

Open Innovation Challenge



It is with pleasure that IKEA invites you to an Open Innovation Challenge, for proposals on **Digital Communication Carriers**, based on Printed Electronics technology.

WHAT ARE WE LOOKING FOR?

A communication carrier, within IKEA, is the media conveying product information. This media is normally analog and attached to our product, or found in the IKEA store as in-store communication.

With the development of Printed Electronics, communicating with e.g. Smart phones or Tablets, IKEA wishes to investigate the possibilities for digital communication carriers as part of our operations. This could be, but is not limited to, hardware such as RFID or NFC technologies, software such as app functionality (e.g. new ways of shopping) or technical services supporting the IKEA customer and/or enhancing the IKEA experience.

The main purpose of the challenge is to establish new ways of creating customer value, that are not possible with current, analog communication carriers, in order to e.g. serve our customers in a better way, enhancing efficiencies in sales, enhancing our value chain and diversifying IKEA customer communication.

THE SUCCESSFUL PROPOSAL

The successful proposal is based on technology and/or functionality that:

<ul style="list-style-type: none">• can communicate digitally.• can trigger the display of digital info, e.g. in a smart phone, tablet, etc.• preferably also can trigger execution of code/functionality online or in an app.
<ul style="list-style-type: none">• unlocks new IKEA customer value.• can be used in the IKEA store, IKEA value chain or be attached to the product.
<ul style="list-style-type: none">• is robust enough to endure value chain handling and wear and tear.• is made of non-hazardous, non-toxic, sustainable or recyclable materials.• is equally or less expensive than current communication carriers.
<ul style="list-style-type: none">• has substantial durability, considering product storage.

Interesting proposals that can be prototyped/demonstrated before the end of Q2 2018 will be at an advantage. However, game changing technologies where additional development is needed, for longer term value, could be of interest.

Please note, by submitting a proposal to the above Open Innovation Challenge, you confirm that your proposal contains non-confidential information only.

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WHAT HAPPENS TO YOUR PROPOSAL?

Your proposal will be assessed in two steps. First its technical feasibility will be assessed by an IKEA partner, RISE Acreo, contracted by IKEA for this task. Solutions judged as technically feasible will be brought forward to an IKEA internal potential ranking, in which one or more winners will be selected.

We are expecting a large no. of proposals, which is why we will not be able to communicate extensively with participants. If your proposal is of interest, we will get in touch with you for in-depth discussion.

There are several possibilities for a winning proposal; how it is dealt with depends on what is appropriate for the proposal at hand. E.g. Supply agreement, Technology licensing, Technology acquisition or a funded Development agreement.

CHALLENGE TIMELINE

The Open Innovation Challenge is open for proposals: Dec 5, 2017 – Mar 31, 2018. Proposal evaluation will commence on closing the challenge and decisions taken will be communicated within 9 months.

FINANCIALS

Financial set up will be agreed on a case by case basis. For reference information on the IKEA business, please refer to: www.ikea.com/ouryear.

SUBMITTING A PROPOSAL

Please submit your proposal, summarized in the enclosed file, to the address below. For Questions, please refer to the same address.

Thank you in advance!

For contact:

digital.communication.carrier@ikea.com

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