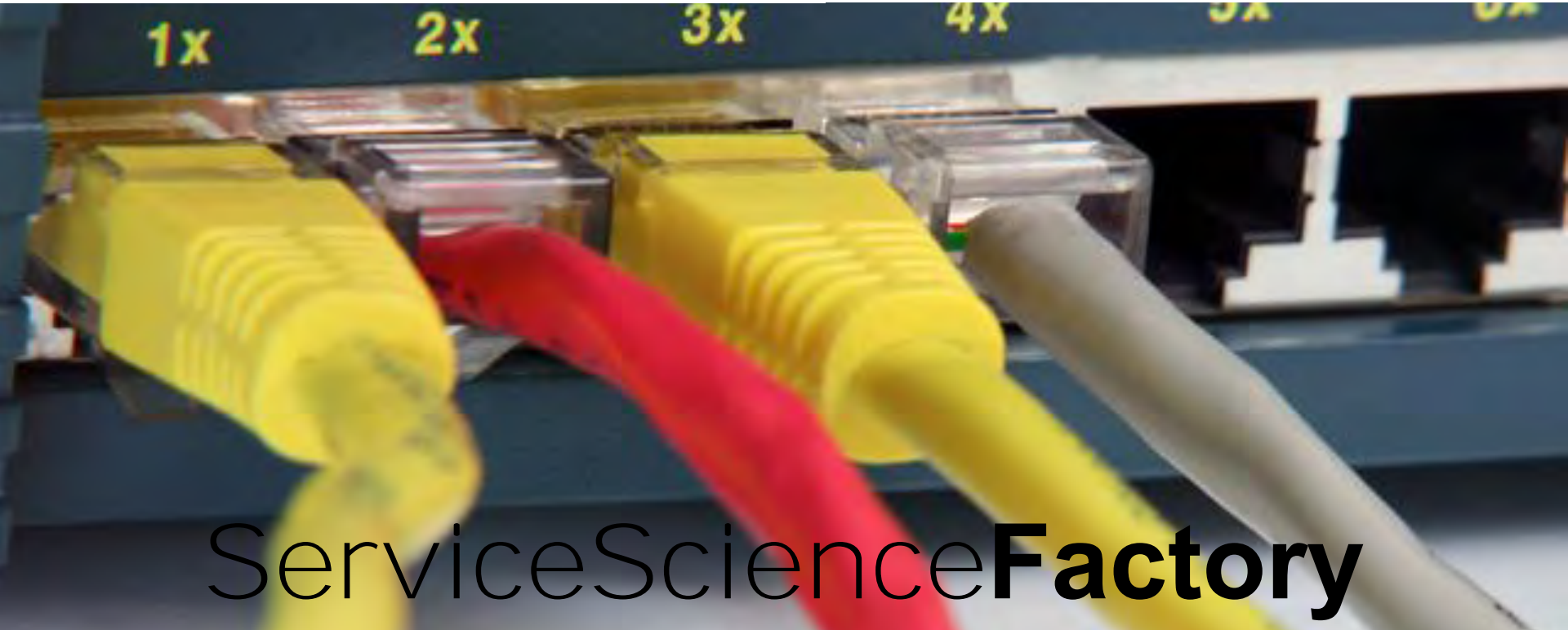




Maastricht University



# ServiceScience**Factory**

Prof.dr. Paul Iske, Prof.dr. Jos Lemmink, dr.  
Gaby Odekerken, dr. Tjark Vredeveld, Prof.dr.  
Rob de Bie, dr. Wynand Bodewes, Anja Jansen,  
Linda Lichel, Msc, Karol Karpinski

# ServiceScience**Factory**

Companies discover the ivory tower and develop in collaboration with international professors and students of Maastricht University innovative new services.

Services can be designed much better:

Maastricht University changes open innovation into co-creation of new services.

International collaboration between e.g. India and The Netherlands results in new service concepts

