Final Report
Designing an Internet-based Platform for Collaborative Innovation

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1. **EXECUTIVE SUMMARY**

Our client is “Cloud Valley” which is one of the sub-incubators in the Shenzhen Nanshan Hi-tech Incubator. The strategic objective of Cloud Valley is to build a high-tech innovation-focused incubator, and the incubatees in this incubator are primarily focused on emerging industry such as the internet and e-business industries. Cloud valley is the latest incubator set-up in Nanshan that aims at becoming an innovative industrial park, so it needs to enhance its innovation capabilities.

Our project topic is to design an internet-based platform to promote collaborative innovation, which aligns with Cloud Valley’s overall strategy. Therefore, the objective of our project is to break down the barriers to innovation between individuals, startups and external parties. The end-aim is to assist Cloud Valley in achieving deeper cooperation and collaboration between different parties.

Initially, a comprehensive literature review was conducted to obtain a complete understanding behind the concept of collaborative innovation, as well as the barriers and challenges in creating a suitable online environment to facilitate this process. Following that, a through analysis was conducted to identify the current practices among startups in Cloud Valley regarding the tools used to collaborate. Several popular platforms were identified, notably the QQ chat service by Tencent, and we then assessed the effectiveness of each of these platforms. Subsequently, interviews were conducted with key individuals to further identify the use cases and user behavior of the startups when using these platforms and to assess the changes needed to successfully promote collaborative innovation among the startups in Cloud Valley.
We collected all the findings obtained from the data collection process and analysed them further. Based on our analysis, we proceeded to design a solution for Cloud Valley to promote collaborative innovation between the startups. Our main recommendation which aims to improve the features and capabilities of the official website can be broken into three distinct stages:

- Stage 1: To create an individual start-up homepage; continue using QQ group; operate the official Weibo ID better.
- Stage 2: Build industry map
- Stage 3: Social media integration; data enrichment system

The proposed recommendation above will not only reduce the barriers to collaboration between startups, the platform will also promote collaboration with external parties such as universities and industries. In addition, it will also allow investors with easy access to the latest information from the startups.