

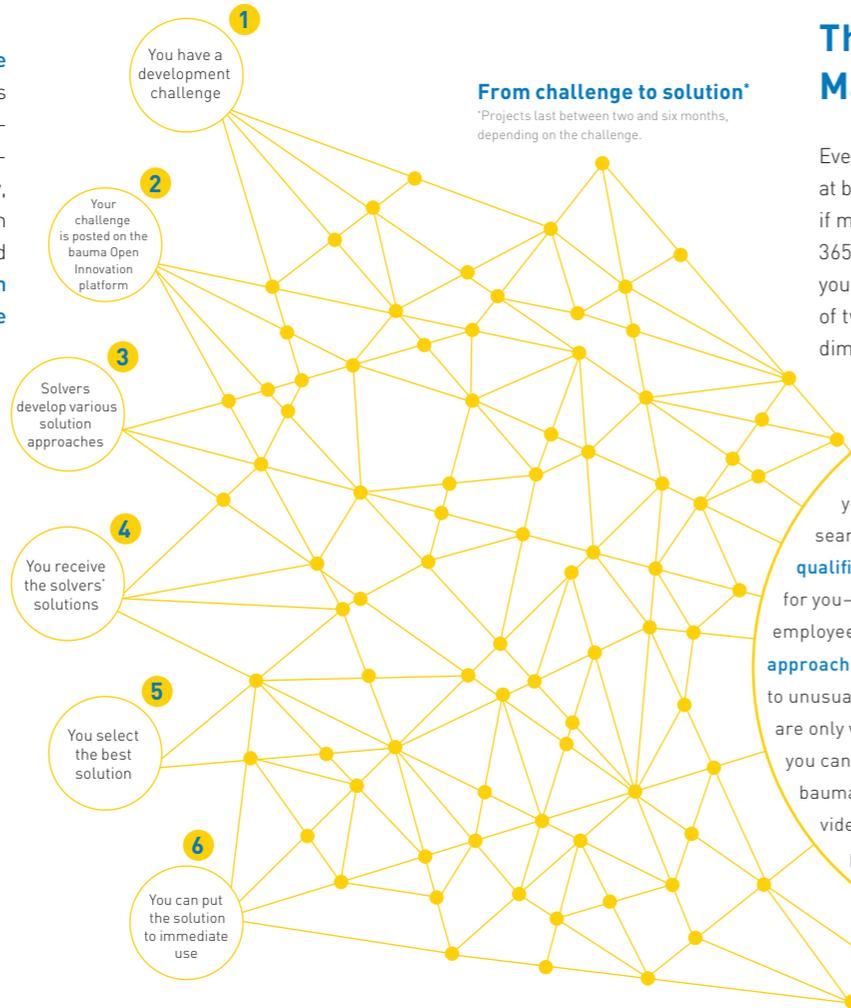
**Does your  
development  
process need to  
move in a new  
direction?**

**Then ask experts  
around the world.**

As a seeker, you stipulate all the terms. That applies to topics such as project duration, award money and intellectual property. That way, all legal issues that pertain to your project are clarified in advance—and the solution you select can be put to use immediately!

Solutions are ...

- ▶ **unexpected and innovative**—that is because the interdisciplinary composition of the solvers brings new perspectives into the picture
- ▶ **diverse and maximize the number of approaches**—no idea is left out
- ▶ **individual and developed exclusively for you**—only you have access
- ▶ **worked out in the shortest period of time**; solutions are submitted within a few weeks



