



MARKET-DRIVEN INNOVATION MANAGEMENT

UNIVERSITÄT
LEIPZIG



OUR MISSION



We are dedicated to providing theoretical insight as well as practical experience developing small and medium-sized enterprises (SMEs).

Due to our location in Germany, we consistently have had the opportunity to learn from successful German SMEs and to analyze, in detail, their best practices and winning experiences.

These exceptional firms of the “Mittelstand,” as they are called in Germany, are known worldwide for their dynamism and constant innovation. Not surprisingly, many of them have managed to achieve leadership positions in a number of different countries and markets by offering high value-added products and services.

For these reasons, we have decided to base our program on the patterns of the outstanding German Mittelstand. Our main goal is to transmit this knowledge to firms and institutions from all over the world, in order to implement **winning strategies to successfully promote SMEs**

TRAINING
MARKET-DRIVEN INNOVATION MANAGEMENT

TRAINING CONCEPT

Innovations are important factors for strengthening the competitiveness of any enterprise. Product and service innovations oriented to new or existing markets, as well as the development and implementation of new production processes, organizational structures or business models, are decisive factors in the marketplace.

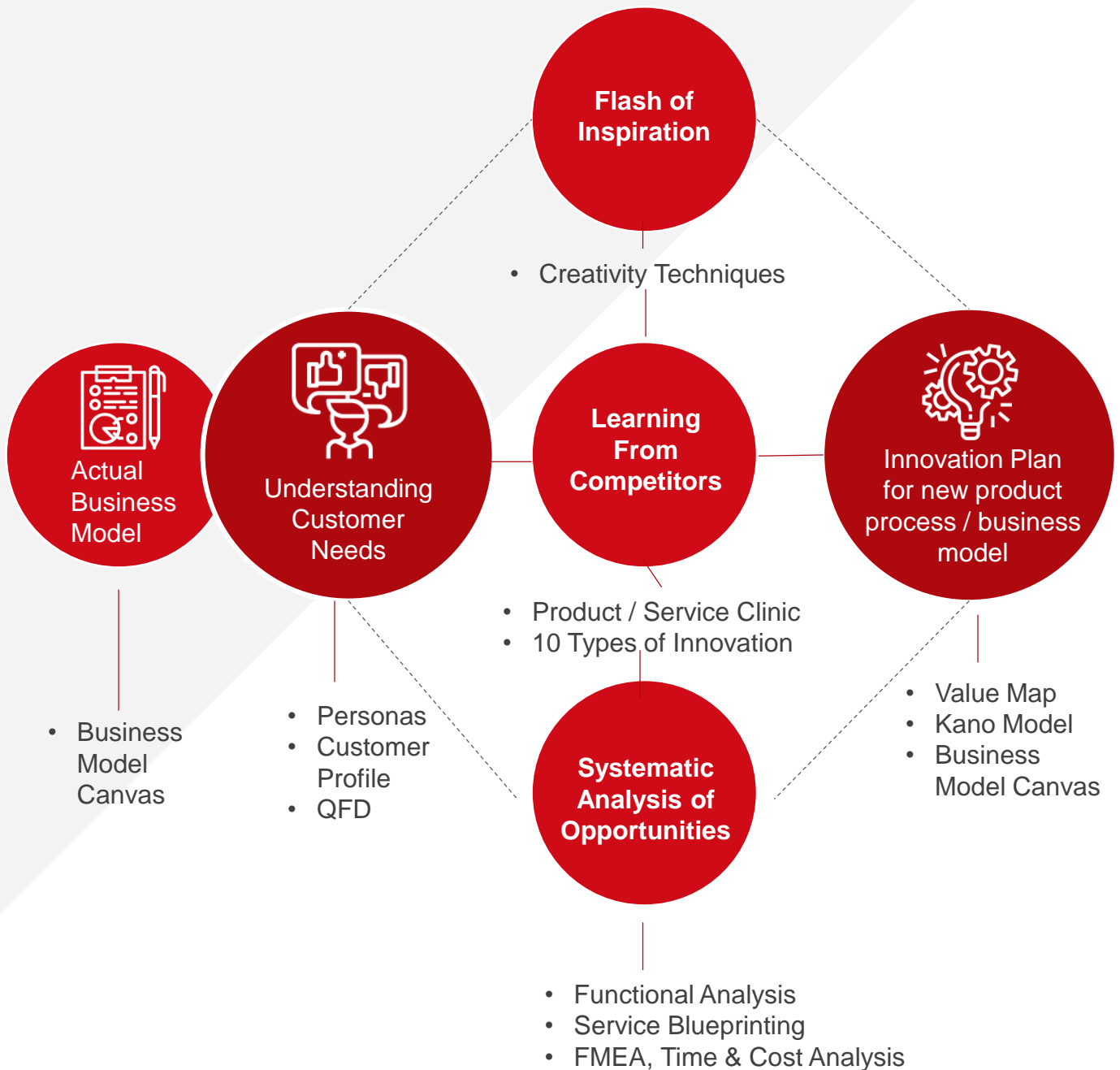
In market-driven innovation processes, the company's attention is focused on the newly discovered unfulfilled need of the potential customers. Today's possibilities to access information worldwide have changed the role of the customer in the global marketplace. Market-driven innovation management requires a systematic approach that allows for understanding and developing solutions which effectively respond to the fulfillment of the customers' needs.

