

Workshop on: “Innovation Management and Access to Finance”

Wednesday, 26 November 2014 || 13.30 -15.15

HALL 1+2

There is a great difference between innovation and research. **Research does not imply a business and marketing oriented approach**, while **innovation**, in order to be successful and to find a practical application, **should act according to the concept of innovation management**.

The workshop on “Innovation Management and Access to Finance” **aims at underlining the difference between innovation and research, the importance of marketing policies in the valorization of research and the value of a business plan in the access to finance**. The valorization of the intangible assets in this context is fundamental for the purpose of finding investors and resources that can support the innovation projects. Should an innovation project take into account a monetary approach? How can my business idea be transformed into a real business?

In order to answer these questions we must start from the concept of ‘successful innovation’ often focusing on ‘bringing R&D results to the market’ neglecting alternative options for business innovation like the company’s perspective. The concept of «business innovation» was introduced by Joseph Schumpeter (1883-1950) who considered innovation as the center of economic development. Schumpeter distinguished innovation from invention, which lacks the connotation of the concrete implementation on the market.

The European Committee for Standardization CEN presented in 2013 the Technical Specification on Innovation Management in order to avoid misinterpretations and with the aim of helping organisations increase their innovation capability for the purpose of generating a greater economic value for their stakeholders.

The ‘Innovation Management’ starts with the company’s perspective that successful innovation projects of all kinds (product, process, organisational innovation) raise the company’s profitability and competitiveness. An ‘innovation management system’ includes the company’s innovation processes from initial idea to innovation result, but also ‘leadership’, management skills and other enabling factors like branding strategy, deep knowledge of the market and competitors and the ability to cooperate with third partners like R&D partners, clients and suppliers. All these intangible assets nowadays represent the 80% of the company’s market value and they should be better emphasized and exploited also in order to facilitate the interaction with investors and financiers able and willing to support innovation projects.

The speakers of the session will help us reflect about innovation with the right business perspective starting from the analysis of a Business Plan, considered as a crucial communication tool to disclose an investment or a new initiative that a Company wants to undertake and that will introduce a significant discontinuity in its life cycle.

After this analysis, our speakers will illustrate some instruments adopted to support companies investing in research, development and innovation via risk-sharing instruments developed with the European Commission. The history of a successful company will complete the works demonstrating that it is possible to innovate in an effective way.

Program

- Co-chairs*
- 13.30 Sergio Treichler, Federchimica
Marco Gorini, Veneto Innovazione
Welcome and Introductory remarks
- Introductory Lecture:*
- 13.45 Ruggero Frezza, M31, "Innovation and research: two similar words, two different worlds"
- Speeches by:*
- 14.05 Francesco Mazzocco, Mediocredito Italiano – Intesa Sanpaolo Group: "What a bank does expect from a successful business plan? What a perfect Business Plan should focus on?"
- 14.20 Piermario Di Pietro, European Investment Bank: "European investment tools for innovation – InnovFin: an overview of the available financial products and of the requirements to access them"
- 14.35 Roberto Siagri, Eurotech: "The transformation of a business idea into a real business: the secrets of a successful company"
- 14.55 Questions & Answers
15.05 Conclusions
15.15 Coffee Break & Poster Session

PARTNERS

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Veneto Innovazione
Veneto Nanotech

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