



Unsere Impulse für Ihre **INNOVATIONEN**.

Innovation Strategy

Starting Point

Innovation strategies are important even for weak economic growth. No company can afford to just wait until one of its staff chances on a great idea. Innovation ability is the key competence of a company that wants to make its mark on the market and every successfully implemented innovation project contributes to competitive advantage.

Are you looking for innovation opportunities to contribute to profitable growth? Do you want to optimise your products and processes? Or are you looking for innovative products and processes? Are you looking for a new business model or new areas of application for your products or services?

Together, we can work with your industry know-how and our knowledge of innovation and our methodological skills to develop future oriented strategies.

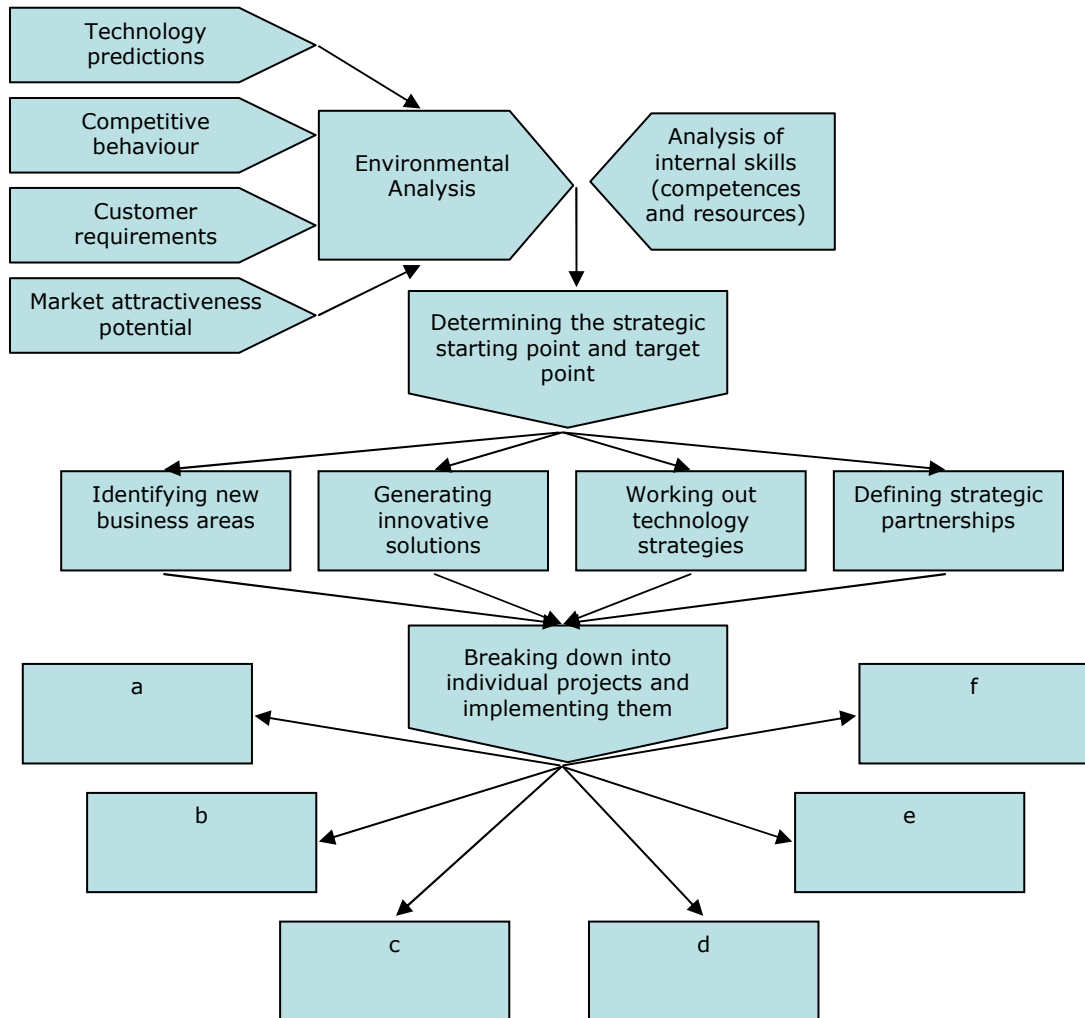
Benefits

- You will broaden your field of business with performance innovations in products and processes as well as long term restructuring of your business model
- You will strengthen your innovative power and the culture of innovation within your company
- You will improve the market focus of your company with increased prediction certainty
- Value creation will be increased and the way will be opened up to new, long term growth generation
- New cooperation will be created

Procedure

The procedure used to develop an innovation strategy primarily includes:

- Analysis of the following subject areas: technologies, processes, markets, clients and competition
- Skills analysis with regard to core competences, value creation and the most important areas of activity
- SWOT analysis of the following subject areas: products, clients and markets, procedures, technologies and processes
- Determining the starting point and company goal
- Defining the strategic business areas, areas for action and market positioning
- Determining the options and establishing the key points
- Seeking and assessing new ideas
- Establishing strategic partnerships
- Defining the strategic innovation projects to be implemented



Target Audience

Entrepreneurs, development and marketing managers who are using structured innovation processes to plan new business areas and innovative products with roadmaps, process developments, resource developments and organisational developments.

Duration and Organisation

The development of an innovation strategy takes around four months and is achieved in close cooperation with the company.