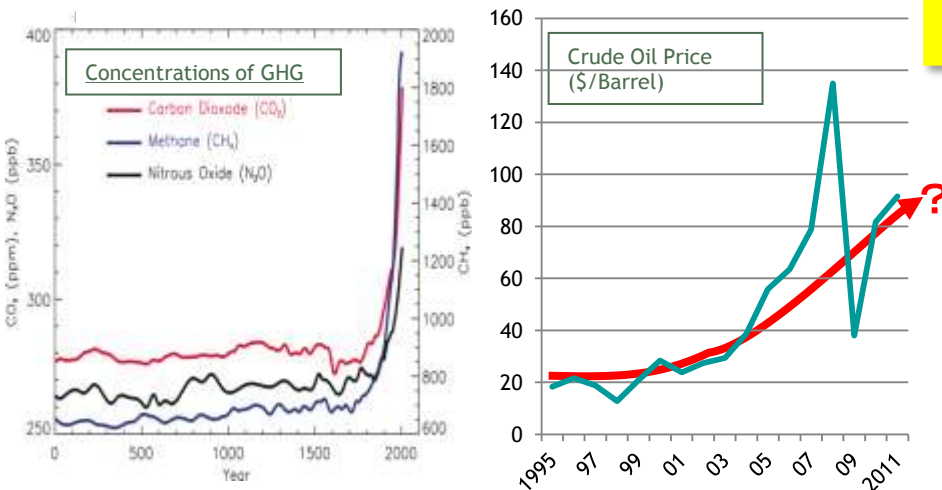
Open Innovation for Sustainable Growth

We don't have the time!!



OPEN INNOVATION

- *Share information to speed up the innovation*
- *Cooperate across traditional boundaries*



Green Open Innovation

Examples



wbcspd

Eco-Patent Commons

- Launched in January 2008, in collaboration with the World Business Council of Sustainable Development (WBCSD)
- Contribute environmental patents to the public domain. Started with a donation of 31 patents by IBM
- IBM, Nokia, Pitney-Bowes, Sony, Xerox, DuPont, Dow Chemical, Bosch, Hitachi, Ricoh, Taisei, etc.

THEGREENXCHANGE

GreenXchange

- Launched in January 2010
- Web-based marketplace for sharing IP, leading to new sustainable business practices and innovation
- Nike, BestBuy, et. al., partnered with *Creative Commons*

International Open Innovation

Tesla Motors

Case



Core Competence

- Powertrain
- System control software

Tesla and Panasonic collaborate to develop next-generation battery cell technology



Panasonic
ideas for life

Sony plans to make batteries for electric vehicles

SONY

Tesla motors and Toyota intend to work jointly on EV development



Tesla-powered Toyota RAV4 E.V. to be built in Canada, not California

TOYOTA

International Open Innovation

Tesla as a “Green Energy” Company

Case

Musk Foundation

Donated US\$250,000 to build a PV system



Donating time and resources to manage the project, which will provide renewable electricity to a city facility located on reclaimed industrial land not suitable for agriculture

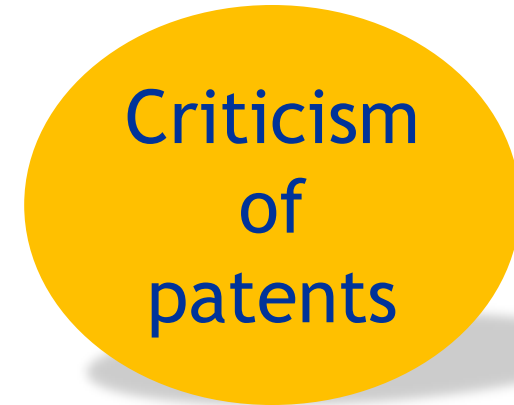
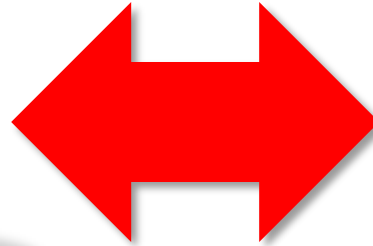
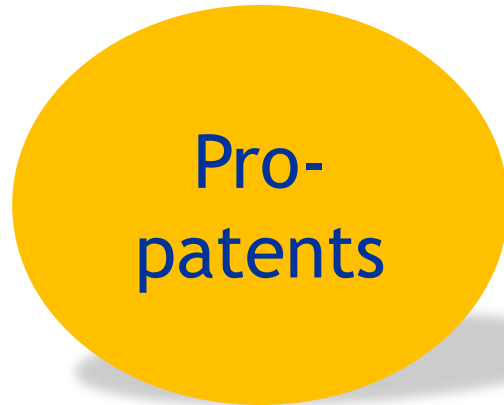


Soma City, Fukushima prefecture, Japan



IP Management

Is Pro-patent policy really a good policy?