# Service Science

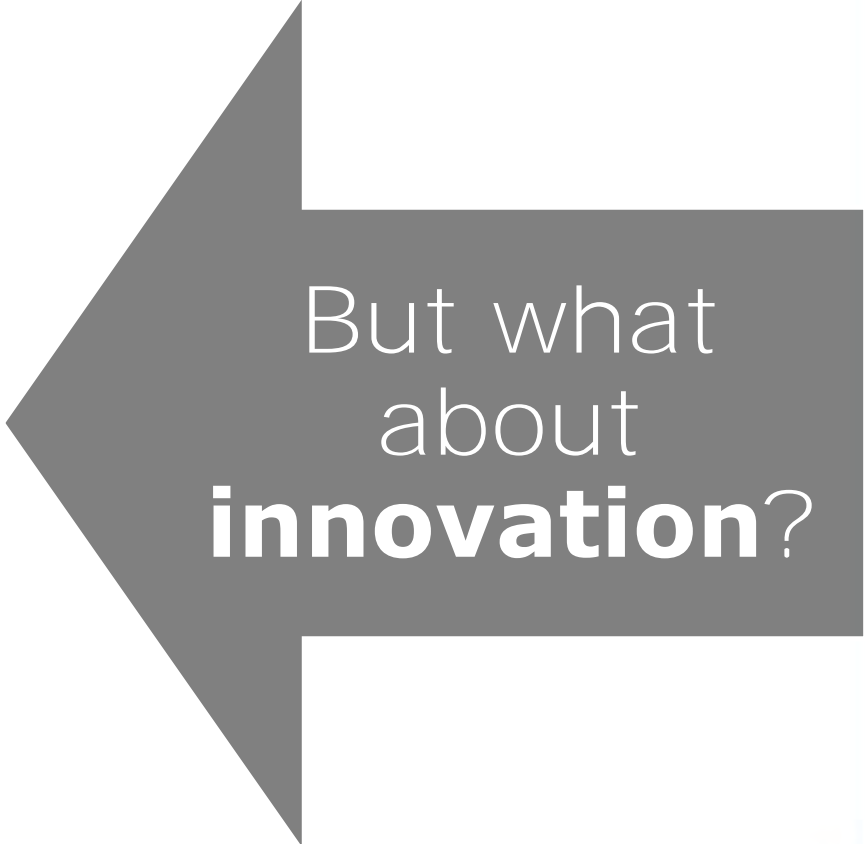
**“Everyone knows the story of Thomas Edison, the inventor of the lightbulb. But people don’t tend to think of getting lightbulbs into houses and schools, setting prices for the electricity services to keep them lit. That’s all service innovation”**

*Jim Spohrer, IBM Almaden Research Center*

# Services 70% GDP



**Services**  
drive our  
economy



But what  
about  
**innovation?**

## European Innovation Scoreboard, 2008:

1. Sweden
2. Finland
3. Denmark

...

