

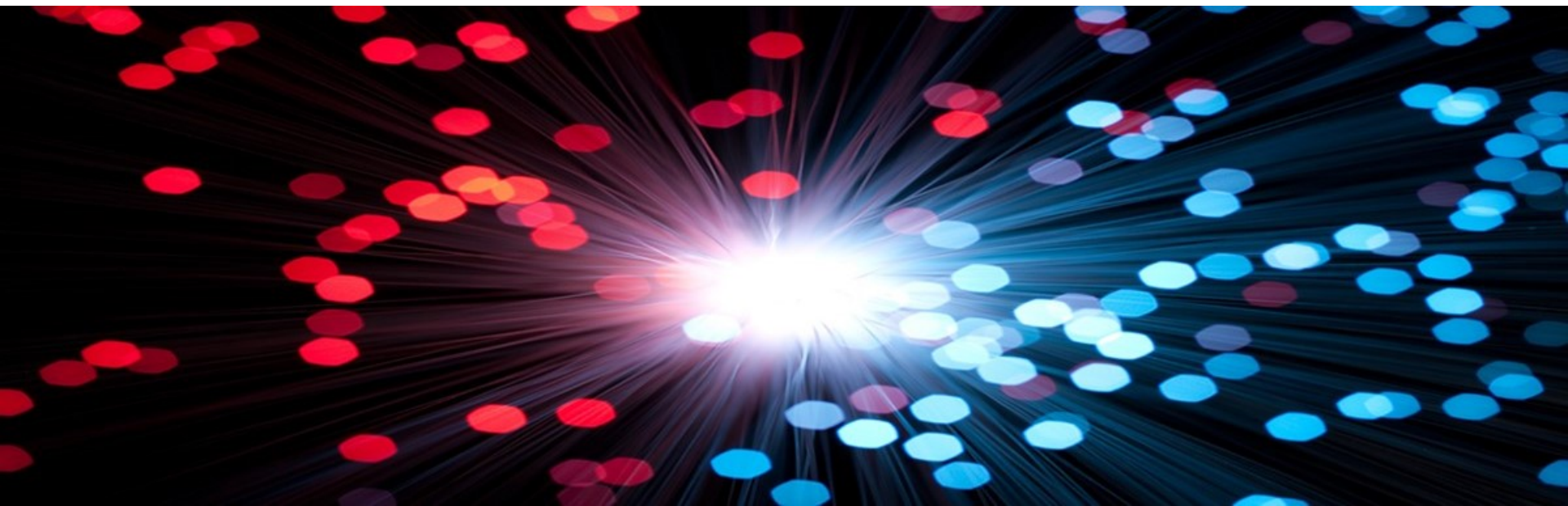


IMP<sup>3</sup>rove

European Innovation Management Academy

# Impact of the Innovation Associate Project (DACAPO): IMP<sup>3</sup>rove Academy's view

*Horizon 2020 SME Innovation Associate Workshop*



*Brussels, February, 2019*

Dr. Eva Diedrichs



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# For the Innovation Associate programme several objectives were communicated to us