Our program is a short version of our "Certified Innovation Manager Training", covering substantial aspects within 24 hours of training. The content is of special interest to managers from public and private organizations



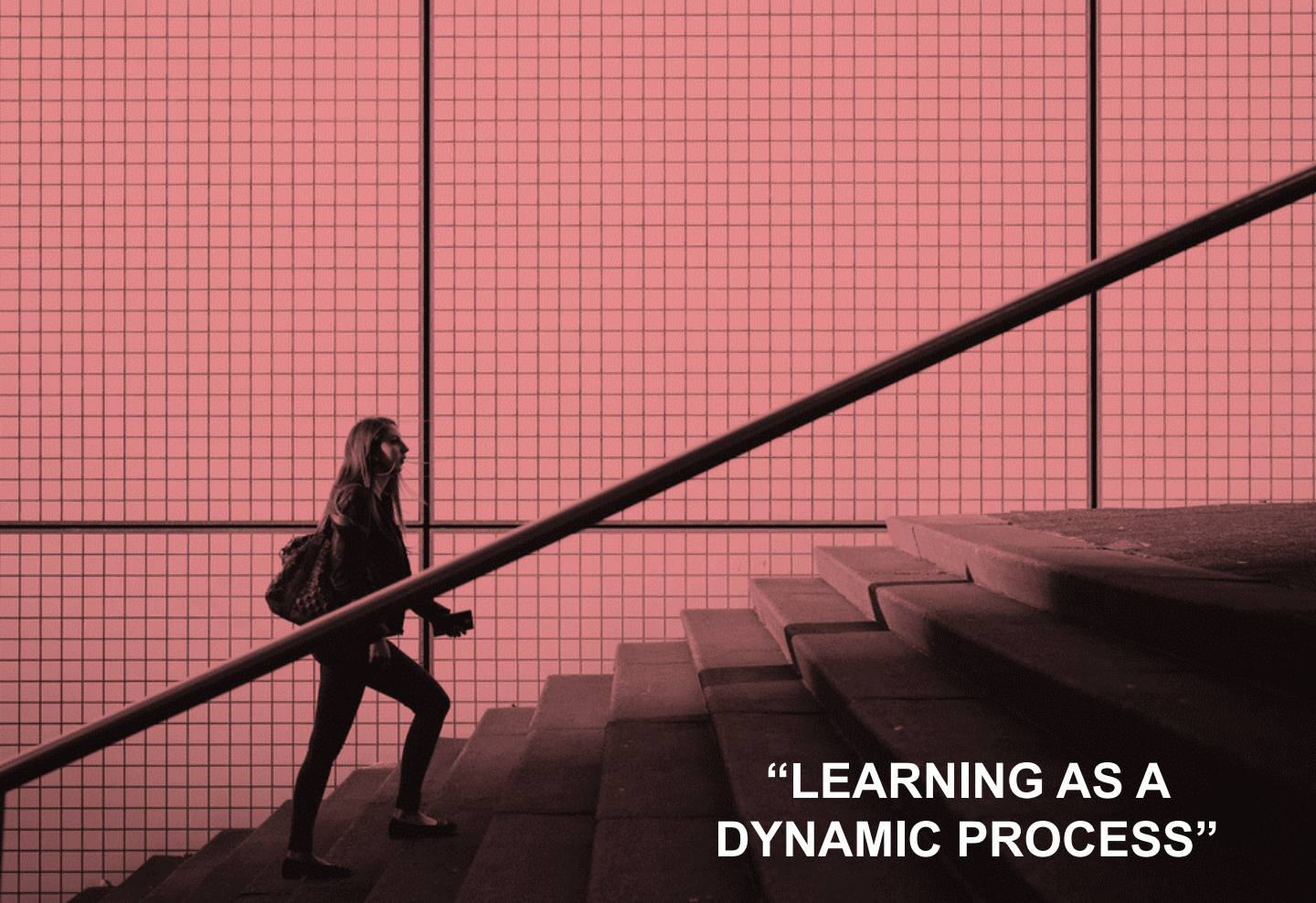
**GLOBAL
MARKETPLACE
+ INNOVATION**

OUR INNOVATION MANAGEMENT APPROACH



CONTENT

SESSIONS	TOPICS	TOOLS /METHODS
1 INNOVATION CONCEPT	<ul style="list-style-type: none">• Types of Innovation• Innovation Management	<ul style="list-style-type: none">• Innovation Success Factors• 10 Types of Innovation
2 UNDERSTANDING CONSUMERS	<ul style="list-style-type: none">• Customer Integration in Innovation Process• Analysis of Market Demand	<ul style="list-style-type: none">• Personas• Customer Profile• Quality Function Deployment
3 CREATIVITY	<ul style="list-style-type: none">• Idea Generation• Idea Evaluation	<ul style="list-style-type: none">• Creativity Techniques• USP / Idea Scoring
4 SYSTEMATIC ANALYSIS OF OPPORTUNITIES	<ul style="list-style-type: none">• Systematic analysis of product characteristics• Systematic analysis of processes	<ul style="list-style-type: none">• Functional Model• Process Blueprinting• Failure Mode and Effect Analysis• Cost and Time Analysis• Six Sigma
5 LEARNING FROM COMPETITORS	<ul style="list-style-type: none">• Analysis of Competitor's Products and Services• Analysis of Innovation Tactics	<ul style="list-style-type: none">• Product Clinic• 10 Types of Innovation
6 NEW PRODUCT BUSINESS MODEL	<ul style="list-style-type: none">• Product Function Design• Business Model Design	<ul style="list-style-type: none">• Kano Model• Value Map• Business Model Canvas



“LEARNING AS A DYNAMIC PROCESS”

TRAINING METHODOLOGY

Our **constructivist methodology**, allows our participants to become active agents in the learning process, through the application of concepts and tools that allow them to build and adapt their own strategies continuously.

In this way, we encourage the interaction of participants not only with our consulting team, but also among themselves, in order to form a network of experts from different areas and contexts, which leads to the discussion of relevant issues to address comprehensively the current market demands.

We accompany the training with parallel coaching sessions, which are essential for the development of an innovation management plan.

TRAINING
MARKET-DRIVEN INNOVATION MANAGEMENT

PROFILE OF THE TRAINERS