11. Netherlands



example: **mobile technologies**



mobile  
boarding  
pass

mobile  
banking  
alerts

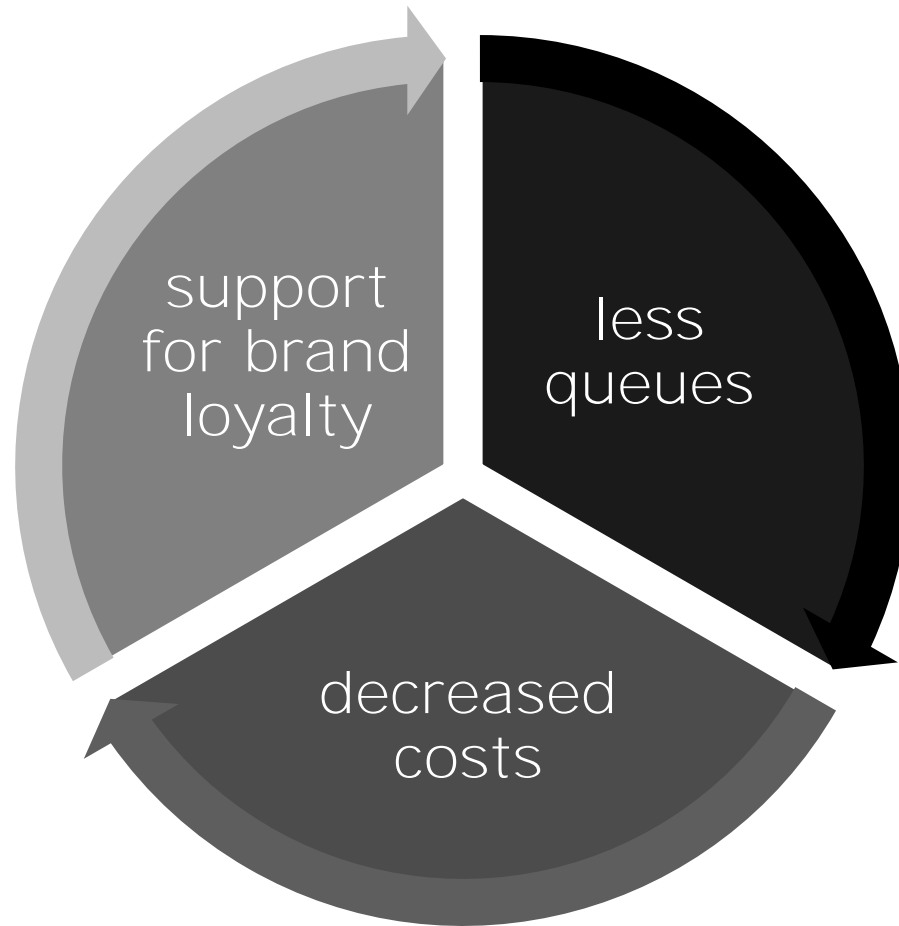
wireless  
healthcare

# mobile boarding pass

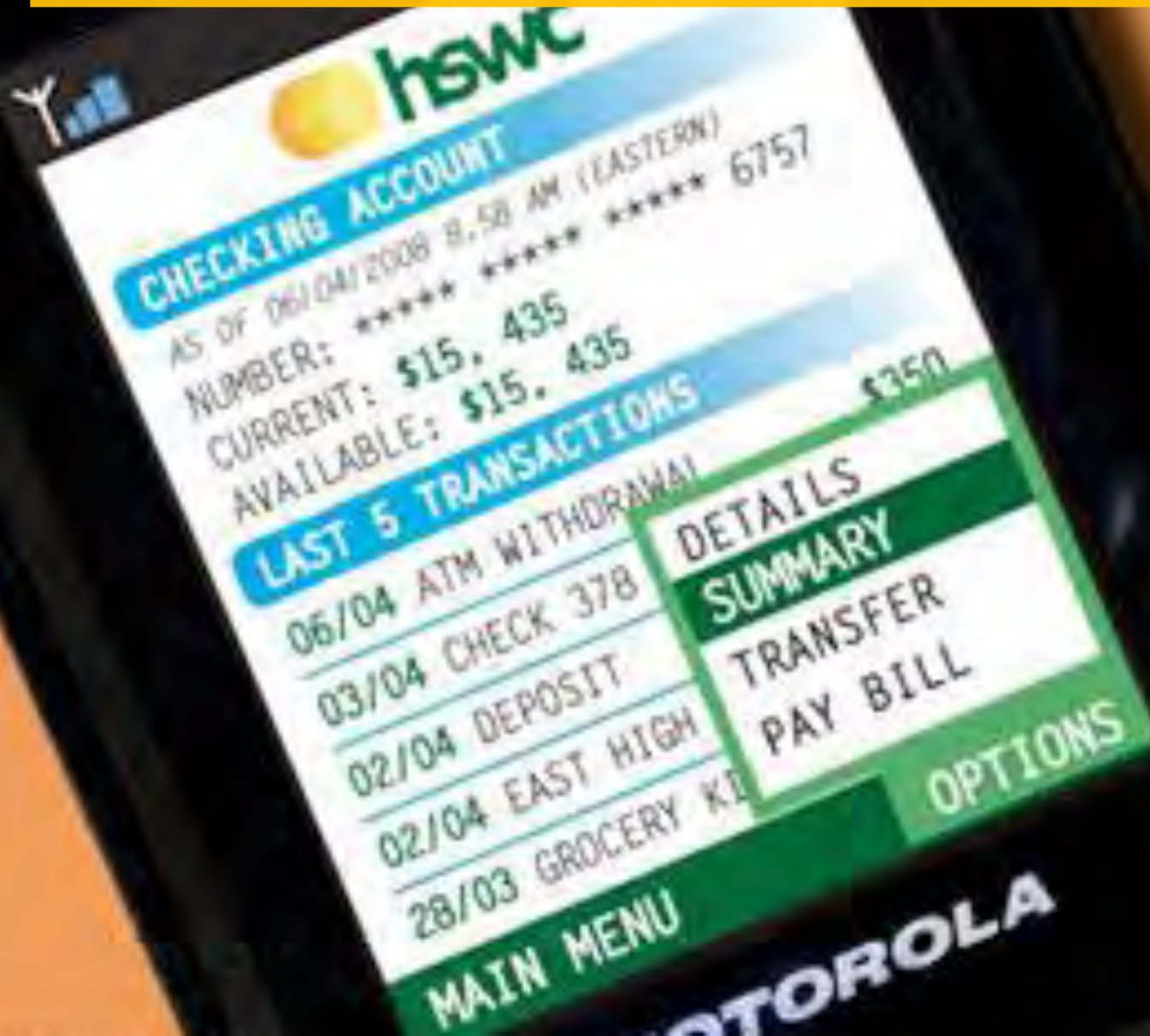




