ACPC
Winter Meeting
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University of Cincinnati
What is the Live Well Collaborative?

A response to the global trend in aging:
The Live Well Collaborative (LWC) is an innovative, leading edge model for corporations and universities, specializing in research and development for the 50+ market.

An extension of open source/ connect and develop strategy to a university context:
We work with industry leaders, experts in the fields of design, engineering, marketing, nursing, and medicine, and utilize a host of young creative talent.

Faculty & students working in interdisciplinary studios:
LWC is perfecting this new model, harnessing the vast potential of interdisciplinary problem solving and innovation.
50+ Consumer Opportunity: “WHO”

Boomers

• **78.2 Million Boomers** in the current US Market
• Boomers influence buying for **all generations**
• Boomers represent **$2.3 trillion in buying power**
• Own over **80%** of all money in savings accounts

Age 80-100

• Fastest growing segment of marketplace
• 2030 projection: 57.8 million living between ages 66 to 84
• Unprecedented health challenges and quality of life

<http://www.maturemarketinstitute.com>, soldonseniors.com
Organizational Structure
The Master Collaborative Agreement signed by all members

- Operating Principles
- Membership structure
- IP provisions
- Competitive Compatibility
- Confidentiality
LWC- 501 (c)(6) – Located off campus
Confidentially and Assignment of IP

• Confidentially on company projects required and paramount

• Students/Faculty/Participants sign confidentially agreement

• Students instructed on importance of confidentially at beginning of each project
IP Structure

- Unique structure for LWC
- Objective: Transparent and Simple
- Companies pay for IP in studio fee
- Any IP created in studio is owned by the company
- “Success/Commercialization Fee” is paid to the University when product goes to the market place.
“We will acquire 50% of our innovations from outside P&G.”

A.G. Lafley
Chairman of the Board and Chief Executive Officer
Open Innovation - Partnership Options

1. Consumer Goods Companies/Suppliers
2. Government Labs
3. Universities
Open Innovation Scorecard

1. Consumer Goods Companies
   
2. Government Labs
   
3. Universities
Working with universities is challenging

Universities work WAY upstream (cutting edge, new ideas, experimentation)

Significant value equation disparities (the closer to market, the more valuable)

Deal complexity (let me share a chart)
<table>
<thead>
<tr>
<th></th>
<th><strong>University</strong></th>
<th><strong>Industry</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intellectual Property (IP) Rights</strong></td>
<td>Want to own IP rights</td>
<td>Want to own IP rights</td>
</tr>
<tr>
<td><strong>Value of IP</strong></td>
<td>This could be the next “Google!”</td>
<td>I have to invest $$$ up front</td>
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<tr>
<td><strong>Public Domain</strong></td>
<td>“Publish or Perish”</td>
<td>If you publish, we “perish” (lose)</td>
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<tr>
<td><strong>Decision Makers</strong></td>
<td>Very bureaucratic</td>
<td>Very bureaucratic</td>
</tr>
<tr>
<td><strong>Who can say no?</strong></td>
<td>The professor; the tech transfer office; the business office; lawyers; etc</td>
<td>Business leader</td>
</tr>
<tr>
<td><strong>Who can say yes?</strong></td>
<td>???</td>
<td>Business leader</td>
</tr>
<tr>
<td><strong>Value of time</strong></td>
<td>Lots of meetings</td>
<td>Time is money</td>
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P&G now has an open innovation model
Win-Win and forward thinking with
Best of Both

- History of successful industry sponsored research and studios
- Overall top ranked design college in USA (Business Week)

- Design is part of innovation
- Fosters co-invention and collaboration
WHY University of Cincinnati?

Top 10
DAAP, College of Design, Architecture, Art and Planning

No. 2
Interior Design School

No. 3
Industrial Design School

No. 2
Architecture School

Top 25
Research University

Medical School

Nursing School

Business School

Engineering School

World-recognized Design Program embedded in a Comprehensive Research University
Collaborative is on Boomers and the Opportunity – Huge!

In 2050 the number of people in the world over age 50 will exceed the total world population from 1950.

Their buying power is expected to top $3 trillion.

These consumers have unique needs, approach life differently.

They require products designed for them.
Core Services

The Live Well Collaborative (LWC) serves as a catalyst for design and product innovation. It is the fit between needs and possibilities in the 50+ market.

**Studios**
10 week new product and service developmental projects. All intellectual property developed is owned by sponsoring company.

**Workshops**
Shorter/smaller creative and development opportunities for individual companies or in combination with other members.

**Website & Project Process Logs**
Building and maintaining a unique 50+ sharing venue, as well as an independent data repository for each project.

**Collaborative Forum**
Framework for companies to share knowledge, to “Connect and Develop” with non-competing corporations.
Project Process... from initial idea to concepts in 10 weeks

Phase 0: Identify (LWC and Client develop brief prior to kick-off)
- Member proposes studio project
- Team agrees on scope & deliverables
- Project brief approved by member and UC

Phase 1: Understand
- Member shares critical project insights with faculty and student team
- Gather Secondary Research
- Conduct Primary Research

Phase 2: Conceptualize
- Concept & Visualization
- Consumer Feedback
- Client Reaction to initial concepts

Phase 3: Refine
- External Experts assist in refining concepts
- Final Consumer Feedback
- Delivery of final concepts
Overview of resources brought together to complete the studio project
Since its official formation in June of 2007 the LWC has completed **22** projects, involved **30+** UC faculty and advisors and over **300** students.

**WINTER 2009**
- Sustainability Studio
- Faculty Research Project
- Innovation Enabler

**FALL 2009**
- Tray Table redesign for homecare/hospital

**SUMMER 2009**
- Intellectual Property sharing solved
- Internal Review Board process defined
- Co-op placement

**SPRING 2008**
- Collaborated with UC Engineering, Digital and Industrial Design on virtual packaging simulation.

**SUMMER 2009**
- Innovative solutions for body odor.

**SPRING 2009**
- Investigated new soup opportunities

**SUMMER 2009**
- Value of compaction

**WINTER 2008**
- Designed distribution system for dedication
- Developed a condensed comprehensive report for research phase.
- Published observations, and interviews.

**SUMMER 2008**
- Improved the lives of denture users.

**SPRING 2008**
- Reinvented Shelf Stable Meals

**SPRING 2007**
- Redefined water use

**MINI-CONFERENCES**
- UIDP April '08
- UC Showcase Jan. '08
- DMI June '08
- IDSA June '08, Sept. '08
- Focalyst Oct. '08
- Packaging that Sells Oct. '08
- AUTM February '09
- Environment for Aging March '09
- P&G PRIDE Event Oct '09
- The Market Research Event Oct '09

**WORKSHOPS**
- IDSA UC Chapter March '08
- Human Factors Cinci Chapter Oct '08
- Member Sharing on 50+ Dec 08
- Lextant Design Research May '09
- 6 Dimensions of Wellness June '09
- Extreme Aging June '09
- Living in Place May '10

**RESOURCES**
- Assisted Mobility Device Spring 2010
- Urban Transportation I Spring 2010
- Urban Transportation II Summer 2010
- Urban Transportation III Summer 2010

**BIO**
- Faculty & Students from: Design, Architecture, Art and Planning, College of Business, Engineering, Allied Health Sciences, UC Medical, and College of Nursing.
- Intellectual Property sharing solved
- Internal Review Board process defined
- Co-op placement