

**Customized Innovation** is the web-based approach of systematically integrating customers throughout all stages of the innovation process especially in the fields of consumer goods and services. The Internet and its multimedia possibilities, global accessibility and low communication and information processing cost, offers new ways and methods to enable the virtual knowledge and innovation transfer from consumers to producers during new product development. Applied tools, methods and theories for Customized Innovation are Toolkits, User Design, Netnography, Community Based Innovation, Lead User Approach, Idea Contests, Product Configurators, Virtual Product Design and Virtual Concept Tests. The theoretical foundations of Customized Innovation are based on interaction theory, social exchange theory, resource dependency theory and scientific literature on market and customer orientation. The approach is initially introduced by the members of the HYVE management board as the result of their scientific and empirical research in the field of innovation management.