

Open Innovation

Tapping the World's Laboratories Building Competitive Companies

To compete in today's global economy American business seeks new markets, new products, and new processes. Success often turns on gaining access to new technologies.

Open Innovation is a system for finding and acquiring new technologies from anywhere in the world to enhance a company's product pipeline at home.*

The WBT Open Innovation Forum[™] - Unmanned Aerial Systems - is a full day event hosted by Oklahoma State University, The Stillwater Chamber of Commerce and the City of Stillwater. The Forum introduces the concepts and methods of Open Innovation to local companies, with a focus on the existing and emerging Unmanned Aerial Systems sector within the region.

Who Should Attend?

Small to mid-sized companies and advanced manufacturers that seek to grow with the help of technology-researchers-licensees-developers-federal lab and university tech transfer officers-and industry experts involved in developing the Unmanned Aerial Systems market both regionally and nationally.

BENEFITS

Participants learn how to:

- Scout for a new technology
- License a patented technology
- Partner with a research institution to develop a new technology

R&D investments in 2011*

\$147 Billion by the U.S. Government

\$256 Billion by U.S. companies in the U.S.

\$1.2 Trillion by Institutions throughout the world

AGENDA

The WBT Open Innovation Forum[™] features:

- UAS Technology Presentations
- Industry Presentations by Fortune 1000 leaders in the UAS industry
- Keynote Presentations by John Walker of Padina Group and Shawn Bullard of Duetto Group

For information on hosting a WBToi, contact

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