

intelligence for innovation iN4iN



Driving Innovation & Entrepreneurship

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The base of the platform ‘intelligence for innovation’ (iN4iN), developed by the International SEPT Program of Leipzig University and Conoscope GmbH, a consulting company in Germany, is the conviction that the future of our economies relies on innovative Small and Medium-sized Enterprises (SMEs).

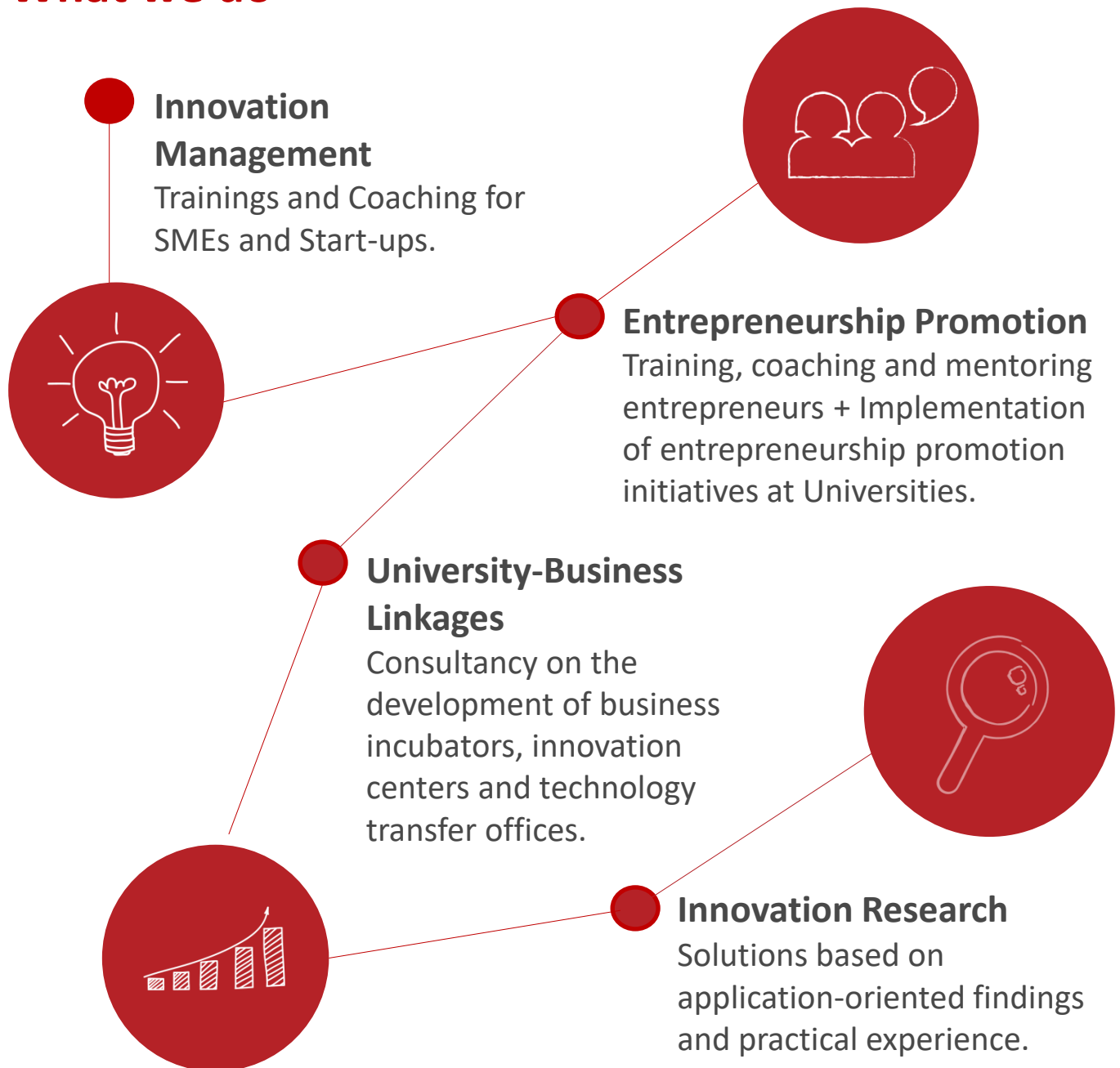
iN4iN offers an application-oriented set of strategies and instruments to manage and foster innovation as a way of strengthening the competitiveness of SMEs and Start-ups.

