Category

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AI Commercial Partnerships & Ecosystem Co-Innovation Playbook

Partnering on AI capability without giving away the data or IP that makes you competitive

- Executive
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- Template Included

- Administrator
- 14 December 2023
- 3 minute(s)

Overview

A framework for AI commercial partnerships and ecosystem co-innovation — structuring partnerships that accelerate AI capability development while protecting genuine competitive data and intellectual property, avoiding partnership structures that inadvertently transfer strategic value to partners.

Why can't AI partnerships simply share all relevant data to

maximize joint innovation potential? Unrestricted data sharing can inadvertently transfer genuine competitive advantage to partners, particularly when the shared data reflects proprietary business insight — effective AI partnerships require deliberate boundaries

around what's shared and how, not maximal openness by default.

What's the most common mistake in AI ecosystem co-innovation

partnerships? Entering partnerships without clear IP and data ownership terms for jointly developed AI capability, creating ambiguity that becomes contentious once the partnership produces genuinely valuable output worth disputing ownership over.

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