

**3 VISIONS OF MEGA-OPEN LABS IN FRANCE
HOW TO SUPPORT THE REVITALIZATION OF AN
ECOSYSTEM AND PREPARE FOR DISRUPTIONS**

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- <http://www.newPIC.fr>
- <http://innovfra.newpic.fr>



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A definition of open labs

Open labs are platforms introduced to

- Contribute to open innovation, and generate the agility for digital innovation
- Host interactions between end-users and all stakeholders to the innovation process, incl. Startups, industry, universities, etc.

Open labs characterize with:

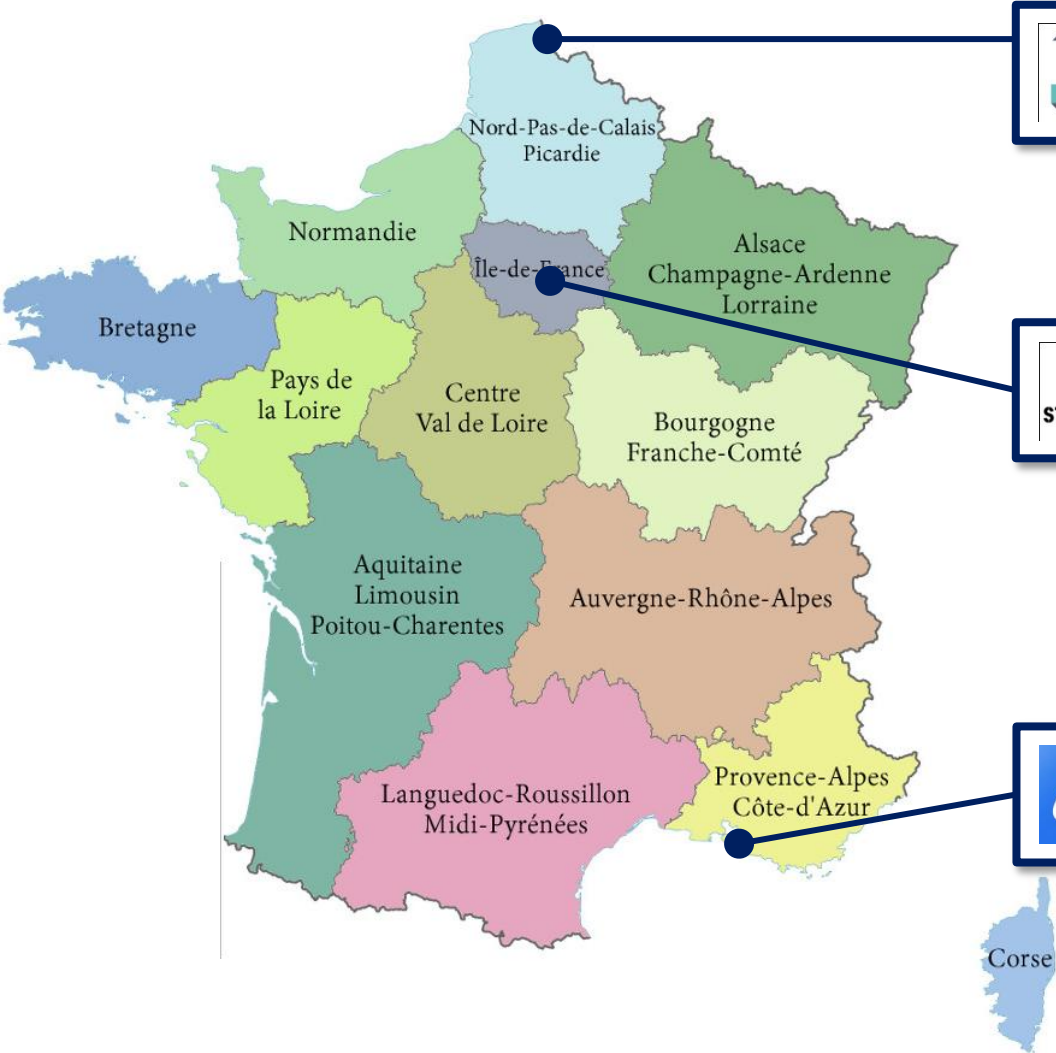
- A physical space,
- A community,
- Various services (incl. Fast prototyping, incubation, acceleration, coworking, etc)