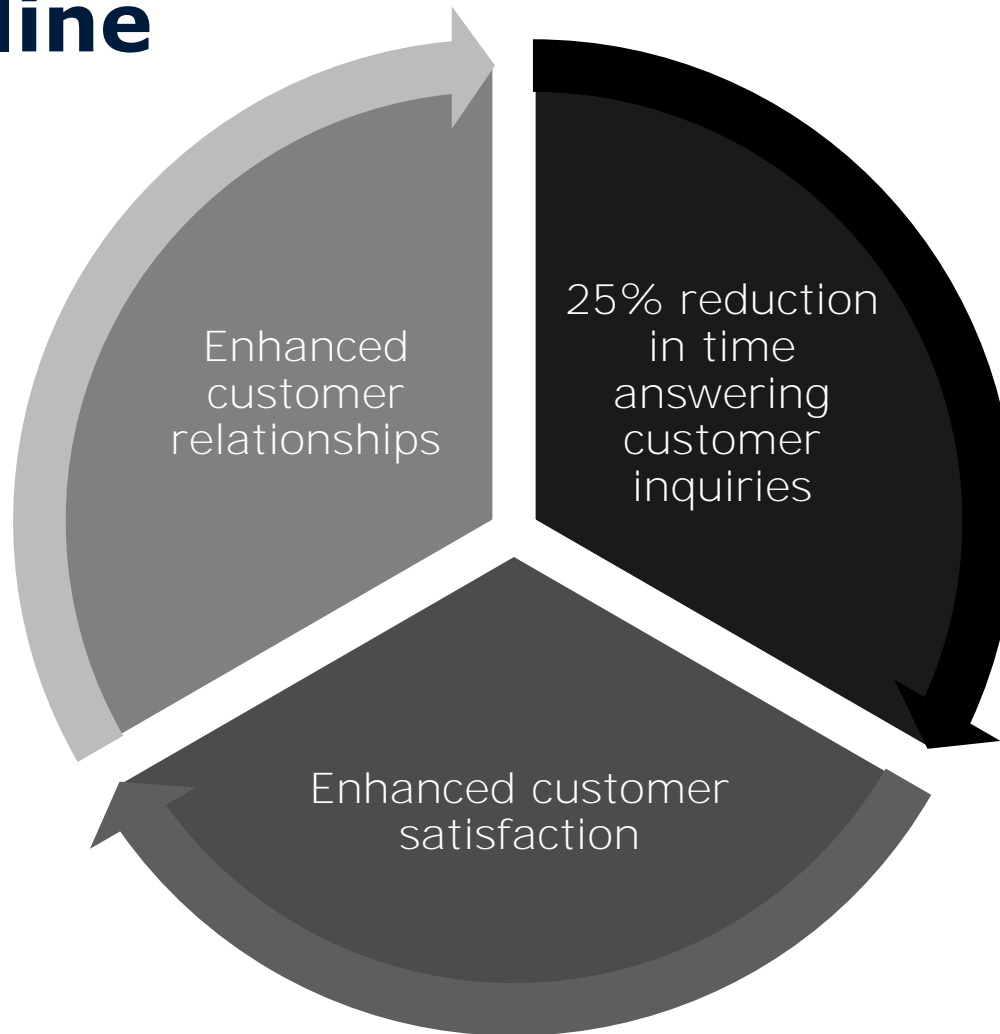
# Bottom line



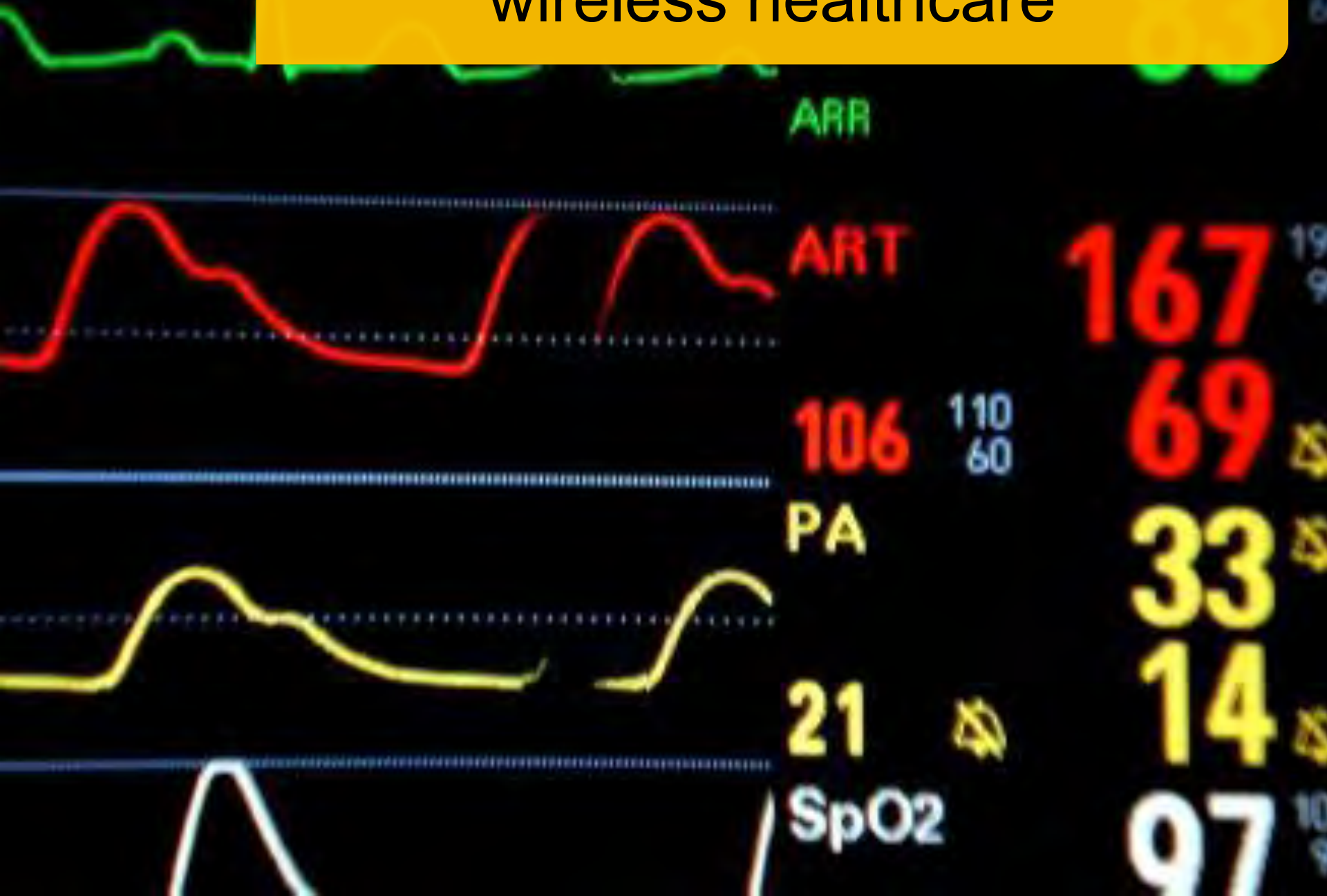
# mobile banking alerts



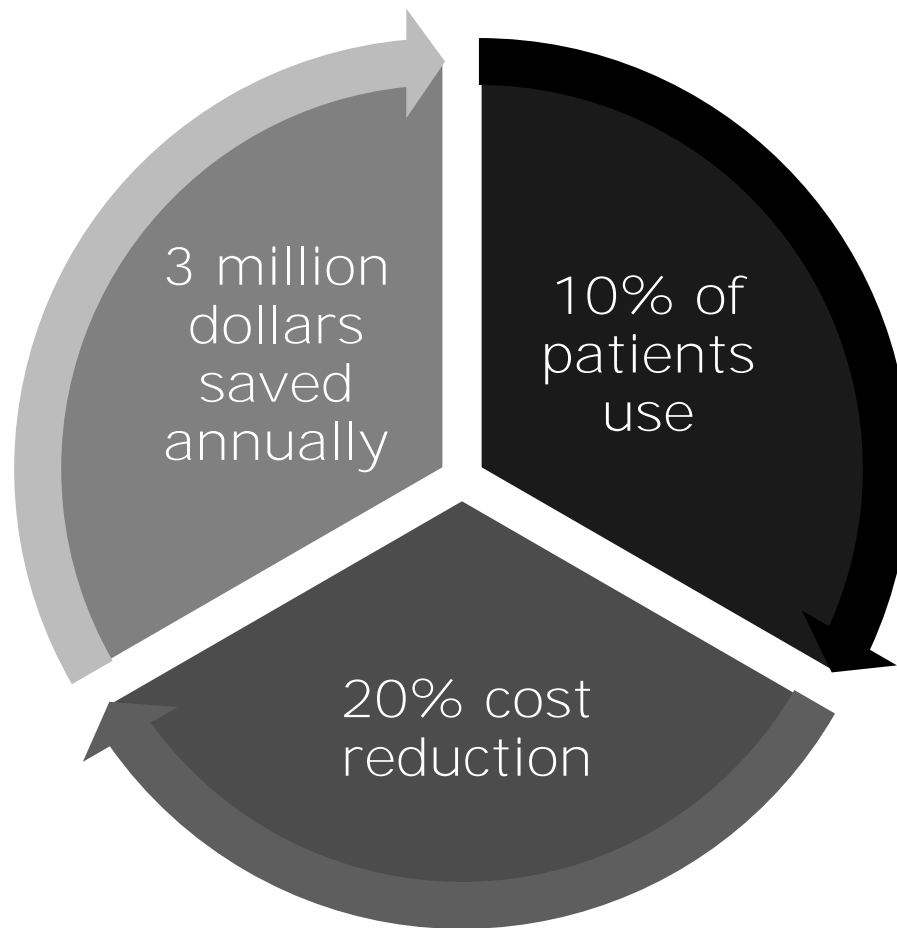
# Bottom line



# wireless healthcare



## Bottom line diabetes case





# Unplanned Open Innovation

THE GLOBAL EDITION OF THE NEW YORK TIMES

FRIDAY, JUNE 4, 2010 | 11

## BUSINESS OF GREEN SPECIAL REPORT

### BP oil leak inspires novel ideas

NEW YORK

Thousands respond in search for ways to clean up, from rolls of hay to the nuclear option

