

jointly for our common future

WP6

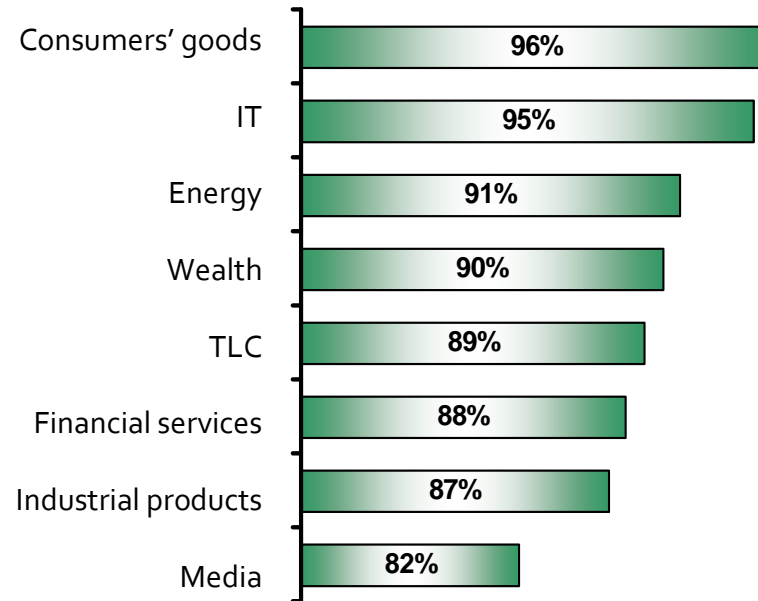


INNOVATION PROCESS MANAGEMENT

Why innovate?

Over the last three years,
more than 50% of the products became obsolete and
more than 35% of revenues derives from new products

"Innovation is essential to reach success in my field" (% consensus)

