

# KNOWLEDGE METAMODEL FOR CROWDSOURCING INNOVATION INTERMEDIARIES

CÂNDIDA SILVA\*  
 Supervisor: Isabel Ramos  
 \* candidasilva@eu.ipp.pt

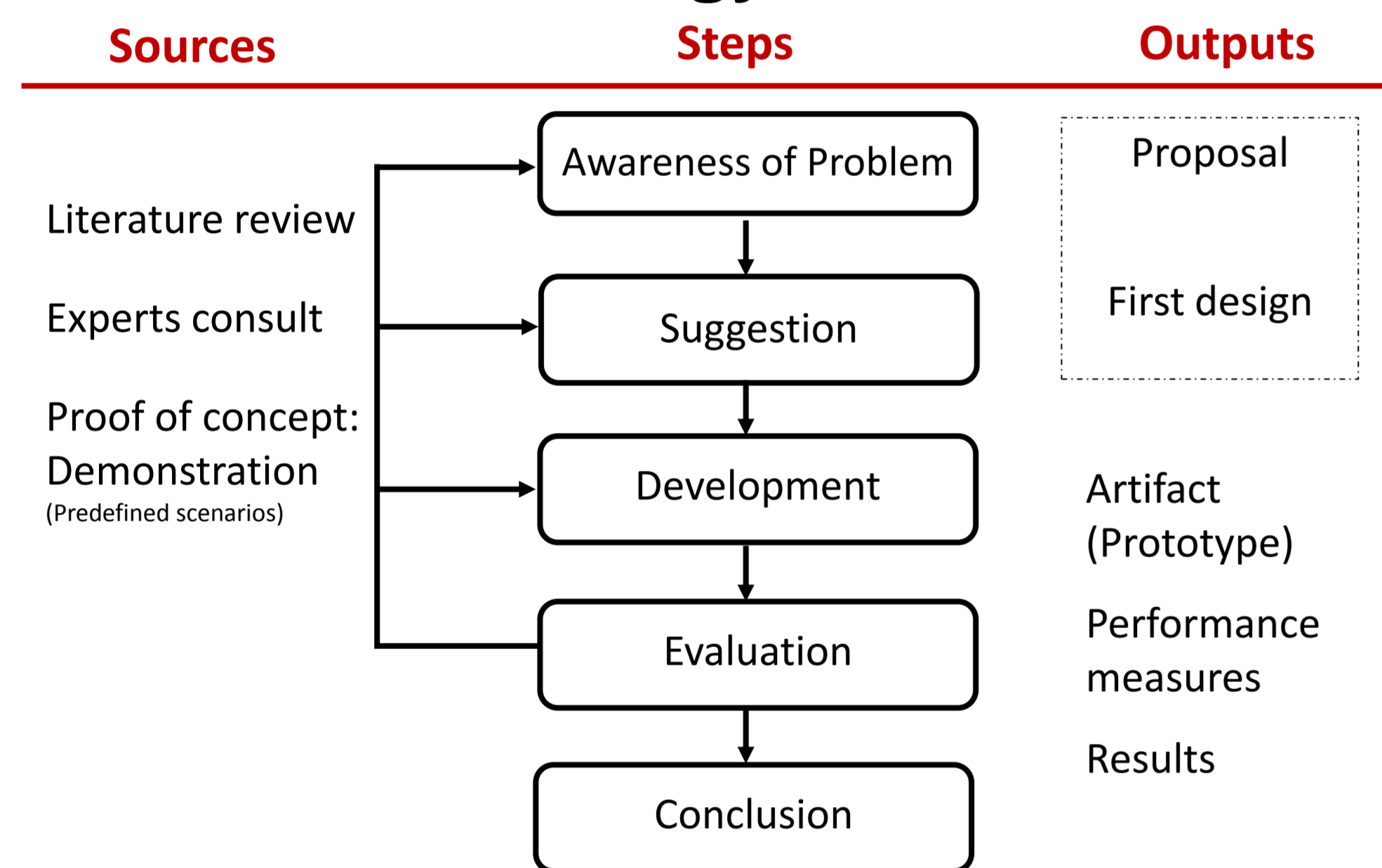


University of Minho  
 School of Engineering  
 Algoritmi Centre

## Introduction

- Open innovation is thought to bring a number of benefits such as faster time to market for products, access to unique knowledge external to the organization, less cost of innovation, better adaptation of products and services to customer needs, commercial utilization of knowledge or technology that otherwise would have been wasted, shared risk in product and service development, and enhanced company image and reputation
- There is no evidence of an open innovation intermediary that implement functions covering all phases of the innovation process or the three open innovation strategies
- We propose a knowledge metamodel for crowdsourcing innovation intermediaries that integrates three processes of value creation