BY JACK DUFFY

With the oil slick in the Gulf of Mexico threatening hundreds of miles of coastline and frustration rising about the ineffectiveness of the cleanup efforts, Gulf communities are grasping for alternative — and sometimes untried — solutions to try to keep environmental disaster from their shores.

On Dauphin Island, a barrier island off the coast of Alabama with marshes that are home to herons



PATRICK SEMANSKY/THE ASSOCIATED PRESS

**Sandbags and containment booms, above, are traditional ways to keep spills in check. Experts say new techniques are needed.**

powered oil-water separators that have been described as giant vacuum cleaners on barges.

"The machines are basically sophisticated centrifuge devices that can handle a huge volume of water and separate at unprecedented rates," Mr. Houghtaling, who is chief executive of Ocean Therapy Solutions, said. The most powerful of the machines can process 200 gallons a minute and pro-

cessed. BP was planning to install six of the company's machines on barges for a test.

Oil industry experts say there is no shortage of ideas for dealing with the spill. In fact, more than 23,500 people responded to a call by BP for suggestions, with proposals ranging from the ingenious to the extreme — including hitting the well with a nuclear bomb.

Entrepreneurs are searching for cleaner solutions to pollution and the pressures of invasive development.

people see a problem they want to solve it," said Eric Smith, associate director of the Tulane University Energy Institute in New Orleans.

The problem, Mr. Smith said, is that most new ideas will not help because by the time they could be put into practice, the crisis will have passed.

"The one good thing that can come out of this,"

## **Planned open innovation / crowd sourcing**

- Netflix (DVD, reducing fee for late returns)
- BBVA (making online appointments)

# Problem Based Learning



Learning space

For collaborative learning

Guiding participants to construct and share knowledge

Within a particular context



# Two crucial concepts in Learning

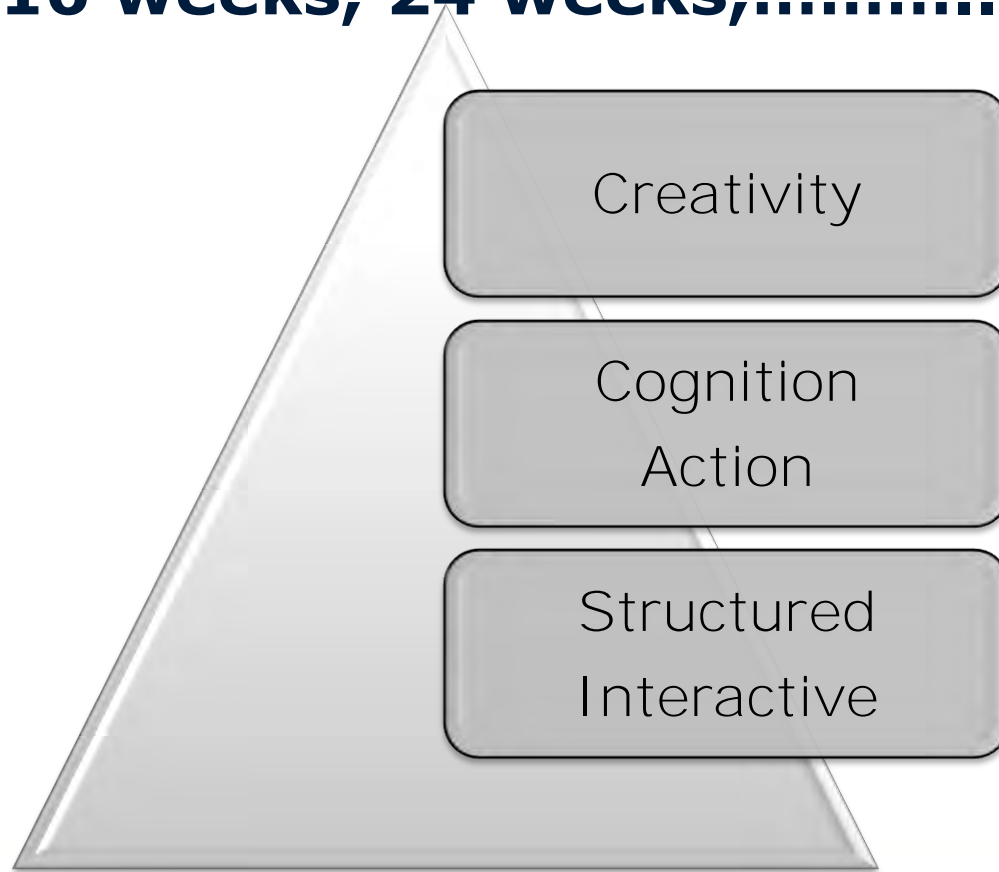


Problem  
solving

Questioning

## Problem Based Learning Format

- 6 to 10 participants,
- high commitment [0.2;1.0] fte
- 8 weeks, 16 weeks, 24 weeks,.....



