## João Leitão

## Open Innovation Business Modeling

Gamification and Design Thinking Applications



## Contents

Pa	rt I	State of the Art on Open Innovation Business Models			
1	The	oretical Framework and Proposed Model			
	1.1	Innovation: From the Concept to Ecosystems	3		
	1.2		2		
			2		
			6		
	1.3		7		
		1.3.1 Coopetition: Definitions	7		
		1.3.2 Coopetition Linkages: Benefits and Risks	8		
		1.3.3 Motivations and Applications of Open Innovation 2	0		
	1.4	Open Innovation Business Model	6		
		1.4.1 Business Model: Definitions	6		
		1.4.2 Elements of the Business Model Structure	0		
		1.4.3 Business Model Dynamics and Innovation	0		
		1.4.4 Organizational (re)configuration in Open Innovation 3	5		
		1.4.5 Identifying the Characteristics of Transactional Structure 3	8		
	1.5	Conceptual Model—Open Innovation Bridge: Tangram Model 4	.3		
	Refe	erences	7		
Pa 2	rt II	Empirical Application of Open Innovation Business Models	1		
4	2.1	thodological Design and Empirical Findings			
	2.1	Variables			
	2.2				
		•			
		1			
	2.2				
	2.3				
		· · · · · · · · · · · · · · · · · · ·			
		2.3.2 Synthesis and Contrast of the Empirical Evidence 6	1		

xii Contents

	2.4	Rema	rks, Implications, Limitations and Research Avenues	75
		2.4.1	Implications for R&D Managers and Public	
			Policy-makers	76
		2.4.2	Limitations and Future Research	78
	Refe	erences		79
Pa	rt III	Gan	ning and Design of Open Innovation Business Models	
3	Con	cepts, l	Methodologies and Tools of Gamification and Design	
	Thi			85
	3.1	From	the Entrepreneur to Technology-Based Entrepreneurship	85
	3.2		Thinking Design to the Pentagon of Exploiting	
		the Op	pportunity	92
		3.2.1	Modelling Open Innovation Business	92
		3.2.2	Design Thinking: Business Modelling Tool	94
	3.3	Busin	ess Model: Gaming and Designing	101
		3.3.1	Immersion/Inspiration with the Canvas Model: Value	
			Screen	101
		3.3.2	Analysis and Synthesis with the Open Innovation	
			Bridge: Tangram Model	107
		3.3.3	Ideation with the Succinct Plan of Business Opportunity	109
		3.3.4	Prototyping with Value Proposition and Customer	
			Segments	109
		3.3.5	Test with the Business Plan	111
	3.4	Cours	e Program	118
		3.4.1	Objectives	119
		3.4.2	Results of Learning	120
		3.4.3	Teaching and Learning Strategies	121
	3.5	Concl	uding Remarks	124
	Dofe	roncos		125