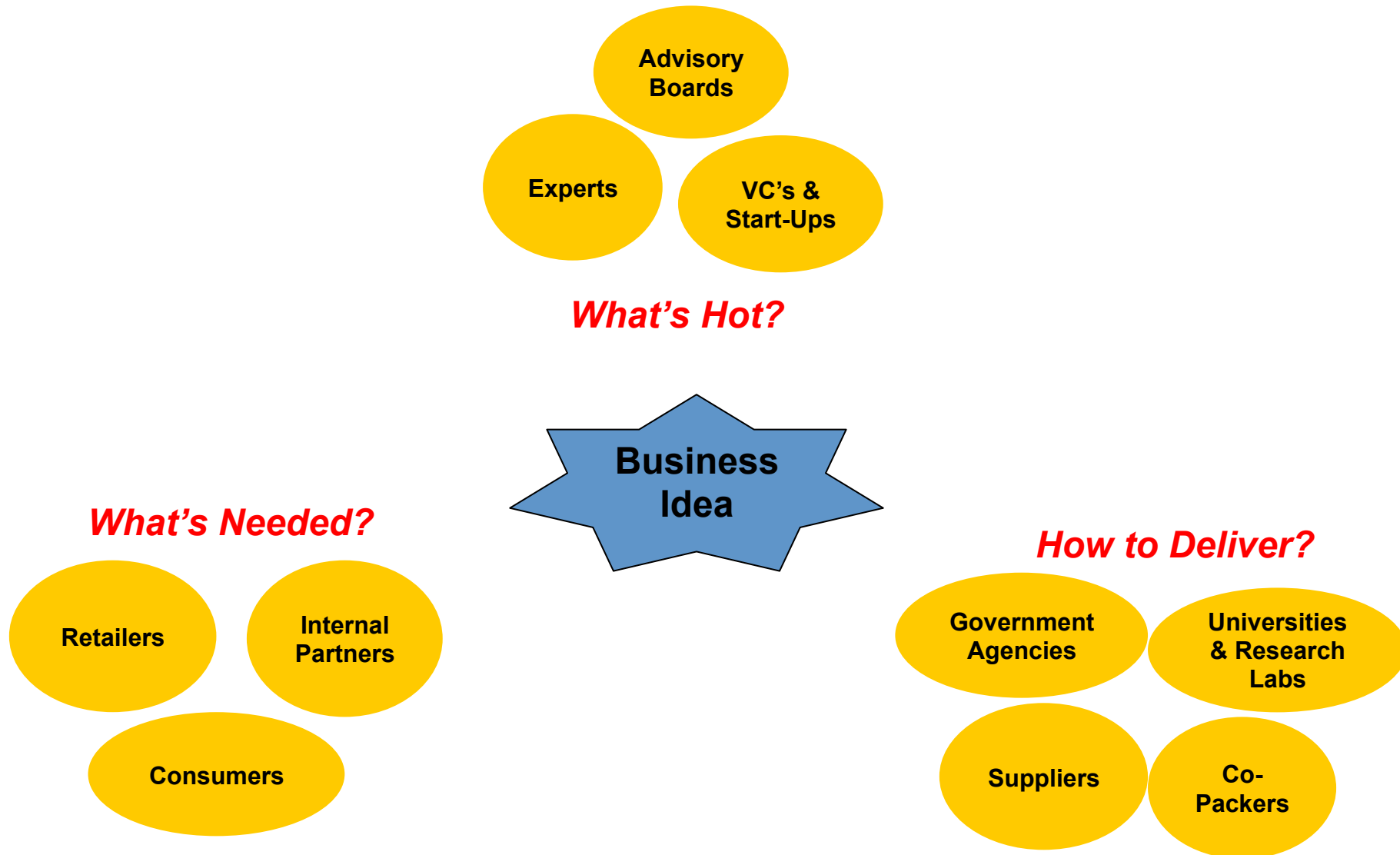
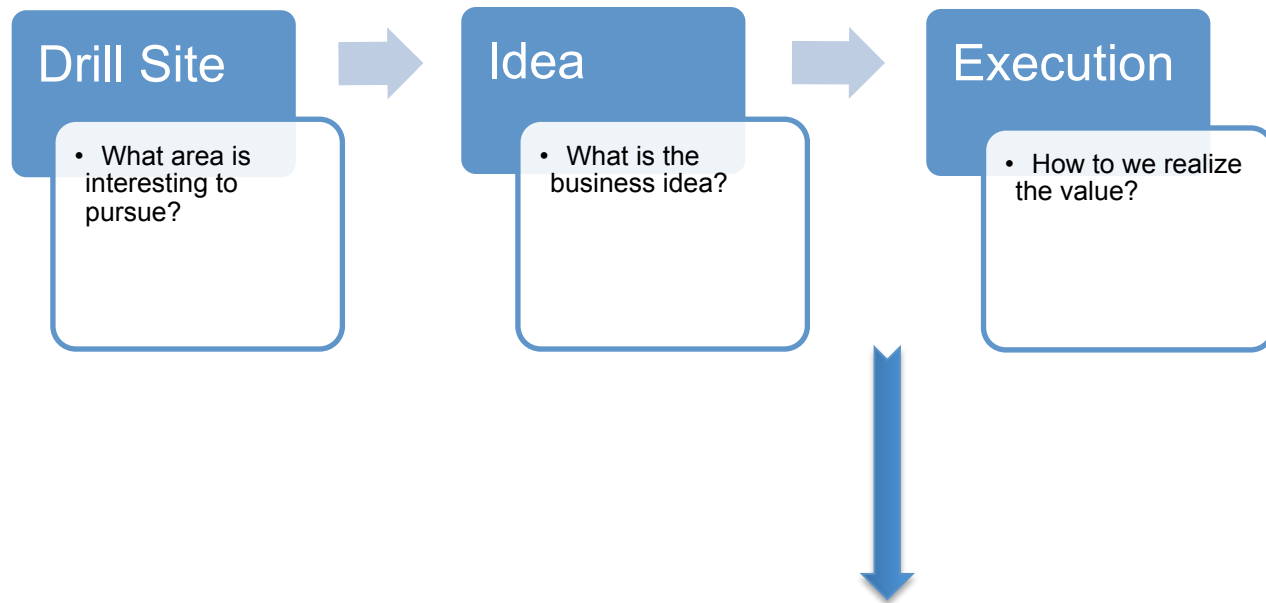