Besides, we are convinced that universities all over the world play a very important role in the creation and growth of innovative SMEs. Therefore, we support academic institutions to develop and implement entrepreneurship promotion initiatives.

In addition, we assist universities, private and public institutions to develop and strengthen University-Business linkages.



What we do



Innovation Management

Training & Coaching



iN4iN offers a range of practice-oriented certificate courses which can be designed according to the customer requirements and time. Our current offer:

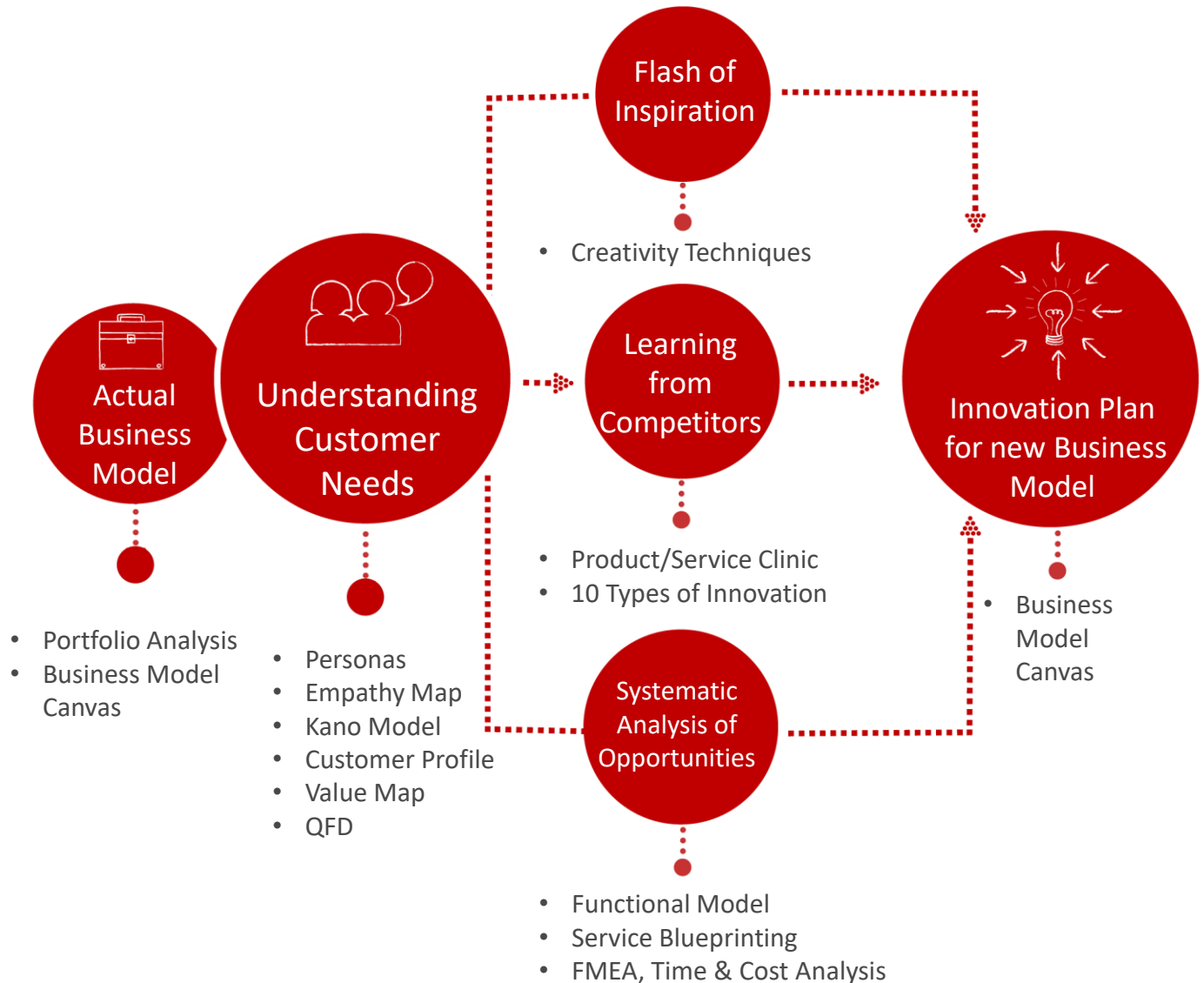
- **Certified Innovation Manager (2 weeks program).**- this training addresses companies of goods and services, as well as private organizations and corporate groups. Our model of transferring knowledge is structured in a way that can be adapted according to companies' and organizations' needs. This program includes a personalized coaching during the development of the Innovation Plan.
- **Market-driven Innovation Management (3-5 days program).**- a short-term training where participants learn the most important tools for the management of the innovation process.
- **Service Innovation Management (2 weeks program).**- designed to help participants develop the skills needed to manage service innovation projects, optimize business processes and design differentiated services.
- **Market-Driven Service Innovation Management (3-5 days program).**- a short version of our Service Innovation Management training.

