

Executive summary

In recent times companies often invest in internal innovation contests, but fail to invest in implementing the best ideas that come out from these internal innovation contests. In this way business plans are developed and prototypes are built, but at some point between bridging internal innovation contests and the corporate product development process (transition phase) the ideas are killed. Considering the fact that innovation contests only cover the first step in an overall innovation- and product development process, an innovation contest per se is not a guarantee of successfully bringing products or services to market. Hence, the work of turning these ideas into business starts as soon as the innovation contest is finished.

In the present study, five practical cases are analysed. As a result five different and for the transition phase typical factors such as internal network, roles within the transition phase (i.e. management, Ideator and innovation management), resources, design elements of the internal innovation contests, processes can be found.

Subsequent they seem to be crucial for the success of bridging innovation contests and the corporate product development process.

While considering these factors, companies need to establish formal and informal organizational structures and provide conscious support for the Ideators and teams. Only in this way one can bring the ideas or prototypes to the next level and generate an added value to the company in the long-term.

The present research is exploratory and novel since it aims to generate more underlying insights into the implementation of ideas or prototypes out of innovation contests and the transition phase and shows what challenges and management tasks may result from bringing innovation into business and therefore bridging internal innovation contests and the corporate product development process.