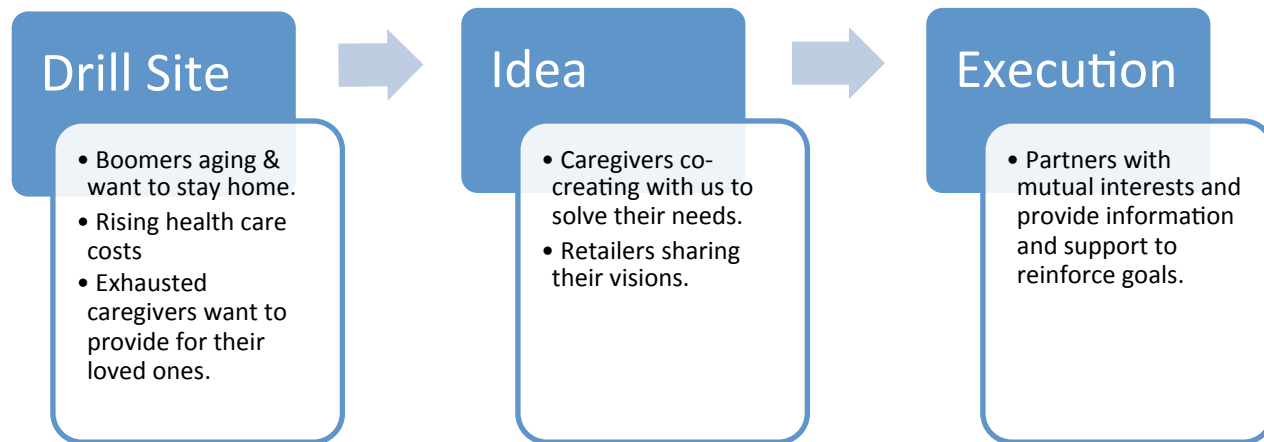
Next Generation of Open Innovation: Using an External View across all vectors of innovation



Old Approach: Using Open Innovation to Validate



Case Study: New Approach to discover and develop Business Idea.



***New Approach:
360 continuous
feed, feedback,
and build internally
& externally***

Co-Creation With Partners:

- Consumer Community
- Expert Advisory Board
- Retail
- Influencers (e.g. Healthwise information)