Find detailed information about these trainings in our Brochures:

<http://in4in.net/>

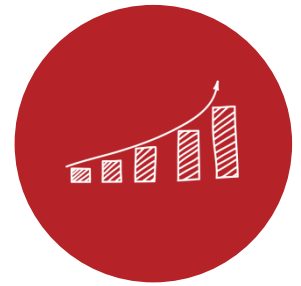
Innovation Management

Our Approach



Entrepreneurship Promotion

Training and Coaching

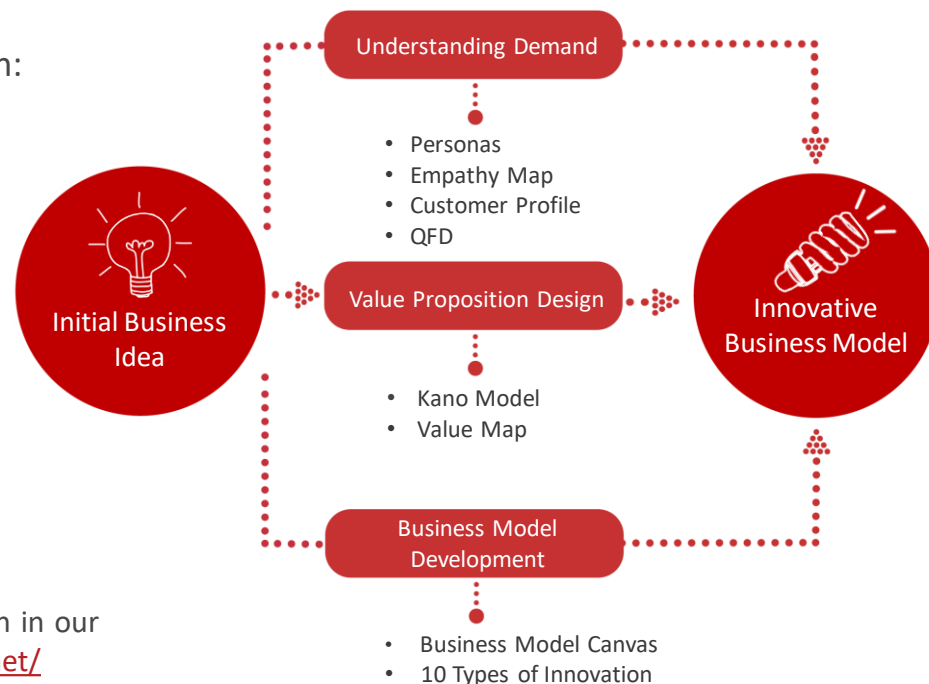


iN4iN offers workshops and training formats to foster, guide and support innovative and competitive business ideas. Our current offer is:

