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## The Co-Innovation Alliance Scan, Tool for Effective Collaboration with External Partners

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### Abstract

In order to select and assess co-innovation partners, I have developed an integrative framework coined as the co-innovation alliance scan that consist of four 'fits' between alliance partners: a strategic, operation, relationship and network fit. Each fit contains three indicators, to be rated from 1 (unfavorable) to 5 (favorable). High rated indicators prognosticate success, low ones might hamper or impede successful co-innovation cooperation. Using the scan, I constructed a serious "alliance game" in order to develop competencies of (future) alliance managers.

### Keywords

Alliance management; Partner evaluation; Serious game

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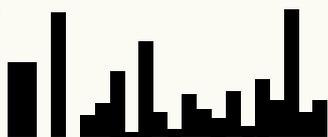
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relationships as well as offshore!" Risk Manager, Global Bank. Download our free White Papers Sign up for our free To us, Open Innovation was just another of saying you are taking (or will consider taking) advantage of opportunities with external partners, external sources of research capability, IP and/or licensing opportunities. This means initiating new and building on existing relationships. Henry's book recited a litany of case studies, illustrating how effective OI can be. As this was a way of extracting more value from the company's intellectual assets, in effect this was Open Innovation in the broadest sense of the term but not recognized as

such. Later I became equally involved with the in-licensing and external collaborations. You have been involved in open innovation practices for about a quarter of a century.