



**consorzio
arca**

consortium
for the application
of research and
the creation of
innovative enterprises

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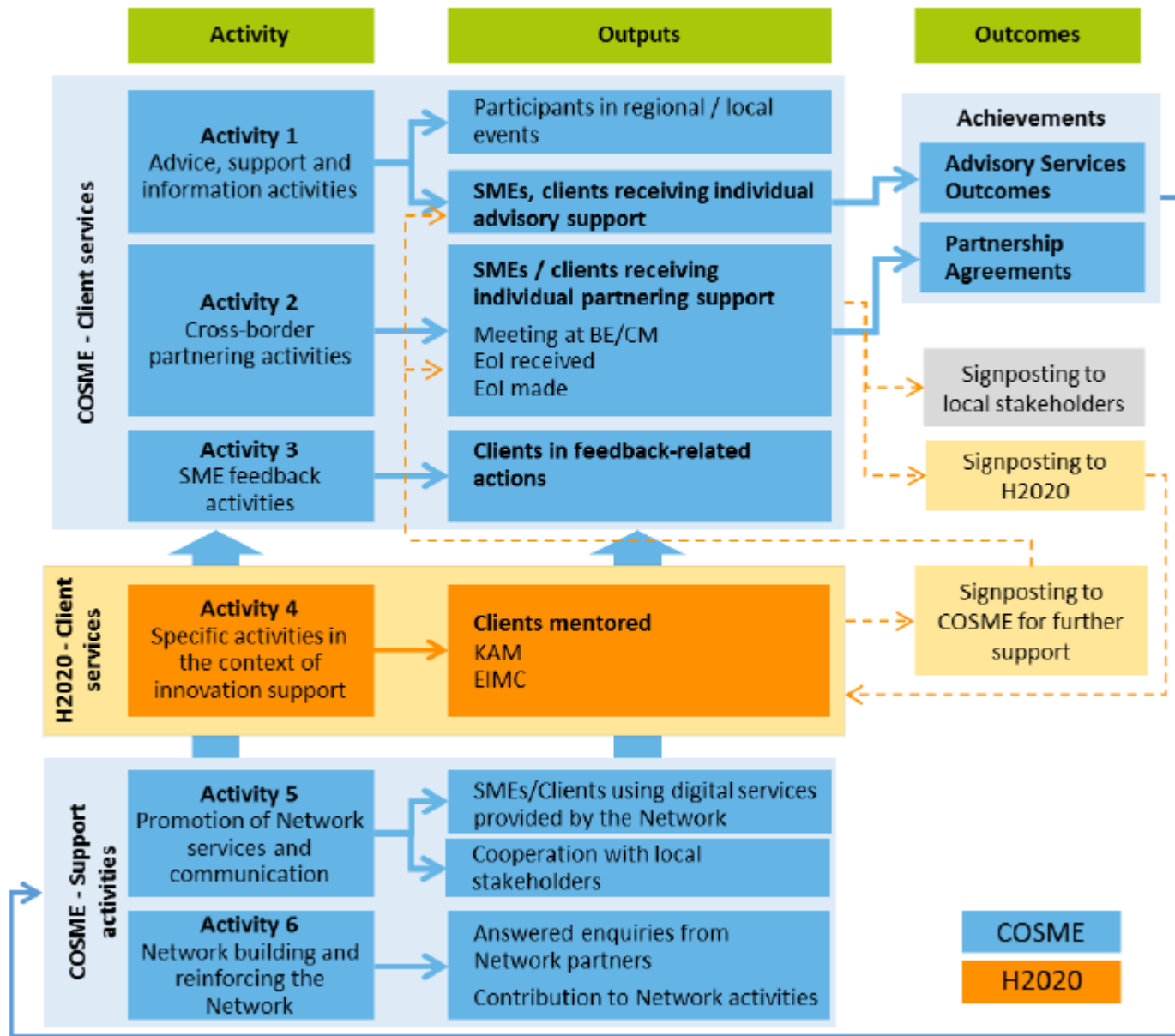
INVENT

Enterprise Europe Network:
support schemes to SMEs start-up,
innovation and internationalization

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EEN contact point



Activities of the Network



The innovation process

Let's discover how "innovation oriented" is a company or a start up



Which is the innovation?
What is new for the company?

Which is the commercial gain or
which is the competitive advantage?

Is it something:
new to the company ?
new to the industry sector ?
new to the world ?



Does the innovation involve an holistic approach?

Does it include

- Creativity
- Non-technical development
- Invention
- R&D
- Leveraging developments in science & technology



The approach

Let's see how to approach a company/client



First meeting and Client Intake Assessment:

short analysis of the needs, objectives and capacities of the client and how the EEN can address those needs and expectations, fostering long-term competitive impact;
ex-post evaluation of enterprises' potential with a view to going international, or to technology transfer (inward/outward) and their subsequent shift from "contact" to "client";
ex-post evaluation of the kind of information service to be supplied;
subscription to Web-alerting and other partners tools (see CRM)
all contacts may benefit from first level services.



Activities during the First meeting:

a more detailed description of the wide range of services provided by the Network;
a first collection of information concerning the companies and their activities related to the Network services;
a first assessment about the concrete possibility for the company to benefit from the Network assistance and which services could be realistically provided in order to effectively meet the company's needs;
a proposal of initial services;
discussion with the company on the results expected deriving from the use of the services provided.



Innovation intake check:

In case of a contact is becoming a client:
Company data
Aspiration -innovation and growth aspirations
Opportunity – growth opportunity - strenghts & Weaknesses
Capacity – barriers - team



The approach

How to start with services delivery phase



Drafting of Advisory Plan in order to schedule actions and provide a customized follow up on an individual basis, to help SMEs to receive more appropriate guidance and advice to find adequate solutions to their queries



How to deeply understand your client

Business Reviews / Technology Audits /, if appropriate;



What after the delivery of services?:

follow-up concerning the Individual Advisory Services provided;
follow-up concerning the Partnering Services provided.

The assessment

The assessment is a **structured conversation** with the company around the key areas influencing successful innovation management within the company



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Combine the formal tool (questionnaire) results with information gained from meeting, discussion and observation. Flexibility in approach with very small companies



Questionnaire elaboration.
Executive summary
Action plan





Sharing the result with the client
Action plan monitoring


Thanks for the attention

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