## Research Methodology

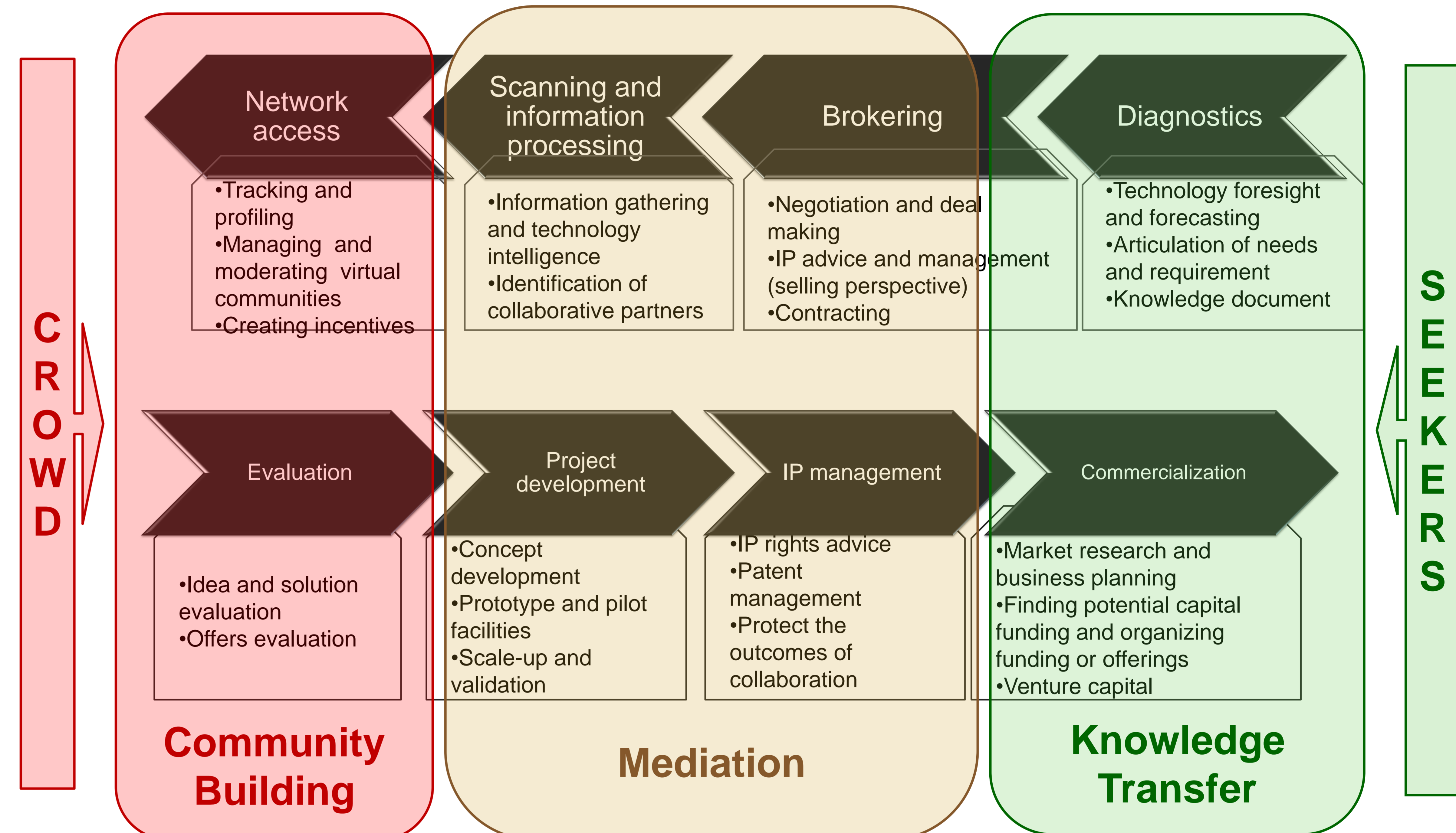


## Discussion and Conclusion

The knowledge metamodel will:

- ✓ facilitate the development of a **structured and integrated knowledge repository (KR)** that allows managing information and knowledge created by the three value creation processes
- ✓ enable the design of a structured and integrated KR which will be the **support of the community's collective memory**
- ✓ enable the design of a repository of the explicit **knowledge captured and exchanged** in the various **learning and social activities online**
- ✓ capture explicit **knowledge created and exchanged in the activities of intermediation**, such as contract negotiation, project management, IP commercialization
- ✓ knowledge created and made explicit in **the business process of technology transfer** will also be stored in the KR supporting the intermediary
- ✓ be a facilitator for the **emergence of crowdsourcing innovation intermediaries**

## Knowledge Metamodel



- ✓ Integration of three main modules : knowledge transfer, mediation and community building
- ✓ Include all the open innovation strategies:
  - outside-in: bringing ideas from the crowd to the company
  - inside-out: taking internal technology to the market
  - coupled: potentiating collaborative developments between companies and the crowd

## Future work

- evaluation of the knowledge metamodel by a group of open innovation experts
- redesign of the knowledge metamodel
- development of a crowdsourcing innovation intermediary taxonomy
- design of the KR architecture
- development of a KR prototype

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