

Inventures Insights

Inventures CollabForum: For Low-cost, Quick-to-launch, Project-based Collaborations

Tech companies of all types and sizes understand that they can better develop new markets and products through collaboration with others in the ecosystem. Over the last 25+ years, this collaboration has often been achieved through the creation of independent, neutral, not-for-profit industry alliances.



While some industry challenges continue to be best suited for the use of a stand-alone technology alliance, companies more recently and with increasing frequency have been utilizing "project-based collaborations" typically structured within an existing host organization (such as the Linux Foundation to name the most well-known).

Executing projects within a host organization provides many benefits such as a quicker start-up, leveraging existing intellectual property and governance policies, using available collaboration tooling, and saving the cost of starting a new alliance from scratch. These projects can address many collaboration needs such as:

- Validating technology solution approaches
- Executing pilot projects
- Transferring assets and intellectual property from existing collaborations
- Facilitating interoperability testing/demonstration
- Creating specifications
- Developing reference implementations

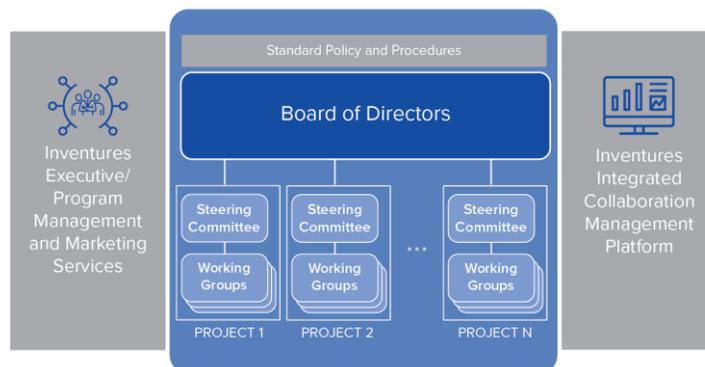
To address the growing demand for project-based collaborations, Inventures is launching its [CollabForum](#) exclusively to host and facilitate project-based collaborations. The CollabForum will have a Board of Directors and will be open to projects of differing types such as IoT, cyber security, smart cities, consumer electronics, and more. Both open-source and non-open-source projects will be supported by the CollabForum.

One of the main advantages of the Inventures CollabForum compared to other existing organizations that host project-based collaborations, is the cost. Inventures' scalable a la carte services will reduce the cost needed to both launch and maintain a project. Additionally, Inventures best-practices knowledgebase built on 25+ years of experience managing technology collaborations will be employed by the CollabForum. Companies who would like alternatives to certain open-source repositories or would like to specify more fully the open-source development environment, can use the CollabForum as a way to meet those needs.

Finally, Inventures' experience launching stand-alone technology alliances is useful for those projects that may want to "spin-out" of the CollabForum and create their own alliance if the collaboration has achieved a level of participation that warrants it.

The Inventures Collaboration Forum enables cross-company, industry collaboration in compliance with anti-trust regulations, and with an agreed upon IPR Policy, but with easier/quicker entry and lower-costs (when compared to a stand-alone technology alliance), with the following additional membership features and benefits:

- Start any number and type of new project and selectively participate in existing projects
- Unlimited use of collaboration portal and tools
- Standardized project/program management, marketing and other support services included
- Maximum flexibility to fine-tune projects to specific goals, support and/or resource needs
- Truly neutral playing field and full independence from any particular open-source community structure or repository



Joining the CollabForum is a simple process with a standard membership agreement and low-cost, flat annual fee. There is also an option to join the board level, offering participants exposure to projects outside of their own companies and provides the opportunity to steer and govern the direction of the organization.

Please contact Inventures at info@inventures.com if you would like to learn more and you can also download our datasheet [here](#).

“Smart” Applies to Regions as Well as Cities

Smart cities are all the buzz as they explore ways to leverage technology to deliver new services to their citizens. All cities have boundaries and a trend toward working collaboratively with suburbs, surrounding cities and counties is growing around the world. Today there are many “smart regions” cropping up that are extending some of the benefits learned in smart cities into cross-jurisdictional contexts.

Take as an example Smart Catalonia, a collection of cities surrounding and including Barcelona. Barcelona has long been known for its “smartness” with deployments of parking space sensors, smart streetlights, smart waste bins, and utilization of sensors to detect noise, pollution and climate measures. Smart Catalonia extends the smart city concept to a broader level to integrate and coordinate local and multi-region initiatives in support of businesses and ongoing Smart initiatives throughout the territory. In the U.S., similar work is being done in several cities like Las Vegas, Washington D.C., Columbus and even more broadly in the state of Colorado.



The challenge of course is how to work across administrative and operational boundaries in a given region. When a citizen wants to report a series of potholes along a stretch of road, how is this done when that stretch of road is maintained by multiple governmental entities? How are the technologies deployed in a city effectively extended into the county or nearby suburb under different governmental oversight? What agreements are required between technology companies and the multiple entities involved in a regional deployment? And, how is that technology procured across those entities?

These are just some of the challenges being addressed by smart regions today. And, all of these challenges require one essential component for success: effective collaboration. Inventures' rich history with multi-stakeholder collaborations can help cities and regional entities efficiently develop and deliver innovative and scalable solutions that cross jurisdictions. For more information, visit www.inventures.com/smartcity.

