



Unsere Impulse für Ihre **INNOVATIONEN**.

# Innovation Check – Guide to Innovation Success

## Starting point

**Companies only gain real and lasting competitive advantages through innovation, i.e. continually renewing their market services to meet customer expectations better or at lower prices than their predecessors' or competitors' offers.**

**Do you want to structure your own innovation behaviour properly, recognise specific improvement potential and take targeted and efficient development measures? Do you want to expand your competences, identify trends, increase your technology know-how and build up new business areas?**

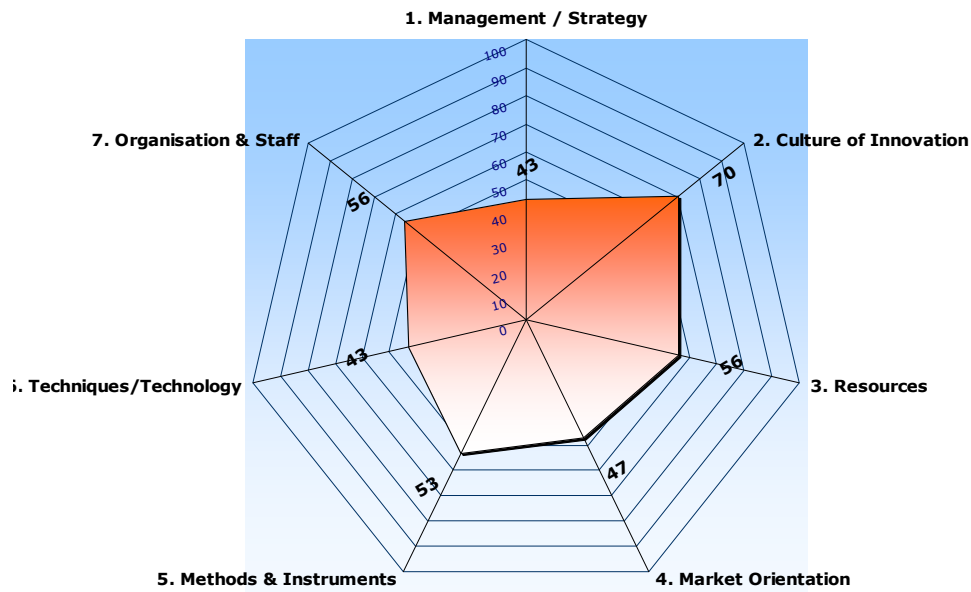
**To be able to answer questions like these, innoBE has developed the Innovation Check for SMEs. The Innovation Check analyses the innovative abilities of the company and reveals its strengths and weaknesses.**

## Benefits

- You will receive a neutral, external location assessment of the innovative ability of your company
- Initial points to tackle to increase innovative power by identifying company specific improvement potential
- An improved market orientation
- Active debate of the subject of innovation in the company to promote the culture of innovation
- Opportunity of rolling implementation of the Innovation Check as an audit instrument

## Where is the Innovation Check used?

innoBE has identified seven areas that have a considerable influence on the innovative ability of a company. These areas are in close conjunction with each other and are examined and investigated integrally in an overall approach.



0 – 25: Clear need for action manifest  
 26 – 50: Need for action manifest  
 51 – 75: Well positioned: but room for expansion  
 76 – 100: Very well positioned, little improvement potential as it stands today

### How does the Innovation Check work?

#### Phase 1: Preparation and Target Definition

- Short presentation on the company
- Working together to define the aims and establish the interview partners
- Determining the information required for analysis and evaluation

#### Phase 2: Interviews and Data Gathering

- Gathering the data in the question catalogue (Interviews, information, observations)

#### Phase 3: Evaluation and Analysis

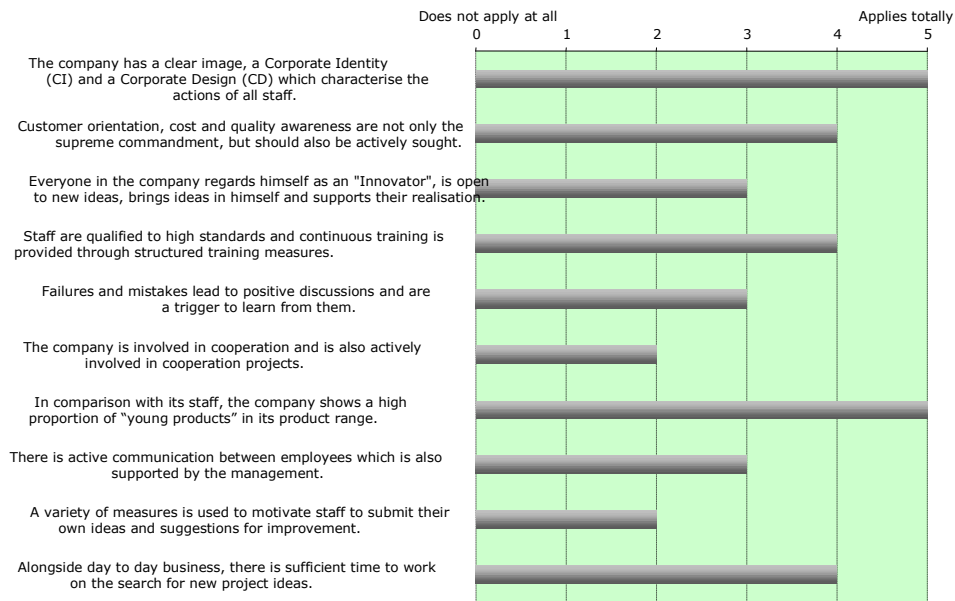
- Evaluation and analysis of the interviews and data by innoBE
- Drawing up the report with recommended action

#### Phase 4: Presentation and Discussion

- Presentation of the results
- Suggestions for implementing the central recommended action
- Handover of the report by innoBE

### How does the evaluation take place in Innovation Check?

The areas are analysed and qualitatively evaluated on the basis of several criteria and taking into account the analysis data and company characteristics, such as the current situation, environment and prior knowledge in the field of innovation management.



Shared discussions and our many years of experience in innovation management in SMEs form the basis for the identification of improvement potential and the derivation of company specific recommended action.