

Publicsquare participates in NESTA Oracle Open Alchemy Reaction Chamber

Publicsquare co-Founder and Strategy Director, Barret Stanboulion, was one of the participants in the NESTA Oracle Open Alchemy Reaction Chamber which took place over the 18th and 19th June 2008.

Open Alchemy is a collaborative innovation project between diverse, non-competing UK clients of Oracle: Arup, BBC, BP, BT, Cancer Research UK, the Department for Transport, Interbrand, Lloyds TSB, NHS, Pfizer, Rolls Royce, Unilever, Virgin Atlantic and Vocalink.

Open Alchemy is a new way to link up a supplier's customer base to collaboratively develop new technologies and products.

Future trends

To kick off the project, the participating companies were asked to select a series of future trends that had a global impact - these were selected from a list generated by Innovaro, the innovation strategy company.

These trends were then narrowed down to four to give the companies a common starting point for idea generation:

Virtual Authenticity

Who do we trust more - CNN or Wikipedia? How, why and where will new brands be more authentic than existing ones?

Secure global identities

What will be the impact of absolute secure individual digital identities beyond banking, immigration and border control?

Small and distributed

Everything is shrinking and becoming less centralised - power, devices and networks - where is this taking us and what can we do?

Contextual Content

As location-based services and customer data morph into personalised information provision, who wants what data where, and why?

The corporates worked with a range of SMEs, entrepreneurs and experts in each of the themed areas which included Publicsquare.

At the end of the workshop the group selected the best ideas from those put forward to generate a series of commercially viable concepts which will be shared at the public launch of Open Alchemy in July 2008.

20th June 2008