## The bauma Open Innovation platform: Matches challenges and solutions

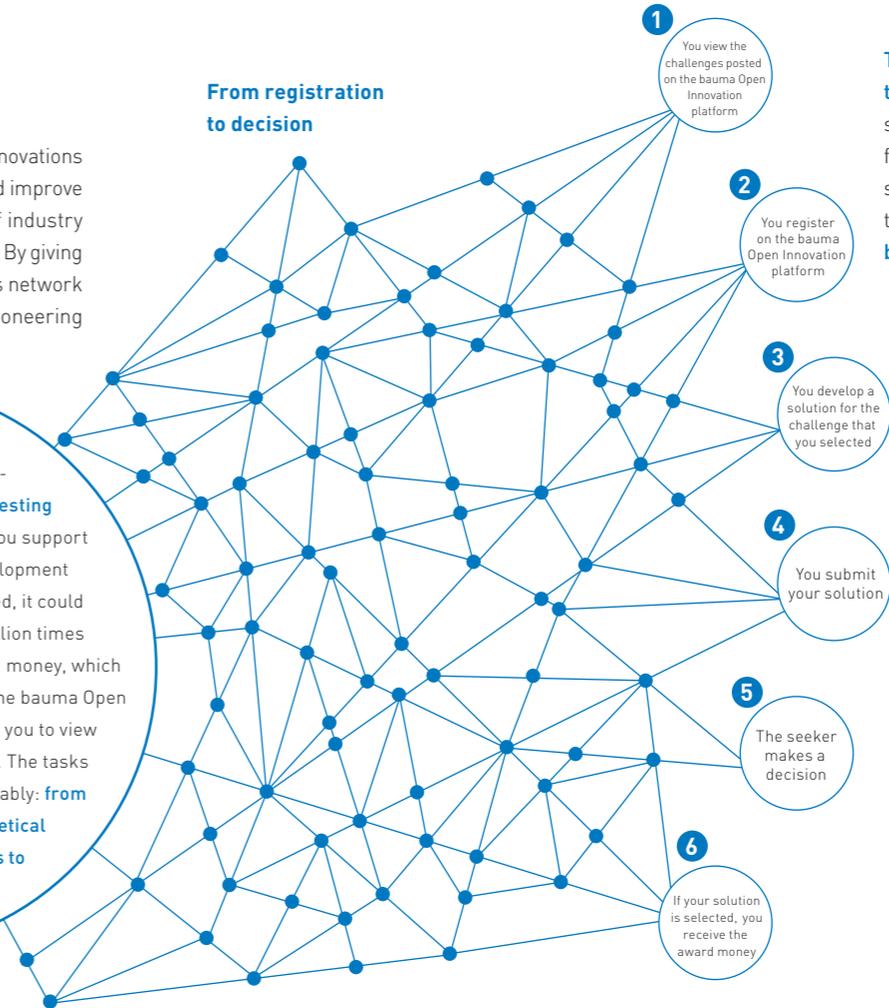
Every three years, the global construction-machinery industry presents its latest innovations at bauma. But how would the product-development process change, accelerate and improve if manufacturers were in touch with bearers of knowledge in various branches of industry 365 days a year? That is exactly the objective of the bauma Open Innovation platform: By giving you as a company access to InnoCentive's 400,000 solvers and to Messe München's network of two million contacts from its leading international trade fairs. Discover this pioneering dimension of collaboration!

For you as a company (seeker), this platform is ideal if you are stuck on an aspect of your research or development. It allows **highly qualified solvers** to tackle the problem for you—and perfectly **complement** your employees' work. The **interdisciplinary approach of the solver pool** also gives rise to unusual perspectives. Project results are only visible to you, and if you prefer, you can also remain **anonymous**. The bauma Team and InnoCentive will provide professional support with proven processes and ensure that everything runs smoothly.

**Creative, unexpected solutions**

For you as a bearer of knowledge (solver), the platform is a direct way **to find interesting challenges**. Where else can you support market leaders in their development work? If your idea is realized, it could even be implemented a million times over. Add to that the award money, which is stipulated in advance. The bauma Open Innovation platform allows you to view posted projects at any time. The tasks they entail can vary considerably: **from idea brainstorming and theoretical solutions for technical problems to creating prototypes**.

### From registration to decision



The award money and rights to intellectual property are specified individually and defined from the beginning. If your solution is selected, you receive the award money—which could be several thousand dollars!

# bauma 2019

April 8–14, Munich

32nd Trade Fair for Construction Machinery,  
Building Material Machines, Mining Machines,  
Construction Vehicles and Construction Equipment

## Conceptual sponsors

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[info@bauma.de](mailto:info@bauma.de)  
[www.bauma.de](http://www.bauma.de)



Are you a seeker and still have questions?  
We would be pleased to help you:

**Mareile Kästner**  
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Additional information:

[www.bauma.de/openinnovation/en](http://www.bauma.de/openinnovation/en)  
[www.openinnovation.bauma.de](http://www.openinnovation.bauma.de)

Are you a solver and want to  
contribute your expertise?

Then register online now:  
[www.openinnovation.bauma.de](http://www.openinnovation.bauma.de)