## Objectives the Innovation Associate programme



**Developing the participating SMEs to attract private investors successfully**



**Developing the participating SMEs to successfully apply for public funding**



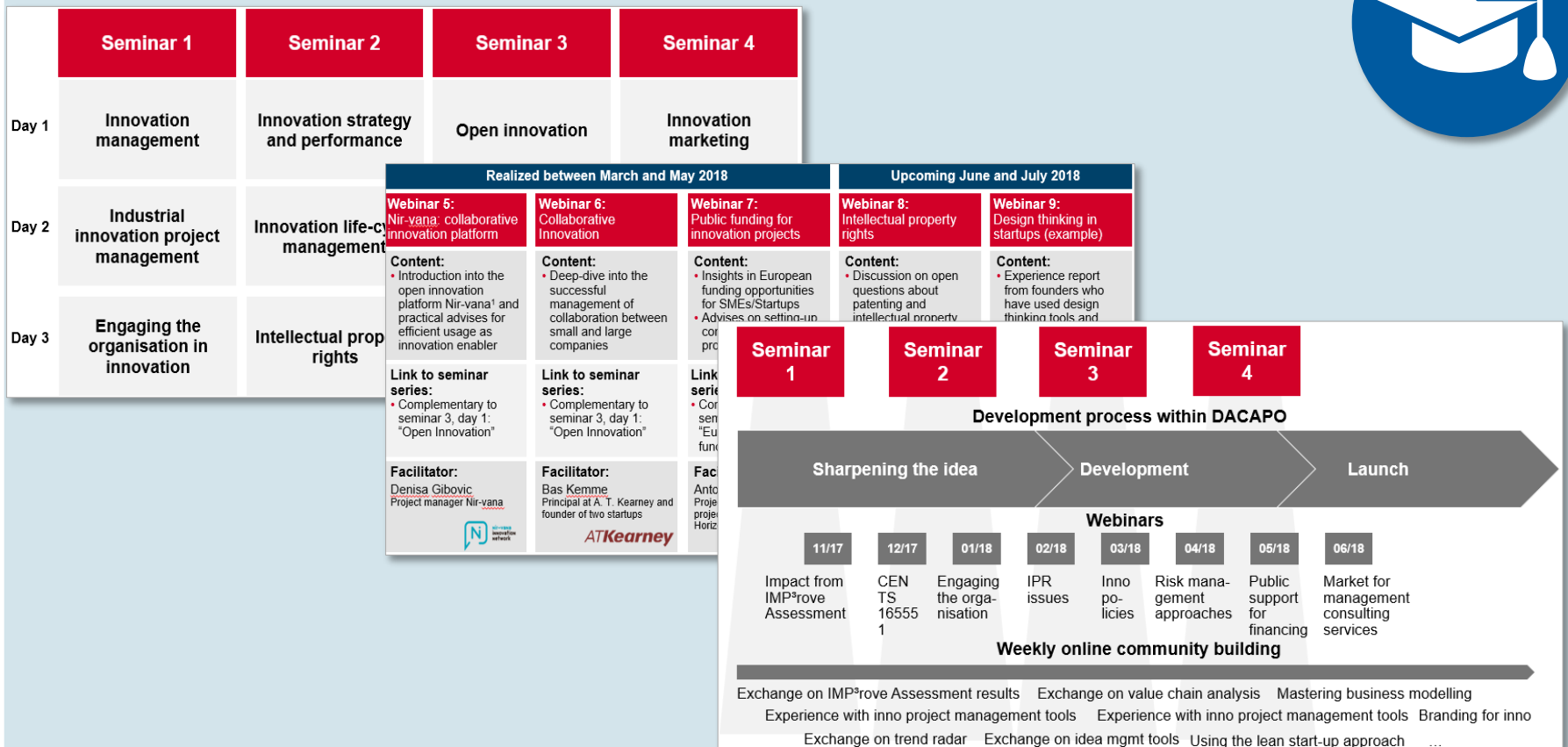
**Successfully link SMEs to highly qualified and specialized researchers – and ideally, to help them to do further steps to commercially ambitious innovation projects**



**Stimulating transnational mobility and internationalization**

**September 2018**






















# With these multiple objectives we implemented our comprehensive IM training and coaching programme



# On-demand coaching sessions helped the participating SMEs and Innovation Associates to focus on impact

## Delivery of on-demand support

Selected examples

On-demand support	Type of of question		Country of the startup/SME	Type of company	Type of innovation project	
Case 6	Innovation management		Spain 	SME	Service (Platform)	
Case 7	Organizational issues		Spain 	SME	Service	
Case 8	Innovation management		Finland 	Startup	Service	
Case 9	Commercialization		Italy 	Startup	Service	
Case 10	Organizational issues		Denmark 	Startup	Product	
Case 11	Commercialization		Spain 	SME	Product	
Case 12	Organizational issues		Ireland 	SME	Service	



# Direct feedback from the Innovation Associates and their supervisors highlights the impact of the support

## Direct feedback from Innovation Associates and their Supervisors

### “Useful from DACAPO:

- Effective interviewing
- Stakeholders analysis
- Academic vs. industrial innovation logic
- Characteristic of good innovation strategy (Who, What, How, Where, etc.)
- Value chain analysis
- Webinar: Elevator ‘pitch’
- Design Thinking
- Innovation in value networks
- Time with supervisors”

### “DACAPO boosting mechanisms:

IMP<sup>3</sup>rove Assessment  
IMP<sup>3</sup>rove Idea Wheel  
Tools for Innovation Management

**We found collaboration opportunities within the DACAPO network”**

### „What I learned:

- How to develop and select an innovation project
- How to manage a new idea
- How to manage stakeholders
- How to manage my communication
- How to increase networking“

**“From the DACAPO seminars everything was new and interesting for me...the business model innovation part will be used directly in my project.”**