# Service Science Factory Maastricht

value is coproduced

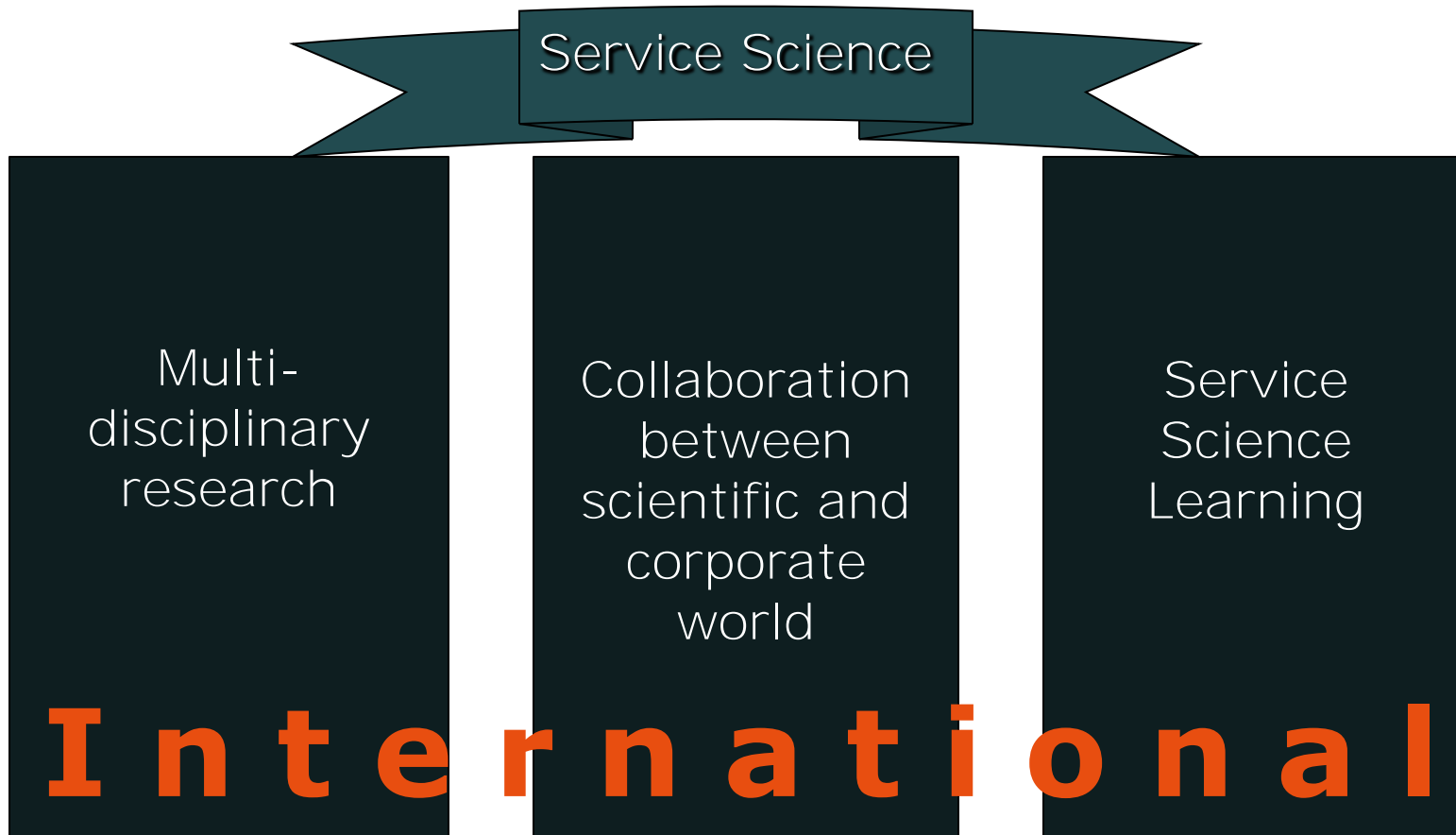
through win-win value propositions

is a service system itself

directly /indirectly with other service systems

Multidisciplinary approach

# Basics of our Service Science Concept



# Added Value

Careful problem  
drafting

Multidisciplinary  
innovators

Smart use of  
innovation  
budget

Learning by  
co-creation

Access to larger  
network

# Multidisciplinary participation in groups

## APG (One Size Doesn't Fit All)

## OCE (Just Merge It)

APG, OCE managers

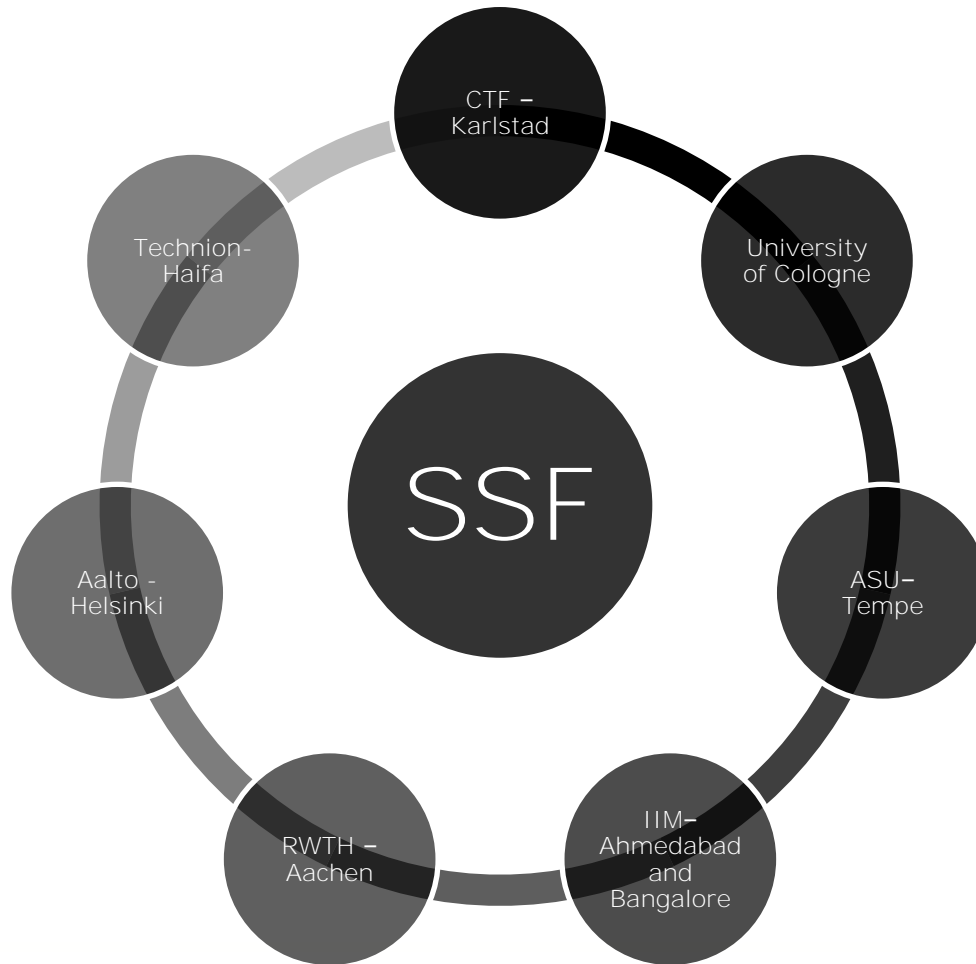
