



## INTRODUCTION TO INNOVATION MANAGEMENT

Introduction to Innovation Management sets the stage for all other seminars and trainings. It is a dip into the thinking models of entrepreneurs and innovators, covers many aspects of what innovators need to know up to a certain depth. The seminar helps gage "where am I" as an entrepreneur and innovator and if needed which seminars should I take in addition.





## INTRODUCTION TO INNOVATION MANAGEMENT

THIS COURSE IS A VERY INTENSIVE INTRODUCTION AND MIX OF THEORY AND PRACTICE.

### Overview:

This module discusses what is innovation in the first place, how can we manage it, the different concepts of closed and open innovation, where they have been successful and where they have failed and why. It discusses the innovator's dilemma in managing sustainable innovations within a company and what effect disruptive technologies may have. It discusses technology S-curves and potential strategies around innovating from inside and acquiring from outside. At the end it focuses on the dangers but also opportunities of globalization on entrepreneurship. Finally, it discusses and shows examples of Digital Tools to support Innovation Management in SMEs up to Corporations.



**Course Number : #1**



**Number of Days : 3**



**Audience size : 15 <= 60**



**Number of courses per year : 30**



**Pre-requisite : none**



**Target Audience : Executives,  
Managers, and Entrepreneurs**



## Day-1

- 08:30 : Registration and Coffee
- 09:00 : Welcome, Introduction and Opening
- 09:30 : The Mystery of Innovation
- 10:00 : What is Entrepreneurship, Technology Entrepreneurship?
- 11:00 : Coffee Break
- 11:30 : Less than 1 % of all ideas are implemented as innovations
- 12:30 : Lunch
- 13:30 : The Entrepreneurial Process (4 Phases)
- 14:30 : The Value of Failure
- 15:00 : Venture & Growth Capital (How do I create Value?)
- 16:30 : Discussion

## Day-2

- 09:00 : The Four Steps to the Epiphany
- 10:00 : Open and Closed Innovation and how Industry strategically uses them
- 11:00 : Coffee Break
- 11:30 : Crossing The Chasm
- 12:30 : Lunch
- 13:30 : Presenting for Success
- 15:00 : Strategies to Compete with Big Business
- 15:30 : Coffee Break
- 16:00 : Discussion

## Day-3

- 09:00 : The Innovators Dilemma
- 10:00 : Smart Business Models
- 10:30 : Coffee Break
- 11:00 : Mergers and Acquisitions
- 12:00 : Lunch
- 13:00 : Strategic Growth? How?
- 14:00 : Exit Strategy (what's that?)
- 15:00 : Investment Framework / Expectations
- 16:30 : Discussion and Close of Seminar



**innova.ventures** is a globally active management consulting firm. Our mission is to enable companies to become more innovative. Our target companies range from start-ups to scalable enterprises. Our services span from light weight coaching, mentoring and consulting to heavy lifting access support to global markets.

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