### “Benefits of DACAPO:

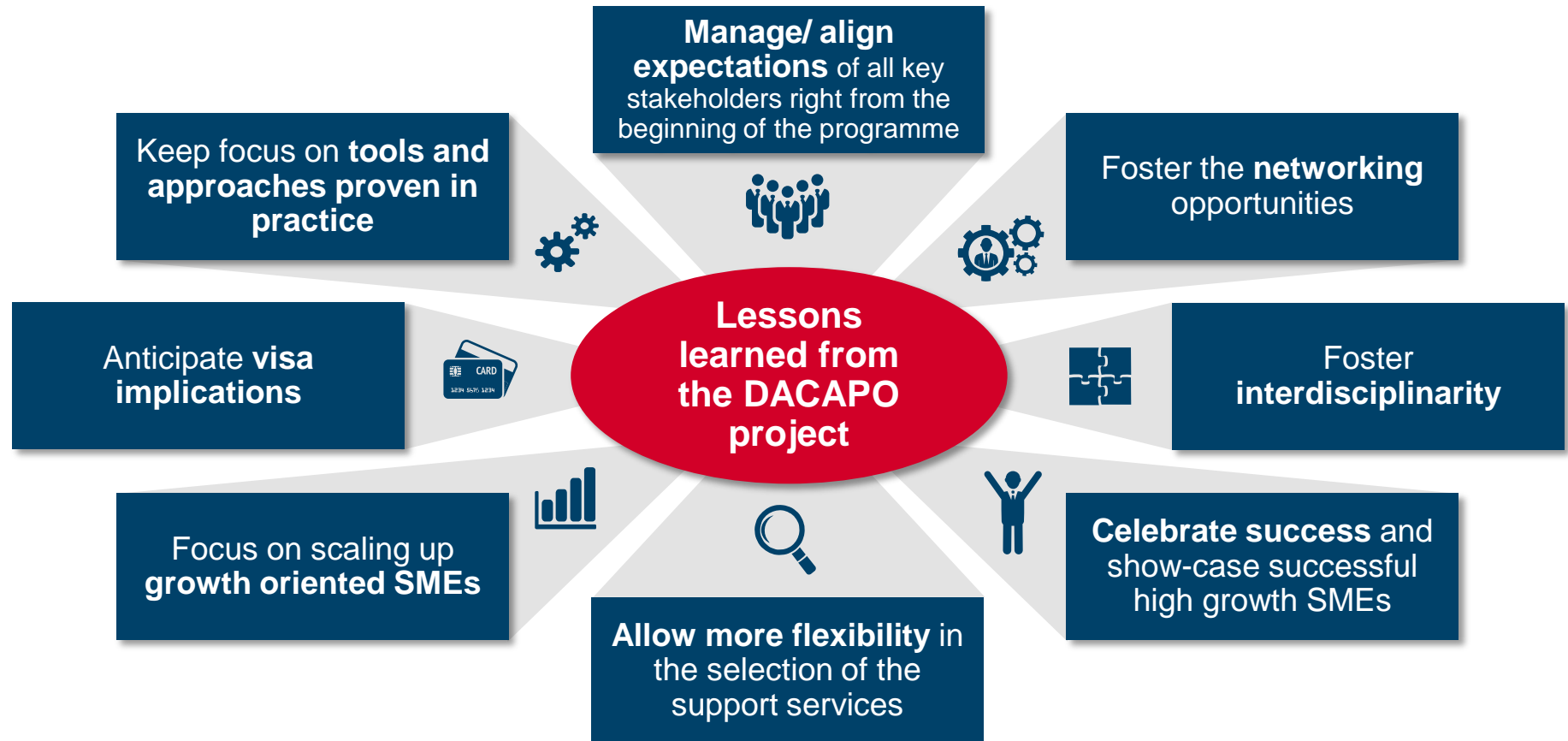
- Intellectual Property Advice
- Emphasis on increased communication and
- outreach to new partners inside and outside company

### “Key benefits from the DACAPO programme:

1. A clearer view about the concept of innovation
2. A suit of tools & strategies to improve innovation management
3. Skills to better communicate innovation to stakeholders”

# The next Innovation Associate project can benefit from some clear lessons learned

Lessons learned: Design for (business) impact for the businesses and the innovation associates





# There were also clear recommendations from beneficiaries for the future programmes

## Recommendations for...

### The next Innovation Associate

- Be open for everything
- Speaking the language is an advantage
- Evaluate the risks and chances

### The Supervisor

- Having made the right research associate selection is a luck
- Really get the time to work with your research associate on innovation
- Apply the DACAPO programs to the organization's daily activity to get the most

### The DACAPO programme

- Do not stop doing these programs
- Promote the supervisor assistance to all sessions

# Contact

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## About the IMP<sup>3</sup>rove – European Innovation Management Academy

IMP<sup>3</sup>rove – European Innovation Management Academy EWIV offers innovation management support services to enterprises, consultants and intermediaries.

It also provides financial actors, policy makers and academia with consulting support and technical assistance related to innovation and innovation management. With its global network, the IMP<sup>3</sup>rove Academy has set the European standard for innovation management assessment. The IMP<sup>3</sup>rove Academy emerged from the European Commission's flagship program “IMP<sup>3</sup>rove”.

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