

Innovation Driven By Disruption



Inventures helps innovative leaders develop, launch, manage and grow industry alliances and consortiums in the high-tech market. The company is a wholly owned subsidiary of SmithBucklin.



High-tech markets are defined by never-ending waves of innovation and change, with advances in technology simultaneously disrupting the status quo and creating new opportunities. In the past, a company could accomplish this individually, on the strength of its proprietary technology. In the last 20 years, the landscape has shifted dramatically and, today, collaboration between multiple stakeholders is necessary to transform markets and eliminate obstacles to growth. The internet, Wi-Fi, Bluetooth and many other familiar technologies came to be in just this way.

Stakeholder collaboration has been the foundation of the more than 50 market

initiatives Inventures has assisted with since its inception in 1992. Through these collaborations, Inventures helps stakeholders generate necessary standards and solutions, manage intellectual property, introduce certification and compliance programs, promote interoperability and better consumer experiences, and increase market awareness and adoption. The efforts also build a global community of companies to support these goals and manage daily operations, activities and programs.

The Identity Ecosystem Steering Group (IDESG), an Inventures client organization, is a prime example. IDESG was established to help users navigate the new identity-

enabled online world and increase the security and privacy of transactions conducted over the internet. To achieve its mission, IDESG sponsors collaboration between cross-sector and cross-industry leadership to create solutions that will enable people to validate their identities securely when they conduct online transactions, with minimized personal information disclosure. As an independent, nonprofit organization representing consumer interests, technology vendors, policy issues, privacy concerns and security mechanisms, IDESG is able to develop trusted solutions that no one entity can create alone.

Technology increases in complexity almost by the day. In addition to cybersecurity, rapidly evolving markets like mobile payment systems and Healthcare IT will require stakeholders to collaborate in order to transform ideas into innovations. With in-depth experience creating and growing multi-stakeholder alliances, Inventures is uniquely positioned with the leadership, expertise, best practices and scalable services needed to incubate, structure, launch, manage and grow organizations and ecosystems that will disrupt the status quo and create transformative technology. •

Inventures launched the following new client organizations in 2014.



The Thread Group is a nonprofit organization formed by industry-leading companies to improve the connection of devices in and around the home through the creation of a new wireless protocol. The Thread Group markets and promotes the unique features and benefits of the protocol to product developers and consumers, while also providing education and rigorous product certification.



Innovation Hangar is a nonprofit foundation formed to engage inventors, entrepreneurs, students and the general public in the innovation process. By using an interactive approach to communicate the importance and positive social impact of entrepreneurship and innovation, iHangar showcases how innovation is delivered every day and enables creativity to take flight.



The **Identity Ecosystem Steering Group** is a nonprofit corporation dedicated to enabling people to validate their identities securely when conducting online transactions, with minimized personal information disclosure. IDESG sponsors collaboration between cross-sector and cross-industry leadership to develop solutions that give individuals and organizations more confidence and trust in the security and privacy of online identification and the exchange of personal data.