



**Steinbeis
Europa Zentrum**

Enabling Innovators to Grow

Innovation for SMEs **Sharpening Your Innovation Management!**

Strategies – Trends – Competition – Markets

Our innovation management **Service package**

The competitiveness of companies is largely determined by their ability to generate and develop innovative products and processes, successfully introducing them to the market. Europe-wide studies show that the biggest barrier to the successful implementation of ideas and research results, is the lack of capacity and competence of companies in innovation management.

We believe that innovation and internationalisation will increase the competitiveness of your company. Together, we will help you to successfully set up your innovation management process.

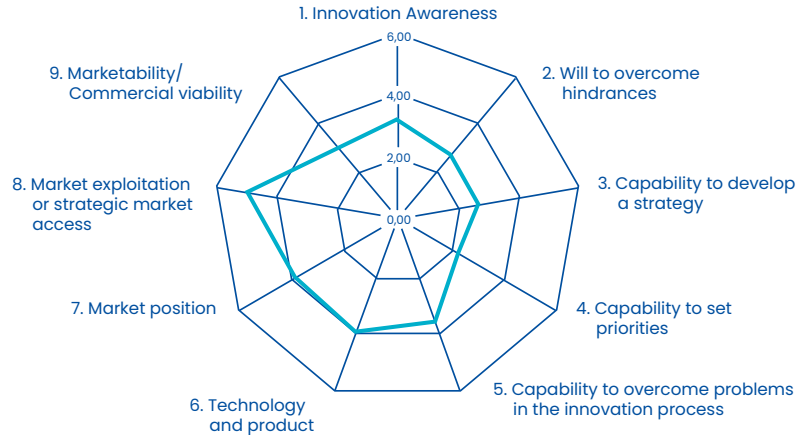
"We were able to rely on qualified advice from a strong and experienced partner who supported us professionally in competence development and thus strengthened our success in the competition. The possibilities of funding programs that were shown to us contributed significantly to the progress of our company. Steinbeis Europa Zentrum gave us a better overview of our innovation potential and enabled us to define a structured approach to product development."

Bernd Krieger,
Wains GmbH



Innovation Potential Analysis

In a moderated process, we will introduce you to the topic of innovation management and work with you to create a well-founded picture of your current strategies, including competences and potential pathways to success, which will be important for innovation development within your company. With the help of self-assessment tools, we can give you an overview of your strengths and weaknesses in the innovation process.

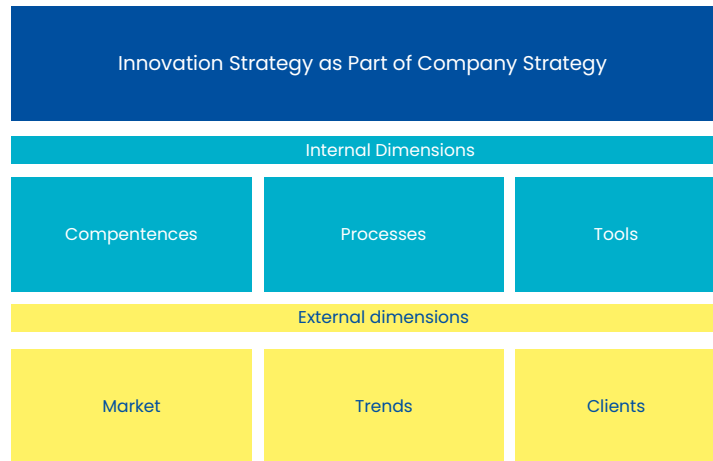


Developing an innovation strategy

Building on the innovation potential analysis and your unique innovation goals, we can help you consider your relevant products and technologies in comparison with markets, competitors and customer requirements. Together, we can build a suitable innovation strategy that works for you.

Identifying growth areas

Gathering the knowledge from the innovation strategy work, we can then help you identify and prioritise which of your own products or services are strategically important for the further development of your company. This enables you to recognise your potential growth areas and to optimise investment funds within these growth areas.



Strategic Partnerships and Open Innovation

We are connected to a vast network of international cooperation partners and can show you the way to Open Innovation. Through this process, you can maximise your growth potential whilst minimising growth risks and gain market advantages.

Growth Financing

If you are an SME or start-up with growth potential and internationally oriented business activities, you are in a good position to develop your ideas to market maturity. Funding instruments such as the Accelerator programme of the European Innovation Council are a good choice for you. Through such programmes, highly innovative ideas receive funding to enhance market traction and successfully mature businesses.

Supporting Re-start

We offer support to companies looking to re-start and can help prepare you as you take this step, offering a targeted training programme, mentoring activities and individual coaching. After a setback, we understand it is difficult but important to find the courage to dare to start anew.

Contact us – We will work with you to define your requirements and build you an individualised offer.

More information, relevant contact persons and references can be found at our website:



Steinbeis Europa Zentrum – **Enabling Innovators to Grow**

Steinbeis Europa Zentrum stands for over 30 years of experience in innovation consulting and research funding throughout Europe and beyond. As experts of international technology transfer, EU-funding and application, strategic development and event management, we support our clients with growth and development. We are successful with our projects worldwide: every year we are involved in 75 EU projects with more than 600 partners in 50 countries.

As part of the Steinbeis Network and as a partner within the Enterprise Europe Network, we are building the bridge towards Europe for enterprises, research institutes, universities, administration offices and politics.

75
PROJECTS

600
PARTNERS

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