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The originality of France innovation system

- Universities play a minor role in the development of open labs
 - The open lab movement has a much greater momentum in France than in other Western European countries
 - 10+ instances of mega-open labs have emerged in France: they singularize with their size and with their great impact on the local ecosystem
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3 instances of mega- open labs in France



 **EURATECHNOLOGIES**
in LILLE



 **STATION F**
in PARIS



 **THE CAMP**
close to MARSEILLE



3 cases studies focused on digital innovation

Euratechnologies

- 10+y of history
- From the earliest stages of incubation to acceleration
- Rejuvenate the local ecosystem (local gov.)
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Station F

- 1+y old, “1,000 startups”
- Business-oriented
- Platform hosting different open labs by large firms
- Focus on incubation
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thecamp

- Almost 2y old
- Not for profit initiative launched by a billionaire
- Focus on the dissemination of disruptive innovation
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5 key success factors

These instances of mega open labs

- **are installed in long time frames**
- **leverage on complementary skills and on a community of contributors**
- **use their physical space as a totem for their identity**
- **all hire staff with extensive previous experience in innovation and digital transformation**
- **leverage on their scale to propose a comprehensive portfolio of services, and generate greater attractivity**

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Long time frames

- **Stability of objectives, with high adaption capability**
- **Stability of governance**
- **Long lasting support by local stakeholders and by local governments**
- **No “bad” surprise in relation with budgets**
- **The strategy is widely understood (communication) which means that startups can plan their applications**



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A strong community of contributors

- In each community, members support each other for their startups, and also eventually make business together
- The most important point relates to initiatives emerged from the communities themselves ('Next' and the label 'Ready' at Euratechnologies; the 'Hive' at thecamp)



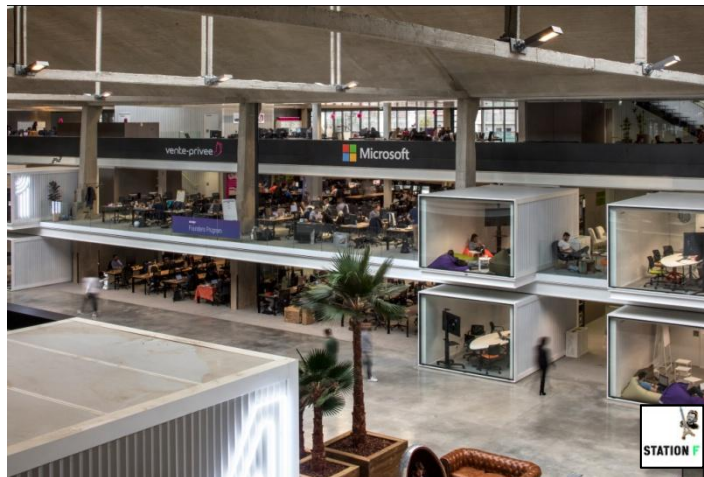
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The importance of the physical space

- The physical space serves as focal point for the members of the community
- It embodies (materializes) the identity of the open lab, and serves as reference for its strategy
- The physical space serves the emergence of serendipitous encounters, and materializes the openness of the lab



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Staff with high level expertise

- **Mega open labs have a very large staff size (50+ at thecamp and at Euratechnologies)**
- **All staff members have explicit and demonstrated skills in the management of open innovation, of user-centric and non linear models of innovation**
- **Staff members are experts for the facilitation of projects**



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Scalability transposed at open lab level

- Comprehensive portfolio of complementary services
- Only the size effect makes it possible to have variety, resources, attractivity and leverage to reach such a completeness
- This scale requires also important financial resources (e.g. the physical space), high level of staff excellence, and highly talented community



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Contact details



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Wrap up: 5 key success factors

These instances of mega open labs

- are installed in long time frames
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