OSGi Alliance Celebrates 20-Year Anniversary

Congratulations to our client OSGi Alliance celebrating its [20-year anniversary](#), marking two decades of growth and rising influence as a global consortium creating open specifications that enable Java modularity and microservices. Over the last 20 years, the OSGi Alliance has been productive in introducing well-adopted technologies including the Whiteboard Pattern, dynamic dependency injection with Declarative Services, Configuration Admin and Remote Services.



“It’s exciting to recall how OSGi has been trailblazing the way for 20 years,” said Dan Bandera, President of the OSGi Alliance. “Our members working together have pioneered and delivered many technology developments. The Alliance has proven to be a greenhouse for bringing some of the most creative, and brightest minds together, providing an environment for sharing and learning that has resulted in benefits to the software industry as a whole.”

This is a significant milestone for OSGi Alliance and Inventures is proud to be part of the team over the last 20 years!

Certification Program as a Powerful Tool

Many industry alliances and associations exist for the purpose of institutionalizing some kind of standard whether it’s knowledge-based, process-based or technology-based. To achieve this, certification programs are a powerful tool for such organizations to consistently and equitably evaluate adoptions of a standard and these can take countless forms, but many share several common components.



Test Program: A means of evaluating compliance to a given standard. Test program content is typically created by subject-matter experts from the alliance. Depending on the standard and content being evaluated, the test program itself may take many different forms.

Candidates: Represent the person or thing undergoing evaluation by a test program. Depending on the nature of the program, candidates’ credentials for accessing the (right) program might need to be verified.

Test Process: Encompasses the means by which candidates interact with the evaluation. The process could range from using an online web tool to physically visiting a third-party test lab facility.

Test Data: This includes the raw output from the test program evaluation of candidates. The data must be reviewed for accuracy/completeness by the Certification Authority.

Test Result: Represents the output of the test process after the test program has been executed on a candidate and the test data review is complete. A test result is typically stated as a “Pass” or “Fail” conclusion. In accordance with a “Pass” result, some physical proof of success, such as a certificate or a license to use a certification program mark, is granted to the candidate to display. In addition, alliances commonly maintain a central listing of all completed certifications for public marketing and validation purposes.

Assembling and managing the real-time coordination of these common components involves many different facets of expertise. Preparation is key and a well–designed and implemented certification program should be scalable and robust, able to absorb changes, and be managed smoothly on a day-to-day basis. Many alliance membership pools lack the broad experience or simply the available time to appropriately service these critical needs.

With more than 25 years of helping alliances and associations succeed, Inventures has seen it all. We have the knowledge to raise the thoughtful questions and concerns to help design [certification programs](#) that can handle the unexpected and future requirements. We also have the templates to help your design go faster and the experts and capabilities to make the program happen and keep it running smoothly.

Recruitment Through Events

There’s little question that members are critical to the long-term success of any standards development organization or alliance. An alliance’s mission to establish standards benefiting its industries and consumers alike require funding through membership to stay successful. One way that Inventures has successfully approached recruitment is through two types of events: workshops and trade shows.

Workshops focus recruitment efforts regionally, offering a more personalized and targeted approach and trade shows leverage industry events and presence.



Workshops

Workshops allow organizations to focus on a specific region where their industry has many potential members doing business. Key elements for a successful workshop include:

- **Location** -- Identify a city within the region for easy access of potential recruits.
- **Half-day Event** -- Plan a half-day event that focuses on introducing your alliance and includes a local keynote speaker that entices attendance.
- **Inviting Attendees** – Compile a list of target companies in the area and supplement by promotion via media channels (electronic newsletters and direct distribution) that would include a link to the registration page.
- **Cost** -- Event should be complimentary to attend and include a lunch or break.
- **Signage & Collateral** -- Ensure signage is available to help attendees find your meeting location and distribute a general brochure about your alliance along with a *How to Join* flyer that includes key alliance benefits and details on how to join.
- **Gift & Thank You** -- Provide a small, alliance-branded gift and be sure to send a post-event thank you.
- **Post Workshop** – Send a follow-up email to attendees and non-attendees with information and a link to your membership recruitment website page.

- **Recruit Targets** -- During the event, you may identify a few key people that are very good recruitment targets. You may want to hold an invitation-only VIP dinner for these identified persons and your key staff for further discussion and networking.

Trade Shows

Trade show participation in a targeted industry is a well-known method to promote your alliance and serve as excellent member recruitment opportunities. The most important recruitment element at a trade show is your booth. A few tools to assist with recruitment efforts in your booth include:

- **Signage** -- Include attractive signage with your alliance logo, primary messaging, and logos of current members. This will benefit your existing members by providing recognition of their industry leadership, as well as bolster the alliance's reputation by the many companies who are already a member.
- **Collateral** -- Provide a general brochure on your alliance with information on key benefits and "how to join" details.
- **Lead Generation** -- Use a lead generation device to scan badges of people who are interested in the alliance. Be sure to follow up with them after the show with further information about the organization and a link to your membership recruitment web page.
- **Giveaways** -- Give booth visitors an alliance-branded giveaway item appropriate for your industry to keep your name in circulation.

Inventures has hosted [workshops and tradeshow](#)s around the world. Our experienced team is ready to assist your organization in growing its membership through any manner of recruitment and providing your organization with the resources necessary to achieve its mission.