

Zyrist Launches its Platform for Open Innovation & Commercialization.

A platform enabling users to collaborate, co-create and participate in challenges and other open innovation projects. On the other hand enabling professionals and businesses to better commercialize their solution.

October 6, 2008 (FPRC) -- Recently, Zyrist officially launched its web platform for Open Innovation & Commercialization. The site creates opportunities for professionals and businesses to collaborate with others to create new and innovative solutions to problems as well as enabling users to commercialize their existing solution. Though the site is in Beta stage and some features are yet to be launched, officials at Zyrist have said that a lot of new features and modules will be added over the next month.

Over the years the term Open Innovation has gained popularity with companies like Procter & Gamble and Linux being early adopters. The term Open Innovation is the collaboration of people usually from different organizations, geographical locations and specializations for the purpose of creating solutions to problems, working on developing new ideas, sharing knowledge and know-how. It is an efficient way of leveraging a wide and scattered talent pool while overcoming some of the logistical problems faced by professionals and businesses like human resources etc.

Arjun Anand, the Founder & CEO of Zyrist says "Our web platform which focuses on ones Intellectual Assets will enable users to offer, find and exchange a range of intellectual assets including their expertise, technology, patents etc which will make the part of solving problems a lot faster and efficient". He added "Why reinvent the wheel when there are solutions out there which just need to be tapped effectively through the right channels."

While Zyrist is a free service it has a range of premium solutions available to inventors, corporates and other users. According to the company various new services will come online in the very near future to assist users with collaborating with experts, innovating and commercializing their assets.

Information: information [at] zyrist.com

Newsroom: newsroom [at] zyrist.com

Contact Information

For more information contact Nick Butler of Zyrist (<http://www.zyrist.com>)

Keywords

[Innovation](#)

[crowdsourcing](#)

[professional networking](#)

You can read this press release online [here](#)