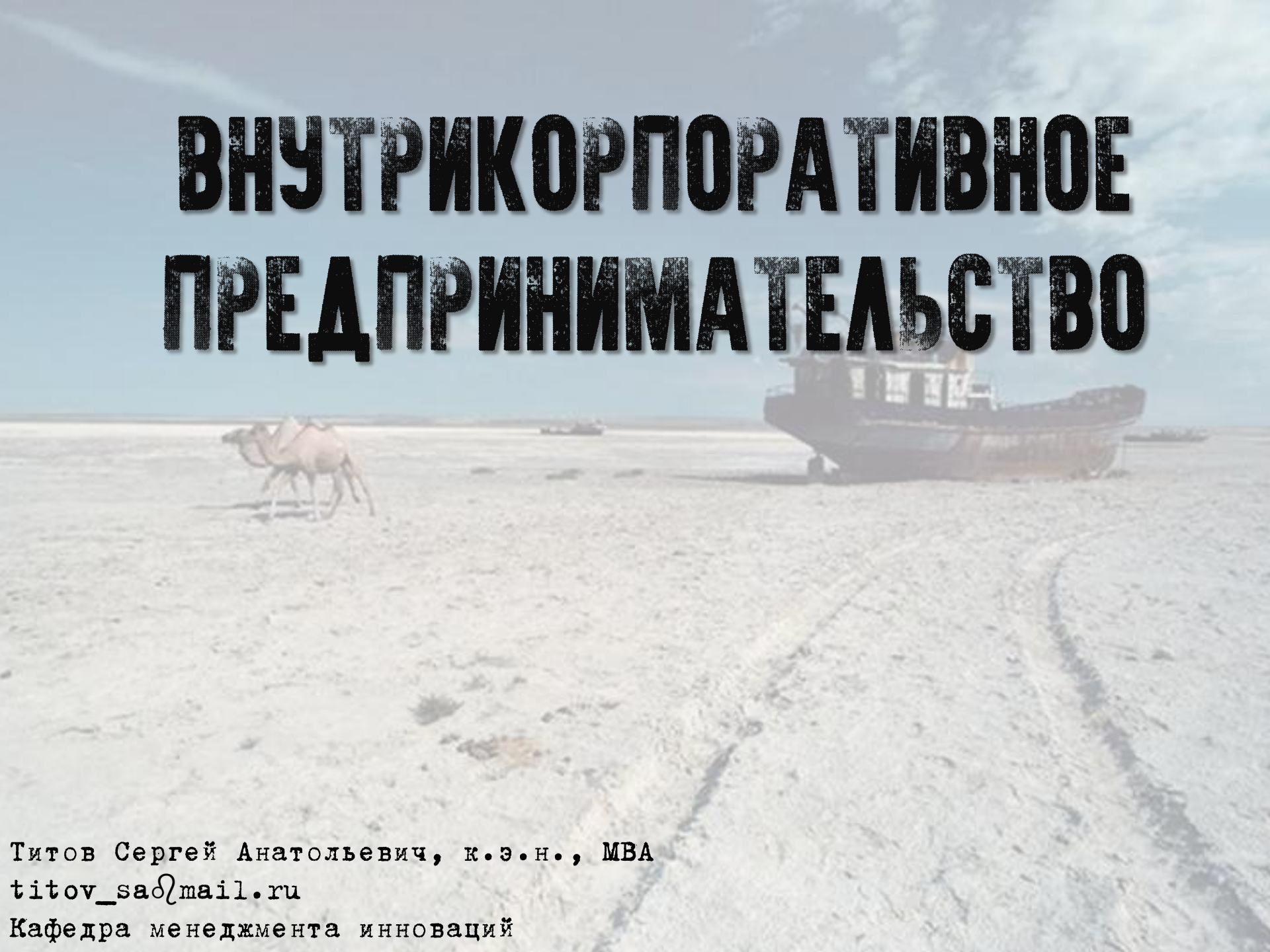
ВНУТРИКОРПОРАТИВНОЕ ПРЕДПРИНИМАТЕЛЬСТВО



