OPEN INNOVATION AS A FACILITATOR OF NEW VENTURE CREATION: THE CASE OF OCTOPUS-TEST-BED (SUMMARY)

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**Recommended Citation**

Available at: [http://digitalknowledge.babson.edu/fer/vol26/iss19/4](http://digitalknowledge.babson.edu/fer/vol26/iss19/4)
SUMMARY

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Principal Topic

This paper provides an analysis of a unique approach to accelerate mobile service development, testing and business activities of high-tech start-ups in Finland. Present study uses as the theoretical framework the competence block theory. Based on the theory, companies that recognize and realize opportunities associated with mobile services, finance the development of these opportunities or their business is otherwise dependent or linked to mobile services, constitute a competence block that is driving the opportunity recognition and realization of mobile service business.

Method

In the present study is examined the development process of Octopus test-bed in Finland. The research method of the study is longitudinal case study. The period of analysis covers the years between 2001 and 2005. Data were gathered through interviews with actors involved with the program. The interview data were transferred to the QSR N’Vivo program and were coded. The coding categories were based on the theory.

Results and Implications

In Octopus actor network the final customers are poorly present. One of the big problems from the start of the project has been how to get the customers of mobile services to participate in the Octopus project. Innovators are quite well present in the network. The developer companies have very good competence in developing innovative new technological solutions that integrate technologies in new ways. At the start of the project there were fairly few entrepreneurs that would identify profitable innovations and develop them further into marketable service products. After two years of operations these actors were somewhat greater amount and they were more visible to innovators. Competent venture capitalists were virtually non-existent in the project. The fifth category, exit markets, is somewhat out of scope of the Octopus project. The last category is present as the core partner involvement in the project. The core partner Nokia can be regarded as an industrialist willing to take successful innovations to markets through its delivery channels. Also a few Octopus customers have delivery capability to mass markets.

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