

CASE 6

Unusual Allies

RadiCamp

A well-functioning Front End of Innovation often makes all the difference between winner and loser in business. RadiCamp is a completely new way using the resources and talented minds from other non-competing companies in a structured cooperation project, thus providing the basis for especially radical innovations.

by Juha Lipponen

First unions

The RadiCamp process is a completely new approach to introduce and flourish radical ideas in business development. It is a structured way to organize innovation work within a group of companies. Several (typically three) organizations agree to form a common project for sharing their innovation resources. We support the project as facilitators and professional innovators.

Each RadiCamp participant defines their individual case and objectives for their own development. All involved companies share their resources with the others. The project typically lasts from six to twelve months, depending on the participants' individual targets. The process can be introduced if you are looking for radical innovations that truly change your business and/or industry or if you search for breakthrough innovations to complement your existing business. Also, when utilizing your technological know-how to produce customer/consumer driven cutting-edge innovations. This is the right approach. Furthermore, if you need to find a new solution to a well-known problem or challenge, you need to be unique on the market by utilizing drastically new ideas or you are simply working on an innovative strategy, RadiCamp should be your process of choice.

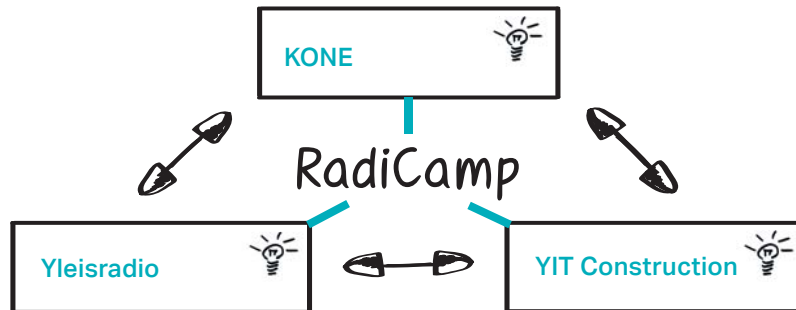
Three organizations

The new process was piloted early 2013 in Finland, with three leading companies in their respective fields:

- KONE: One of the global leaders in the elevator and escalator industry (www.kone.com).
- YIT Construction: International building, developing and maintaining company, providing good living environments for people in 14 European countries (www.yit.fi).
- Yleisradio (YLE): Finland's national public service broadcasting company (www.yle.fi).

These three companies agreed to use the RadiCamp process for their own development. They shared their resources and used a portfolio of innovation tools in order to develop new creative ideas. Each company involved – including Innotiimi-ICG – named a contact person for the RadiCamp partners. Then every company defined their own »RadiCamp path« of four to six individual tools and processes from over 30 different options. We organized workshops that usually lasted a full or half-day with 15 to 20 people participating, every time with a number of representatives from all the RadiCamp partners. Overall, the input from the partnering companies, were highly valued and often resulted in direct end-results (see illustration).

RadiCamp co-creation arrangement



Four innovation experts



Jukka Salmikuukka
Manager of Access Control/
Integrated Solutions, KONE



Timo Räikkönen
Vice President, Business
Development, YIT Construction



Arto Markku
Development Manager in
Operations unit, Yleisradio



Johan Sundström
Head of Media Production at
the Swedish Yle unit

Many experiences

Jukka Salmikuukka, Timo Räikkönen, Arto Markku and Johan Sundström talk about their experiences of co-innovation in course of the RadiCamp project. »The work has been a positive experience, even better than I expected. The discussions have been very open and the overall commitment has been high among all the participants«, summarizes Salmikuukka from KONE. Markku and Sundström of Yleisradio find it easy to

agree: »It has been a surprise how deeply committed all the members of the other companies have been to our case and to our goals«, they explain. Räikkönen supports the other companies' insights with YIT's perspective: »Overall, the process has been good and positive. Each of the organizations involved has actively contributed to the innovation and discussions.«

Teeming expectations

The RadiCamp team has been especially excited about the possible future results of the project. Markku and Sundström of Yle conclude: »We look forward to see at least a couple of concepts proceed to the prototyping phase. If we have made the right conclusions, the new concepts may open completely new areas to our palette of services.« Räikkönen's standpoint is very similar: »We will be further evaluating and developing the concepts and ideas. Hopefully, we will be able to turn them into a true business opportunity in the foreseeable future.« Salmikuukka also foresees the possibilities of accomplishing results: »I believe that at some point we will introduce some solutions or features based on the RadiCamp outcomes. But what and when is still to be seen.« ●



Take a look at Jukka Salmikuukka's
video testimonial here
(direct link: <http://youtu.be/b5Dk6JfLBY>).