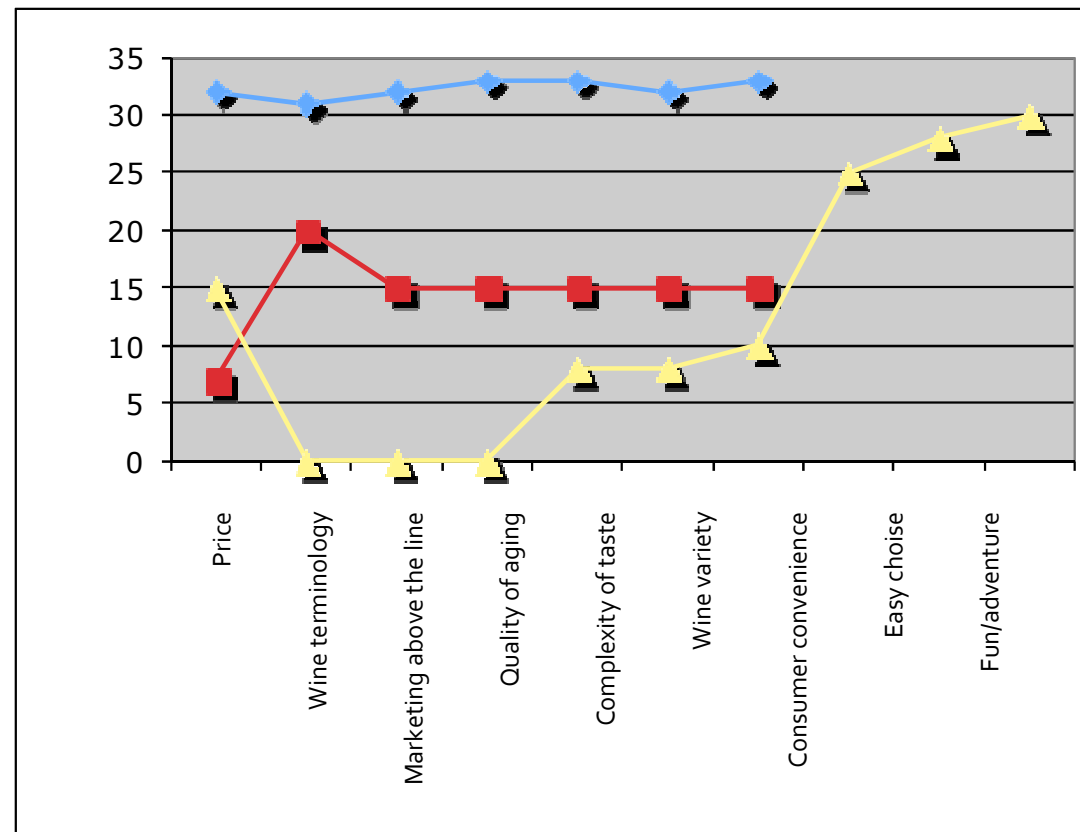


Source: Boston Consulting Group



Why innovate?

Innovate to create new areas of market value



Why innovate?

Innovation for growth: managing change, anticipating change

"The high performers, will start the process of innovation before it becomes necessary, knowing well that the best way to achieve a transformation is to do so from a position of strength."

