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COURSE BROCHURE

# Open Innovation Partnering and External Idea Sourcing Training Course

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# Open Innovation Partnering and External Idea Sourcing Training Course

**Ref:** 3010_114142 **Date:** 16 – 20 August 2027 **Location:** Vienna **Fees:** 5900 GBP

Open Innovation Partnering and External Idea Sourcing is a 1-week training course for innovation, research and strategy managers who bring start-ups, universities, suppliers and customers into their organisation's idea work, and who leave with an Open Innovation Partner Plan. Few organisations can now develop every capability in-house fast enough. Jupiter Prime Training runs this course on open innovation partnering and external idea sourcing.

## Why Open Innovation Partnering and External Idea Sourcing Matters Now

Start-up communities, university laboratories and specialist suppliers now produce much of the new knowledge that larger organisations need, while customers expect to shape the services they use. Leaders who partner well reach ideas sooner, share the cost of testing them and learn from outside talent. Those who partner badly sign agreements that block later use of results, burn goodwill with start-ups through slow decisions and run challenges that attract nothing usable. The course rests on general principles of inbound and outbound knowledge flow, staged partner selection and fair sharing of intellectual property.

## Who Gains Most from Open Innovation Partnering and External Idea Sourcing

- Managers responsible for finding outside solutions to stated business problems
- Research leads who negotiate joint work with universities and laboratories
- Strategy staff who decide where to build, buy or partner for new capability
- Corporate venturing contacts who manage relations with start-ups
- Procurement and legal partners who shape terms for joint pilots

An innovation office working alongside procurement and legal colleagues gains most when members of each attend together.

## Open Innovation Partnering and External Idea Sourcing Capabilities

Participants practise the steps that turn an outside contact into a working partnership with clear terms.

- Specify problem statements that outside partners can answer — the business unit owning the challenge
- Build a partner scouting map across start-ups, universities and suppliers — the build, buy or partner decision
- Design idea challenges with judging criteria and rewards — sponsors deciding which entries to fund
- Weigh intellectual property and data-sharing options for joint work — legal advisers and partner founders
- Test joint pilots with shared success measures and exit points — leaders approving scale-up

- Communicate decisions quickly to keep partners engaged — the external partner relationship

## Key Open Innovation Partnering and External Idea Sourcing Terms

- Open innovation — Using ideas and knowledge from outside the organisation, and sharing unused ones, to speed up innovation.
- Problem statement — A short description of a business need written so outsiders can propose solutions.
- Partner scouting — Systematic search for start-ups, researchers or suppliers able to address a stated need.
- Idea challenge — A time-limited call inviting outside entries against a problem, judged on published criteria.
- Background and foreground rights — Ownership of knowledge each party brings, and of results created together.
- Joint pilot — A bounded trial run with a partner to prove a solution before wider rollout.

## Open Innovation Partnering and External Idea Sourcing Day by Day

### Day 1: Why Look Beyond the Organisation

- Inbound and Outbound Knowledge Flows — Where Outside Ideas Add Most
- Build, Buy or Partner Choice — Matching Capability Gaps to Routes
- Open Innovation Readiness Check — Culture, Decision Speed and Legal Capacity
- Problem Statement Writing — Framing Needs Outsiders Can Answer
- Internal Sponsor Agreement — Who Will Adopt What Partners Deliver

### Day 2: Scouting Partners and Sourcing Ideas

- Partner Scouting Map — Start-Ups, Universities, Suppliers and Customers
- Idea Challenge Design — Briefs, Judging Criteria and Rewards
- Customer Co-Creation Panels — Inviting Users Into Early Concept Testing
- Partner Screening Scorecard — Fit, Maturity, Capacity and Risk
- Inbound Proposal Triage — Handling Unsolicited Ideas Fairly and Quickly

### Day 3: Terms, Rights and Trust

- Background and Foreground Rights — Who Owns What Before and After
- Licensing and Revenue Sharing Options — Rewarding Both Sides Fairly
- Confidentiality and Data-Sharing Terms — Protecting Information Without Stalling Talks
- Start-Up Friendly Contracting — Short Terms and Fast Payment
- Partner Relationship Charter — Contacts, Meeting Rhythm and Escalation

## Day 4: Joint Pilots and Scaling Decisions

- Joint Pilot Scoping — Shared Goals, Resources and Duration
- Pilot Success Measures — Evidence Both Partners Accept
- Exit and Scale-Up Criteria — When to Stop, Extend or Roll Out
- Handover to Business Units — Moving Pilot Results Into Operations
- Partner Portfolio Review — Balancing Quick Wins and Long-Term Bets

## Day 5: Practising the Open Innovation Partner Plan

- Priority Problem Selection — Choosing Two Needs for Outside Sourcing
- Scouting and Challenge Route Choice — Applying the Map and Scorecard
- Term Sheet Rehearsal — Negotiating Rights With a Mock Start-Up Founder
- Pilot Measure Agreement — Setting Evidence and Exit Points
- Open Innovation Partner Plan — Completing and Peer-Reviewing the Final Draft

## Applying Open Innovation Partnering and External Idea Sourcing After the Course

- Publish one problem statement to selected partners and screen responses with the partner scorecard.
- Agree background and foreground rights with legal colleagues before the next joint pilot starts.

## Open Innovation Partnering and External Idea Sourcing Questions FAQ

### What is open innovation partnering and external idea sourcing, and why does it matter now?

It is the practice of finding, contracting and testing ideas with outside partners. It matters now because much new knowledge sits in start-ups, universities and suppliers rather than inside one organisation.

### Which roles gain most from open innovation partnering and external idea sourcing?

Innovation, research and strategy managers gain most, alongside procurement and legal partners who shape the terms of joint work.

### How does open innovation partnering and external idea sourcing differ from a course on internal innovation teams?

A course on internal innovation teams covers ideas raised by staff. This course looks outward: scouting partners, running challenges, agreeing rights and managing joint pilots.

## What do you bring back from open innovation partnering and external idea sourcing?

You bring back a draft plan naming priority problems, sourcing routes, target partners, rights terms and pilot measures for your organisation.

## Open Innovation Partnering and External Idea Sourcing: The Way Forward

The Open Innovation Partner Plan first informs which business problem goes to outside partners next. Innovation managers, sponsors and legal advisers use it to agree routes, rights and pilot evidence. After the first joint pilot, the perspective worth revisiting is whether partners found decisions fast and fair enough to want a second project.