UM Msc students Business  
(Marketing, Organization)  
European studies,  
University College

Msc Design student  
Cologne

Postdoc Twente University  
PhD student Free  
University Amsterdam  
Information  
Management/Systems

MBA/PhD students  
IIM, India  
Business, Information  
Systems, Strategy

# Learning and SSF Network





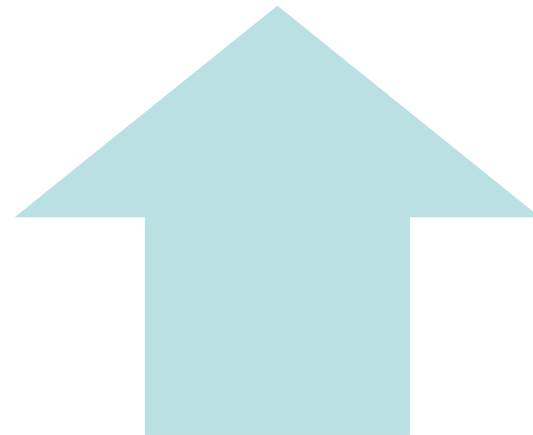
## Service Science Factory

- Concept development



## Center for Entrepreneurship

- Commercialization





# Open up universities & companies

.....dialogues house, open boundaries  
house, studio, laboratory .....