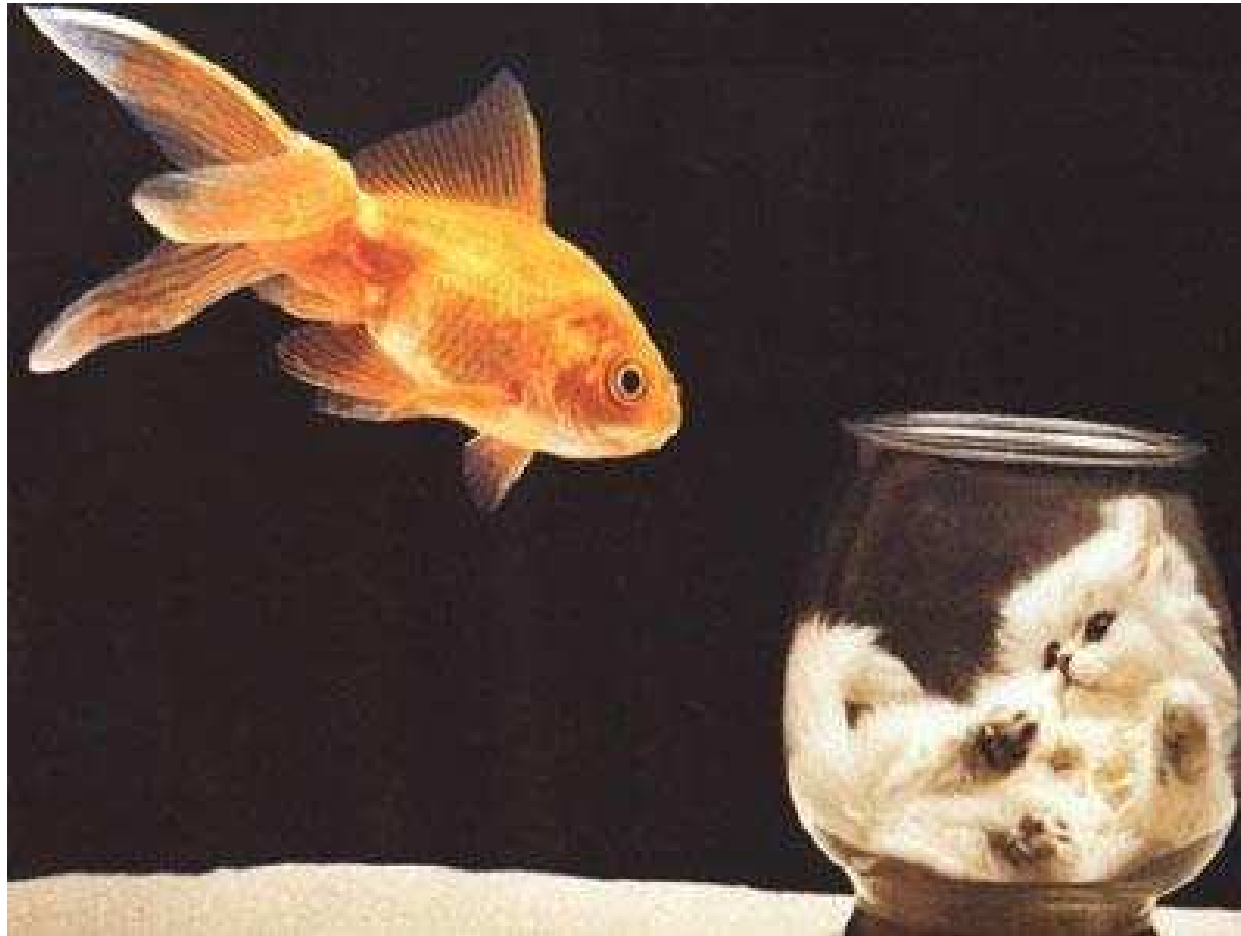
Fujio Cho - Chairman Toyota 2002





INNOVATION CYCLE

Innovation: an alternative viewpoint





How to innovate?

How to innovate?

*"Nothing is more dangerous than an idea
when it is the only one you have"*

Emiè Chartier

**A good innovator is a person who has the ability
to connect seemengly unrelated questions**



How to innovate?

"The most important and difficult thing is not to find the right answer, but to find the right question"

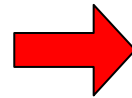
Peter Drucker

Knowledge is the material from which new ideas born.
However, knowledge does not make a creative person.

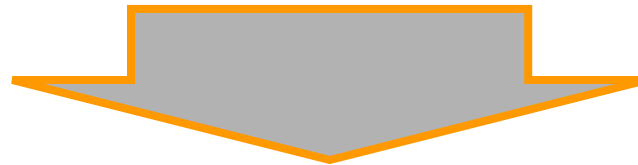


How to innovate?

- ✓ *More than 85% of new products don't reach the market.*
- ✓ *Among those who make it, between 50% and 70% are unsuccessful.*



*In practice, an average of only 5% of new products reach the intended results.
Good innovators can increase efficiency in innovation up to 10 times.*

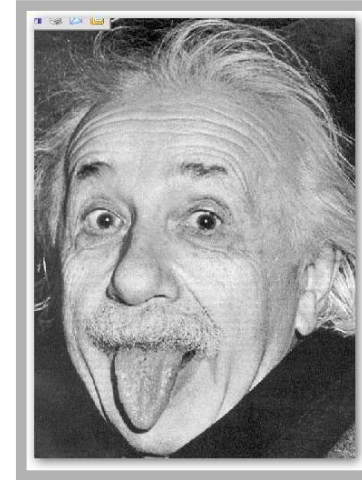


**The key question is:
how to become a good innovator?**

How to innovate?

The good innovator:

1. *Learn from his mistakes*
2. *It's a mix of creativity and hard work*
3. *Don't try to predict the future but he plans it*



How to innovate?