- **Business Start-up Clinic (1-3 days).**- designed to help entrepreneurs transform business ideas into innovative business models.
- **Business Start-up Summer School (5-10 days).**- specially designed to foster innovative business ideas among students and young entrepreneurs.

In these trainings, entrepreneurs learn about idea generation and evaluation, they receive guidance on how to create value for the customer and how to build innovative business models.

Our training approach:



Find detailed information in our
Brochures: <http://in4in.net/>

Entrepreneurship Promotion

Self Management Initiative Leipzig

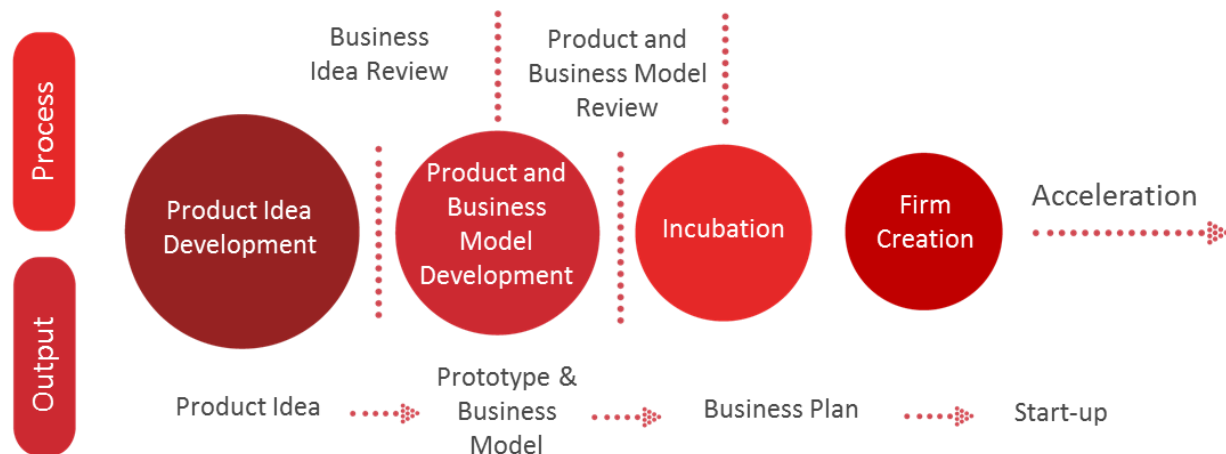


We offer academic institutions worldwide a transfer of the Leipzig University entrepreneurship promotion concept (Self Management Initiative Leipzig - SMILE).

SMILE cooperates with partners throughout Germany to help young entrepreneurs, start-ups and existing companies succeed. SMILE has a vast experience in the supervision and coaching of start-ups and spin-off companies, as well as in the training of soft skills and management competencies.

Some facts about SMILE:

- Almost 400 start-ups have been created in 10 years
- Around 500 participants take part in the program each semester
- About 100 start-up projects are supported every year