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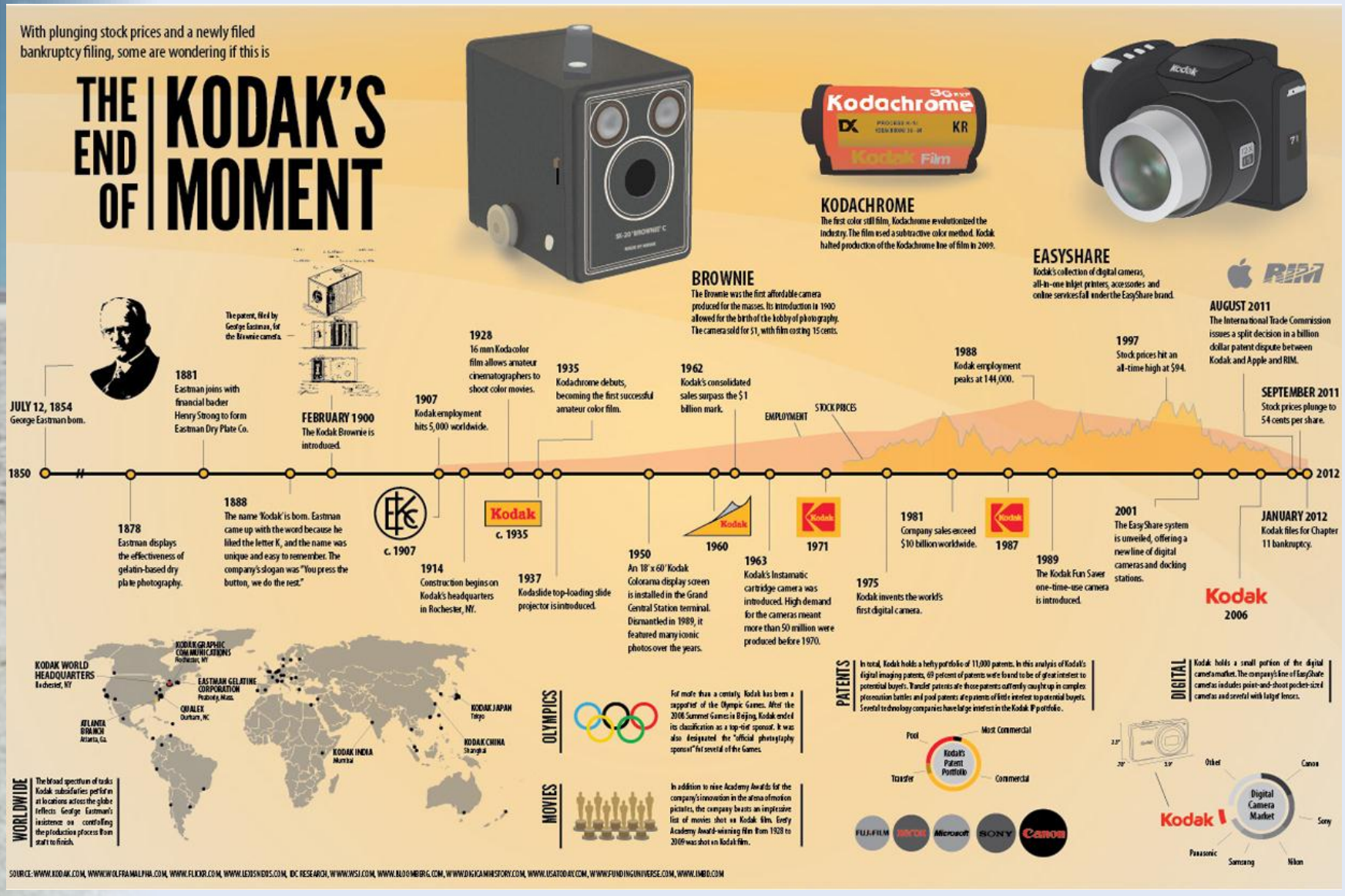
ЗАЧЕМ


