

# Innovation Business Plans

## **Maximize the value capture of innovations by developing an Innovation Business Plan and mobilizing the team behind it.**

Patents are expiring, the political and financial pressure is increasing, customers are becoming more demanding, competition is increasing, sales and marketing costs are increasing. For companies to gain or sustain their position in the market, it is necessary to strengthen the organizations business building mindset. The process of developing Innovation Business Plans is the key driver in reaching this goal.

With an offset in product innovation, business analysis and business strategy we offer seminars where a project group(s) through lectures, tutorial sessions and breakout teamwork will develop an Innovation Business Plan for their product in development.

### **The seminars will assist the client in**

- Maximizing the value capture of a given product in development.
- Developing a project specific innovation business plan(s) in cooperation with the project team(s).
- Upgrade overall business skills.
- Enhance team skills, increase team performance and secure project alignment.

### **Target group**

- Project Teams

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