Start-up Promotion Process Model



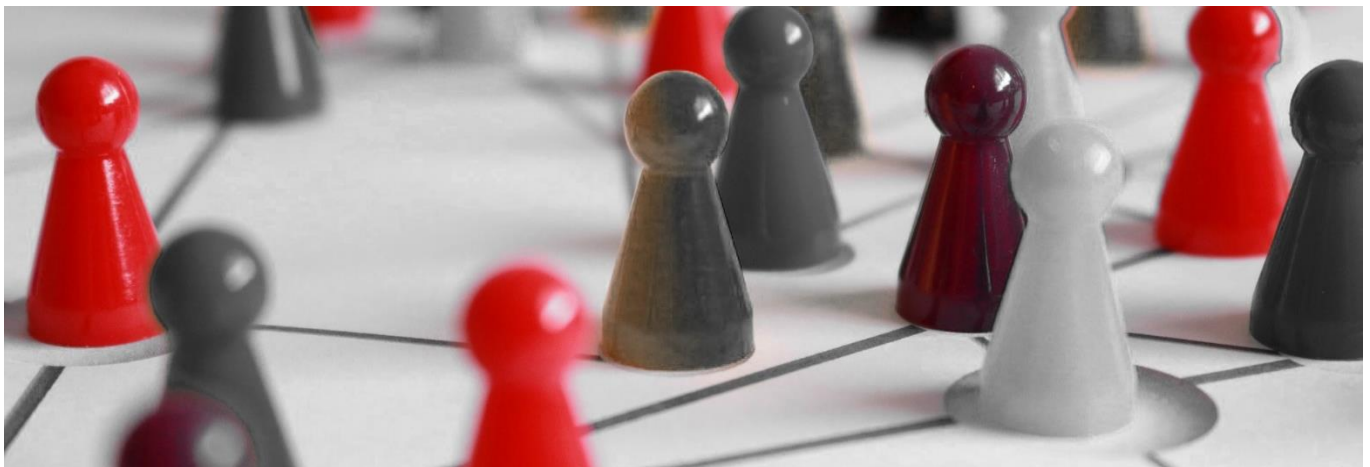
University-Business Linkages

Consultancy and Training

iN4iN supports universities, private and public institutions to develop, as well as to strengthen the capacities of business incubators, innovation centers, technology transfer offices and clusters. We support different University-Business Linkages (UBL) initiatives, from practical student projects to training and consulting services, up to universities spin-off support.

We have experience in:

- Concept development for the setup of **Business Incubators at Universities**
- Strategy and service portfolio development for **Technology Transfer Centers**
- Promotion and development of **University-Business Linkages (UBL)**
- **Cluster Management** Trainings





Innovation Research

Designing Innovative Solutions

Innovation acts as the driver of growth for the economies at the macro-level and for the firms at the micro-level. iN4iN offers solutions based on application-oriented findings and practical experience. Our Innovation Research program focuses on analyzing the innovation mechanisms from multi-disciplinary and multi-methodological perspectives. We are exploring the dimensions of innovation, factors relating to innovation and innovation practices in different institutional and cultural contexts.

Our core research areas are:

- **New concepts of entrepreneurship promotion**
- **Innovation eco-system analysis and development**

