

BUSINESS INNOVATION SYMPOSIUM (E6)

Innovation, Entrepreneurship & Investment: The Microscopic Perspective (1)

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A NOVEL APPROACH TO INNOVATION PLATFORMS: SYMBIOTIC ON/OFF SPACES,
CROSS-INDUSTRY SPONSOR**Abstract**

In order to adapt to fast changing industrial disruption, Airbus Defence and Space and Airbus Operations recently developed a novel approach to innovation platforms. Drawing inspirations from the established models of corporate accelerators, it brings about two unprecedented novelties. One is the creation of two complementary innovation spaces, working in symbiosis: an internal space (on-site) aimed at fostering incremental innovation, with a strong focus on hardware and processes; and an external space (off-site, centrally located), aimed at fostering disruptive innovation through exposure and support to ideas and models coming from other industries, academics, the start-up scene, and the general public. These spaces are inter-connected, providing the right balance of corporate skills support and creative solutions for societal and industrial good. The other novelty is the first-ever combination of the space and aerospace competences as part of the same innovation platforms. An equal share of support is provided by the relevant Airbus parties, bringing new opportunities for technology transfer, synergies, and new business model generation. This requires the alignment of stakeholders' interests, the definition of a common process, governance scheme and funding mechanism. This model is being tested on the site of Bremen, Germany, with potential further development across other Airbus sites in Europe, and has already allowed the generation of innovation.