

# Web Technologies for Open Innovation

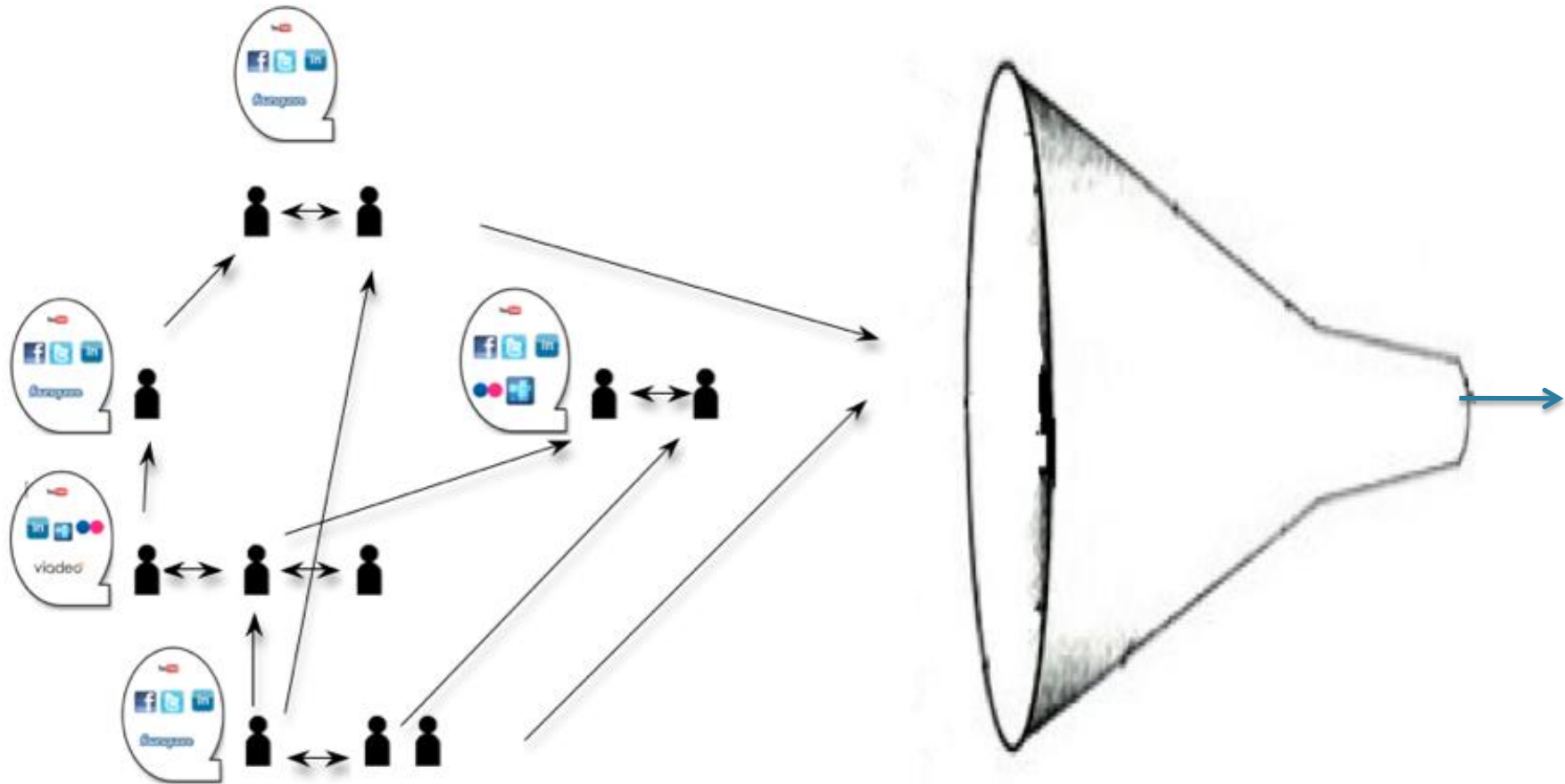


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# Open Innovation on the Web



**Out-Web-In**

# Open Innovation Paradigmes

1. *Social Behavior on the Web – “Weak Ties”*

2. *Cross-Sector*

3. *Broa*



# Identified Technologies for Open Innovation - Expert Finding

Paradigms / technologies	<b>Expert Finding</b>	Semantic Keyword Matching	Social Propagation
“Broadcasting”			X
“Cross-Sectorial Problem Solving”	X	X	
“Weak Ties”	X	X	