With plunging stock prices and a newly filed bankruptcy filing, some are wondering if this is
THE END OF KODAK'S MOMENT
KODACHROME
The first color still film, Kodachrome revolutionized the industry. The film used a subtractive color method. Kodak halted production of the Kodachrome line of film in 2009.
BROWNIE
The Brownie was the first affordable camera produced for the masses. Its introduction in 1900 allowed for the birth of the hobby of photography. The camera sold for $1, with film costing 15 cents.
EASYSHARE
Kodak's collection of digital cameras, all-in-one inkjet printers, accessories and online services fall under the EasyShare brand.
AUGUST 2011
The International Trade Commission issues a split decision in a billion dollar patent dispute between Kodak and Apple and RIM.
SEPTEMBER 2011
Stock prices plunge to 54 cents per share.
JANUARY 2012
Kodak files for Chapter 11 bankruptcy.
JULY 12, 1854
George Eastman born.
1881
Eastman joins with financial backer Henry Strong to form Eastman Dry Plate Co.
FEBRUARY 1900
The Kodak Brownie is introduced.
1878
Eastman displays the effectiveness of gelatin-based dry plate photography.
1888
The name 'Kodak' is born. Eastman came up with the word because he liked the letter K, and the name was unique and easy to remember. The company's slogan was "You press the button, we do the rest."
c. 1907
1907
Kodak employment hits 5,000 worldwide.
1914
Construction begins on Kodak's headquarters in Rochester, NY.
1928
16 mm Kodacolor film allows amateur cinematographers to shoot color movies.
c. 1935
1935
Kodachrome debuts, becoming the first successful amateur color film.
1937
Kodaslide top-loading slide projector is introduced.
1950
An 18' x 60' Kodak Colorama display screen is installed in the Grand Central Station terminal. Dismantled in 1989, it featured many iconic photos over the years.
1962
Kodak's consolidated sales surpass the $1 billion mark.
1960
1963
Kodak's Instamatic cartridge camera was introduced. High demand for the cameras meant more than 50 million were produced before 1970.
1971
1975
Kodak invents the world's first digital camera.
1981
Company sales exceed $10 billion worldwide.
1987
1988
Kodak employment peaks at 144,000.
1989
The Kodak Fun Saver one-time-use camera is introduced.
1997
Stock prices hit an all-time high at $94.
2001
The EasyShare system is unveiled, offering a new line of digital cameras and docking stations.
2006
EMPLOYMENT
STOCK PRICES
1850
2012
KODAK WORLD HEADQUARTERS
Rochester, NY
KODAK GRAPHIC COMMUNICATIONS
Rochester, NY
EASTMAN GELATINE CORPORATION
Peabody, Mass.
QUALEX
Durham, NC
ATLANTA BRANCH
Atlanta, Ga.
KODAK INDIA
Mumbai
KODAK CHINA
Shanghai
KODAK JAPAN
Tokyo
WORLDWIDE
The broad spectrum of tasks Kodak subsidiaries perform at locations across the globe reflects George Eastman's insistence on controlling the production process from start to finish.
OLYMPICS
For more than a century, Kodak has been a supporter of the Olympic Games. After the 2008 Summer Games in Beijing, Kodak ended its classification as a top-tier sponsor. It was also designated the "official photography sponsor" for several of the Games.
MOVIES
In addition to nine Academy Awards for the company's innovation in the arena of motion pictures, the company boasts an impressive list of movies shot on Kodak film. Every Academy Award-winning film from 1928 to 2009 was shot on Kodak film.
PATENTS
In total, Kodak holds a hefty portfolio of 11,000 patents. In this analysis of Kodak's digital imaging patents, 69 percent of patents were found to be of great interest to potential buyers. Transfer patents are those patents currently caught up in complex prosecution battles and pool patents are patents of little interest to potential buyers. Several technology companies have large interest in the Kodak IP portfolio.
Kodak's Patent Portfolio
Pool
Most Commercial
Transfer
Commercial
FUJIFILM
Microsoft
SONY
Canon
DIGITAL
Kodak holds a small portion of the digital camera market. The company's line of EasyShare cameras includes point-and-shoot pocket-sized cameras and several with large lenses.
Digital Camera Market
Kodak
Other
Canon
Sony
Nikon
Samsung
Panasonic
SOURCE: WWW.KODAK.COM, WWW.WOLFRAMALPHA.COM, WWW.FLICKR.COM, WWW.LEXISNEXIS.COM, IDC RESEARCH, WWW.WSJ.COM, WWW.BLOOMBERG.COM, WWW.DIGICAMHISTORY.COM, WWW.USATODAY.COM, WWW.FUNDINGUNIVERSE.COM, WWW.IMDB.COM

