



# 5 PRINCIPLES OF OPEN INNOVATION

Corporations, follow these principles  
and you will find success.

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# Win-win mentality.

Your collaboration should be beneficial to all partners. Include non-monetary benefits, like access to experts or networks.



# **Easy exchange of information.**

**Create a structure for easy flows of information. Share as much relevant information as possible.**



# Facilitate collaboration.

Make collaborating with outside partners easy. Simplify your contracts and procedures.



# Set clear goals.

Establish clear and realistic goals early on. Use these goals to set a timeline and process.



# **Strong communication.**

**Strong communication with your partners will ensure progress. Don't leave communication to chance, set a procedure and follow it.**



# Manage your innovation process with Startup Flow.

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