

# Reach Beyond with Open Innovation Portals

yet2

Igniting Companies  
to  
Impact

## What Are They?



A branded customized submission portal seamlessly integrated into your website.

## What Kind of Results?



Our clients typically get hundreds to thousands of submissions from all over the globe each year, with an average of 1-2 deals.

## Are They Safe?



All submissions are quarantined before being sent to the client to prevent IP contamination. We filter confidential information in a multi-step process.

## What's The Process?



We filter out around 85% of submissions for you. We'll follow up with submitters, handle introductions, collect samples and facilitate NDAs. We'll even give out rejections, keeping your brand safe as you move forward.

## Why yet2?



yet2 OI consultants use proprietary software to manage all submissions. We support R&D by defining new challenges to be promoted across both your and yet2's global networks. We'll be with you every step to help you close the deal.

## Check Out Our Clients' Portals



PEPSICO

SUNTORY

Unilever

SANOFI



COLGATE-PALMOLIVE



NHS  
Alder Hey Children's  
NHS Foundation Trust

Mondelēz  
International  
SNACKING MADE RIGHT

SNACKFUTURES  
GOOD FOR PEOPLE. KIND TO THE PLANET. DELICIOUSLY FUN

CoLAB

INNOVATION

An Innovation Case Study:

# Kobayashi Pharmaceuticals



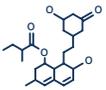
In 2019 Kobayashi Pharmaceuticals, a Japanese manufacturer of over-the-counter pharmaceutical, personal care, and nutrition products, partnered with yet2 to launch their Open Innovation portal

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We worked together to define, post, and promote 8 TechNeeds.



By publishing the Tech Needs in both English and Japanese throughout both our networks, we expanded reach.



**One of their TechNeeds focused on technologies to accelerate the culture production of Monacolin K, a functional metabolite found in red yeast rice.**



Monacolin K is a functional metabolite that is an effective cholesterol suppressant.

2%  
45d

The current culture process takes 45 days to produce only 2% Monacolin K by weight– a slow and inefficient process.

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**Our client received dozens of promising submissions, including 3 deals!**



Two joint research agreements with National Universities in Central Japan and Kyushu to commercialize two unique biological approaches.



A third solution, a unique water generator technology from a major auto parts manufacturer.

**Kobayashi Pharmaceuticals continues to receive promising submissions to their portal across all their innovation need areas.**



**yet2.com** is based in the US, UK, and Japan. Our reach is global.

## The yet2 Advantage



A turnkey software solution aligned with your corporate branding & message



Expert management and an experienced team to help identify, filter and evaluate submission responses



Visibility and access to yet2's global networks

## What Our Clients Are Saying

### Catch Promising Opportunities

*"The Open Innovation portal enhances our global reach to all these external solutions, far beyond what would be possible both to the open innovation team, small team, but also to our SMEs."*

### Protection Against IP Contamination

*"One of the main benefits of having this portal... We call it our "IP Airlock"*

*"We've had some great success of seeing the power and simplicity of collaborating with yet2, to be able to filter and be really clear with what our needs are, and then finding those right startups that we'd like to engage with for our needs."*

### Deals with Real Impact

*"We've engaged with a company, a very small company in Latin America, that was exploring some really interesting functional amazon ingredients that otherwise we would never had heard about...we have seen a lot of diverse submissions from the portal."*

### Alternative Use Cases: Accelerator Programs

SnackFutures uses their portal to manage submissions for CoLab, their new accelerator.