ЗАЧЕМ

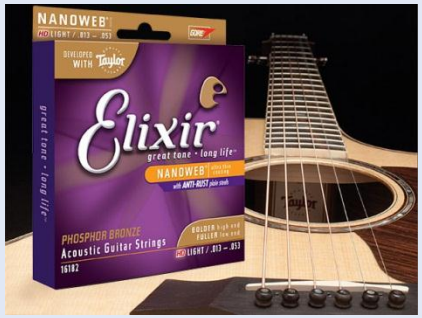
1946
Masaru Ibuka and Akio Morita form the Tokyo Tsushin Kogyo K.K. in a radio repair shop. They build Japan's first tape recorder: the Type-G.
Betamax!
Blu-ray!
TTK licenses Bell Labs' transistor technology to eventually build the first commercially successful transistor radios.
1950
TTK launches Japan's first magnetite-coated, paper-based recording tape, the (Soni-Tape), and Japan's first magnetic tape recorder, the G-Type.
1955
Sony builds Japan's first transistor radio, the TR-55.
1958
Tokyo Tsushin Kogyo K.K. becomes Sony after the Latin word Sony or son(us) and also "sonny" (as in little boy).
SONY
SONY
SONY
SONY
SONY
1960
The first fully-transistorized television, the Sony TV8-301, is released, including 23 silicon and germanium transistors, 15 diodes, and two high-voltage diodes.
Sony launches Japan's first all-transistor amp tape recorder, the TC-777.
1963
Sony launches the world's first compact transistor VTR, the PV-100.
1965
"Sony Boy" is created to advertise the TR-6 transistor radio.
Sony launches the world's first IC radio, the ICR-100.
1967
1968
Sony introduces Trinitron, its line of aperture grille cathode ray tube televisions. with the Sony KV-1310
1970
CBS/Sony Records Inc., is established. It's a a 50-50 joint venture with CBS Inc.
Sony invents the TR-63, which was then the world's smallest transistor radio in commercial production (112x7.9x32 mm).
1971
Sony launches the U-matic color video cassette player, or VP-1100.
Sony KV-1375 Citation is launched for the popular personal TV market.
1974
1975
Sony introduces Betar video tape recorde (oh noes!)
1979
Sony launches the world's first stereo cassette player, the Walkman/TPS-L2.
1980
1982
Sony introduces the world's first CD player, the CDP-101.
Sony launches the Betacam/BVW-1, a 1/2-inch-tape combined camera/VTR for broadcast use.
1983
Sony creates the 3.5" floppy disk. A year later it debuted in the first Apple Macintosh.
1984
Sony launches the Discman
1985
Sony releases the 8mm camcorder.
1988
Sony kills Betamax
1987
Sony introduces the DAT tape.
1989
Sony introduces their portable TV, the Sony Watchman.
Sony Handycam/CCD-TR55, a compact and lightweight, passport-sized 8mm camcorder.
1990
1991
CBS/Sony becomes Sony Music Entertainment Inc.
1992
Sony does another tupid thing: A new format called MiniDisc
1994
Sony launches PlayStation. Dethrones Nintendo and Sega.
Cumulative Trinitrons sold: 100 million.
1994
1995
Original Trinitron patent expires. Sony becomes #1 supplier of color televisions.
Sony Digital Handycam DCR-VX1000, the first consumer-use digital video camcorder.
1996
Sony introduces flat Trinitron CRT-based TVs with the FD Trinitron WEGA.
1997
Sony /HDW-700 World's first broadcast-use HD camcorder.
1989
Sony launches the AIBO/ERS-110 entertainment robot series. Woof.
2000
Sony launches PlayStation 2.
2003
QRIO bipedal entertainment robot
2004
Sony develops new 4K SXRD high-resolution LCD panel
2005
Sony HDR-HC1, world's smallest digital HD video camcorder.
2006
Blu-ray launches.
Sony launches PlayStation 3.
Sony XEL-1 World's first OLED TV.
2007
Trinitron gets discontinued in the US.
2009
Sony Vaio P Netbook
The Sony Timeline by Jesús Díaz · Gizmodo

ЗАЧЕМ

Java

Post-it® Brand

GUARANTEED TO KEEP YOU DRY
GORE-TEX® PRODUCTS
GORE



РОСНЕФТЬ

ЗАЧЕМ

PHILIPS

HYUNDAI

@mail.ru group

КТО

Носители предпринимательской культуры, инновационного мышления; источники энергетики изменений в компаниях и корпорациях

Инициаторы новых идей, способные их оценивать, обосновывать, продвигать и «продавать»

Руководители и участники внутренних предпринимательских проектов, способные доводить дело до конкретных результатов

Лидеры и активные участники организационных изменений

Агенты трансформации корпоративной (и общественной) среды обитания

КАК

Академический аспект

- **Основы исследований и разработок предпринимательских инициатив (пред-проектная инноватика)**
- **Инновационное проектирование и управление проектом**
- **Инновационные стратегии внутрикорпоративного предпринимательства**
- **Экономические и правовые аспекты корпоративного предпринимательства**

КАК

Практический аспект

- **Разработка и обоснование собственного проекта организационных или продуктовых инноваций в корпоративной среде**
- **Погружение в корпоративное пространство в рамках взаимодействия с приглашенными лекторами-практиками, выездных семинаров и консультаций по групповым проектам**