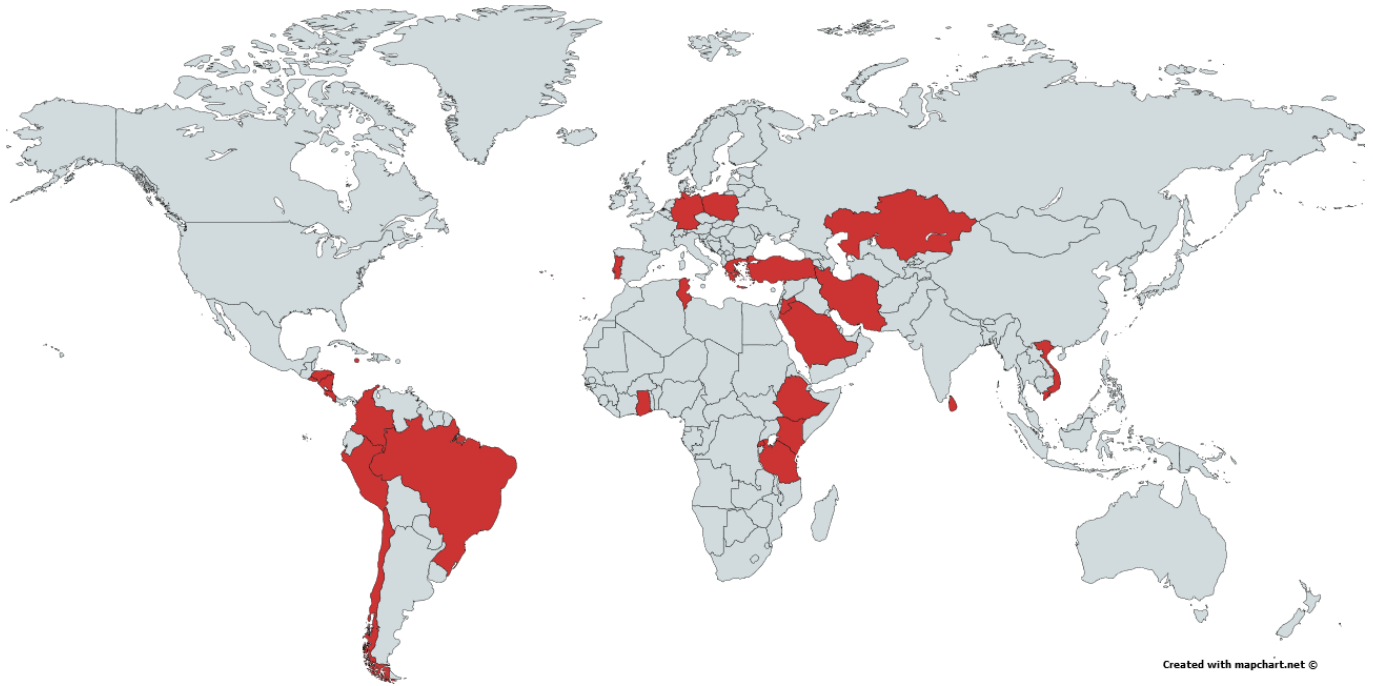
Our innovation research program applies both quantitative and qualitative research designs. Researches cover different industries and different contexts and countries. One of the strengths of our team is designing quantitative research models and testing the models with data obtained by survey-based field research. Here, both qualitative and quantitative research approaches are combined in order to facilitate model building, model testing and validation of the findings.

For more information about our publications:

www.sept.uni-leipzig.de/publications

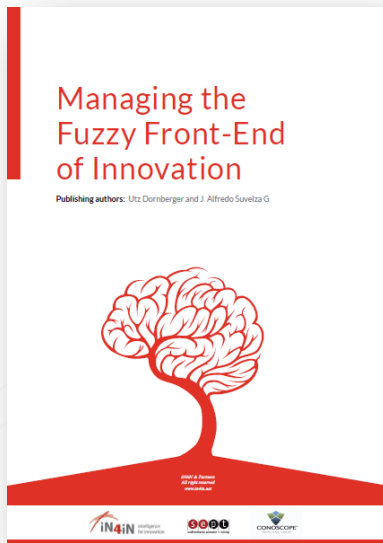


iN4iN Worldwide



- More than **10** years of experience in innovation and entrepreneurship promotion.
- Experience in more than **20** countries in **4** continents.
- **25** iN4iN member institutions: **22** partner universities and **3** private business development institutions.
- More than **50** Innovation Management trainings, Business Start-up workshops and SME development programs.
- Projects on incubator development, technology transfer, entrepreneurship promotion and university-business linkages in more than **10** countries worldwide.

Our Publications



For free download please visit our website: www.in4in.net

Contact

Coordinator:

Leslie Karen Schröder

Tel: +49 341 47827100

E-Mail: leslie.schroeder@conoscope.de

**Director:**

Prof. Dr. Utz Dornberger

Tel: +49 341 9739761

E-Mail: dornberg@uni-leipzig.de



Universität Leipzig

International SEPT Program

Ritterstr. 9-13

04109 Leipzig

Germany

Web: www.in4in.net

www.sept.uni-leipzig.de

FB: www.facebook.com/in4in