CLASSIC MODEL

vs

STRUCTURED MODEL

ENTREPRENEURIAL INTUITION

- EXPERIENCE IN THE FIELD OF REFERENCE
- PERSONAL KNOWLEDGE OF CURRENT MARKET

PROTOTYPING

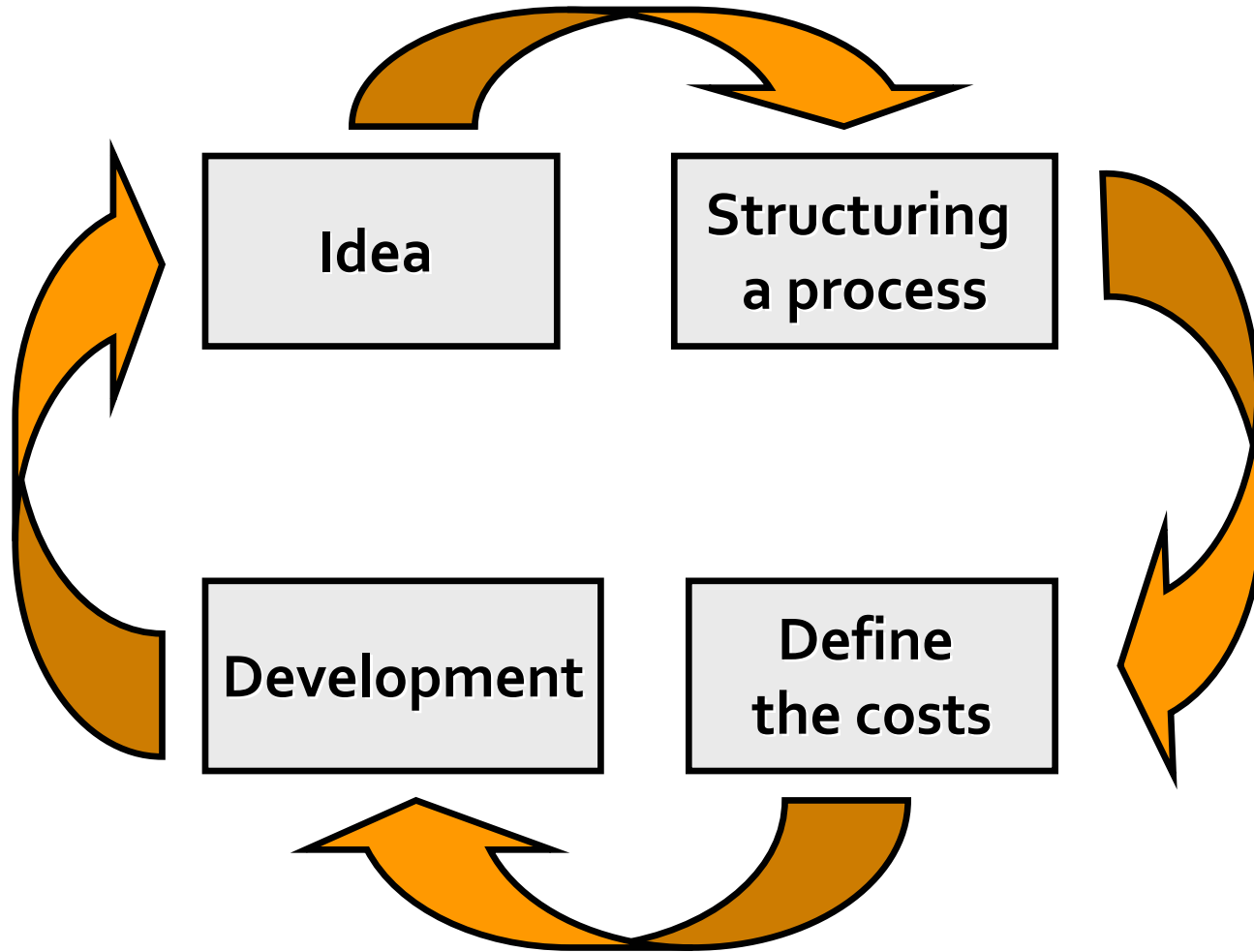
SWOT ANALYSIS

ANALYSIS MARKET-TRENDS-TECHNOLOGY

TECHNICAL AND ECONOMIC FEASIBILITY STUDY

DESIGN-PROTOTYPING

LAUNCH





PROCESS

FLOW OF KNOWLEDGE

OBJECTIVES &
GOALS

Describe the objectives and goals of the project

SEQUENCE OF
ACTIONS

Describe the sequence of activities to realize and
develop the idea