# Identified Technologies for Open Innovation – Semantic Keyword Matching

Paradigms / technologies	Expert Finding	<b>Semantic Keyword Matching</b>	Social Propagation
“Broadcasting”			X
“Cross-Sectorial Problem Solving”	X	X	
“Weak Ties”	X	X	

# Identified Technologies for Open Innovation – Social Propagation

Paradigms / Technologies	Expert Finding	Semantic Keyword Matching	<b>Social Propagation</b>
“Broadcasting”			X
“Cross-Sectorial Problem Solving”	X	X	
“Weak Ties”	X	X	

# Case study 1



WIKIPEDIA

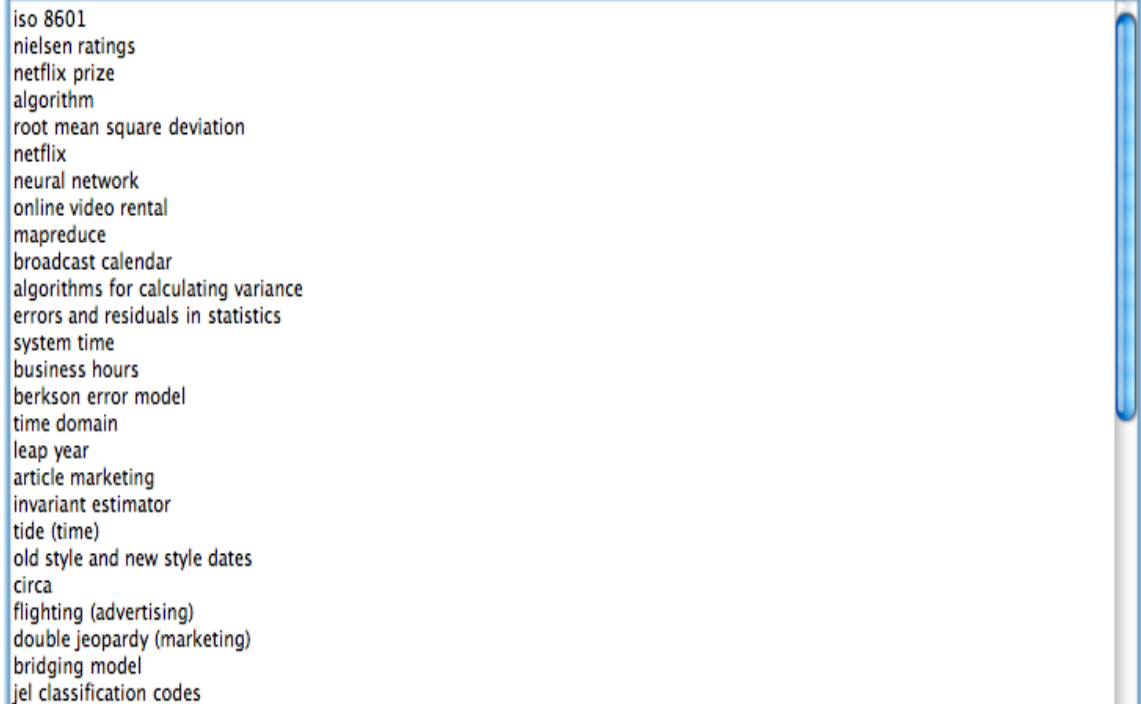


YouTube



# Case Study 2

Here are the hyProximity keyword recommendations. More relevant suggestions are on the top. Only a limited number of results is shown. For more please contact milstan at hypios.com



iso 8601  
nielsen ratings  
netflix prize  
algorithm  
root mean square deviation  
netflix  
neural network  
online video rental  
mapreduce  
broadcast calendar  
algorithms for calculating variance  
errors and residuals in statistics  
system time  
business hours  
berkson error model  
time domain  
leap year  
article marketing  
invariant estimator  
tide (time)  
old style and new style dates  
circa  
flighting (advertising)  
double jeopardy (marketing)  
bridging model  
jel classification codes



# Conclusions and Future Work

1. Web technologies that would suggest keywords to be used in the problem formulation
2. Creation of teams of experts according to their traces on the web
3. Application of keyword matching technology in the “inside out” process in order to test them in searching for the potential clients for the sleeping patents.

# Questions?



More information

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