- Promote innovation by protecting the rights of the inventors
- Increase international competitiveness by building industry muscles

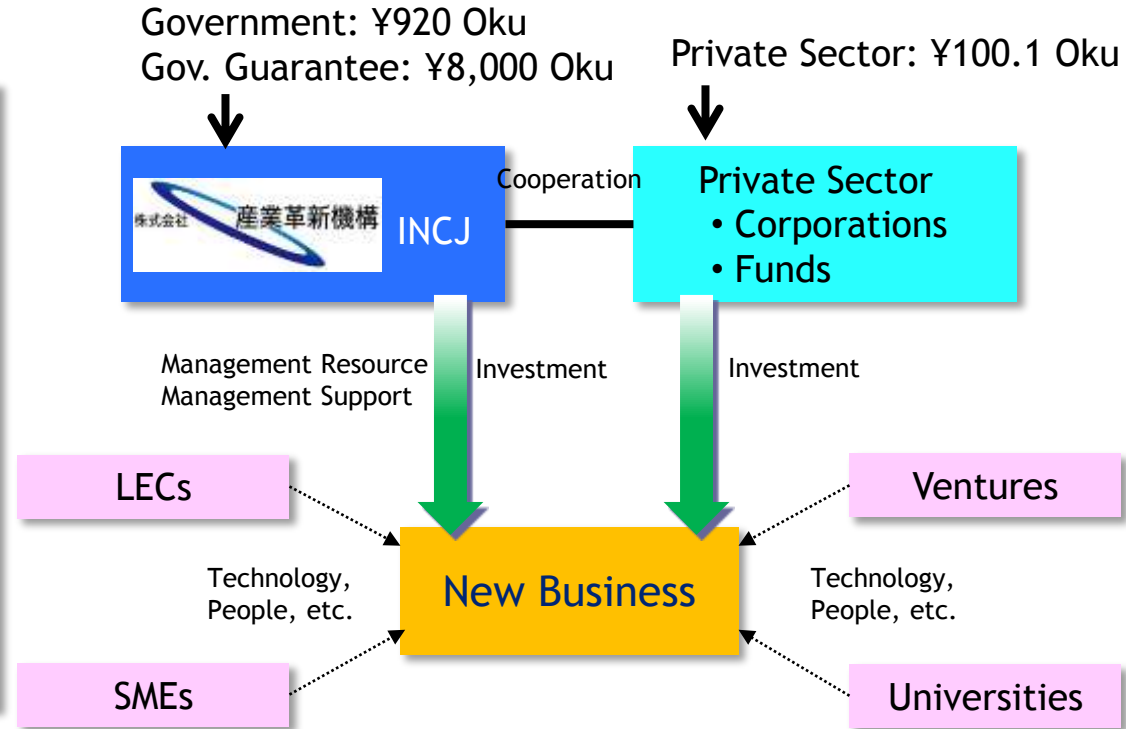
- Encourage free competition by restricting the rights of the inventors
- Patents may hinder innovation and give rise to "troll" entities

The **Leahy-Smith America Invents Act**, enacted September 16, 2011, may change the land scape.

Innovation Network Corporation of Japan

A public-private investment firm aimed at promoting:

- *the creation of next-generation businesses through open innovation*
- *the flow of technology and expertise beyond the boundaries of existing organizational structures*



- *Should operate more globally*
- *Should be open to APEC and other countries WW*
- *Should be more active in the Greentech Sector*

INCJ for Green Growth



- Proactive support in building new business in Greentech
- Investment as an LP to Greentech VC funds
- Co-investment in the Greentech Ventures
- Subsidy in the Greentech R&D projects
- Cooperation and Co-investment with VCs from APEC Economies
- Invite Companies in APEC Economies to Japan
- Promote Startups by people from APEC Economies in Japan
- Pilot Projects in specified regions on Greentech

International Open Innovation for Green Growth!!





Masa Ishii

Masazumi (“Masa”) Ishii, a Japanese national, is founder and Managing Director of AZCA, Inc., a professional services firm based in Menlo Park, California, specializing in US - Japan corporate development for high technology companies. He has over 25 years of experience as a professional in international business and high technology. Mr. Ishii is also a Venture Partner of Noventi, a venture capital firm specialized in cleantech, based in Menlo Park, California. Formerly, Mr. Ishii worked at McKinsey & Company, Inc. and at IBM.

Mr. Ishii serves on the board and the advisory board of several multinational companies. He is a frequent speaker and writer on issues involving international business development in the high technology industry. He is also a visiting professor at Shizuoka University in Japan and Senior Executive Advisor to PARC (Palo Alto Research Center). He is a long time board member of both the Japanese Chamber of Commerce of Northern California (President in 2007) and the Japan Society of Northern California.

Mr. Ishii holds a Bachelor of Engineering in mathematical engineering and instrumentation physics from the University of Tokyo and a Master of Science in computer science from Stanford University.