PROF. DR. UTZ DORNBERGER

He is the Director of the International SEPT Program of Leipzig University. This program especially focuses on the promotion of innovation and entrepreneurship in Germany as well as in others countries around the world. His academic and professional focus is especially on innovation and entrepreneurship management. He is also the Co-Founder of Conoscope GmbH, a consulting firm specialized in the fields of innovation management and internationalization. He has international experience in 5 continents and over 35 countries.



ALFREDO SUVELZA

Mr. Alfredo Suvelza earned the MBA in Small and Medium Enterprise Development at Leipzig University, Germany. His activities include training and coaching projects in the field of innovation management and promotion, areas in which he operates as a private international consultant and coach as well. Besides his background in the private sector as entrepreneur and manager, he has professional experiences as teacher and working with international cooperation, governmental and non-governmental organizations.



CHRISTIAN HAUKE

He is a senior consultant in the Entrepreneurship Initiative SMILE. After he graduated in 2004 at the Leipzig University, he gained between 2005 and 2009 multiple international experience working in educational and cultural projects mainly in countries like Egypt, United Arab Emirates or Yemen. Now he is working as a coach for young entrepreneurs at the Leipzig University. Since 2011 he is offering his expertise in innovation management and entrepreneurship mainly in the Middle East and North Africa.



ADDITIONAL INFORMATION



PLACE

The training course is normally organized with a local partner, who provides the physical structure. But we also offer in-house seminars.



LANGUAGE OF INSTRUCTION

The training course can be held in English, German, Spanish, Farsi and / or Arabic..



DURATION & PARTICIPANTS

The training course is planned for 3-5 days (all together 24 training hours). The maximum number of participants is 25.



CERTIFICATE

A certificate for the training course will be provided. This certificate will be issued by Leipzig University and CONOSCOPE GmbH.

RENOWNED INTERNATIONAL EXPERIENCE



We have already implemented our Innovation and Entrepreneurship Management Trainings in more than **30 countries in the world.**



COORDINATOR

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