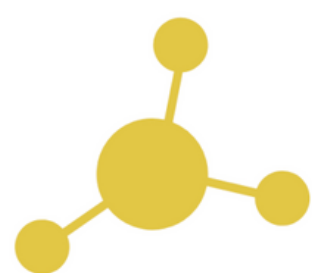




SMES & INNOVATION INVESTMENTS MANAGEMENT

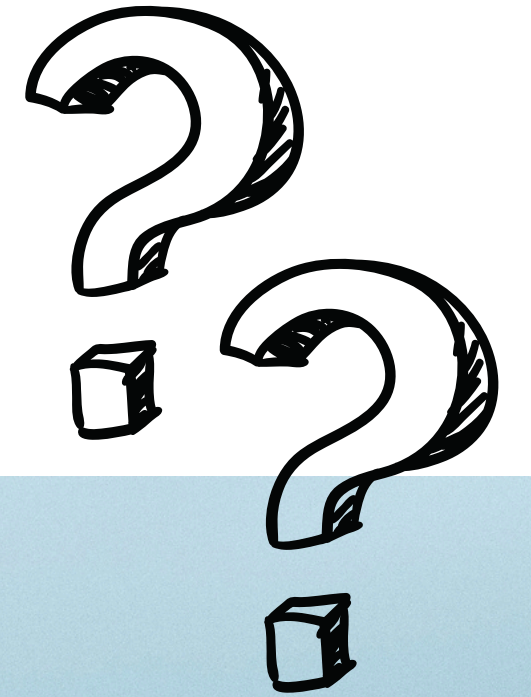
Belen Suarez
SBS Expert - Go to Innovation CEO



GO TO
INNOVATION
INTELLIGENCE



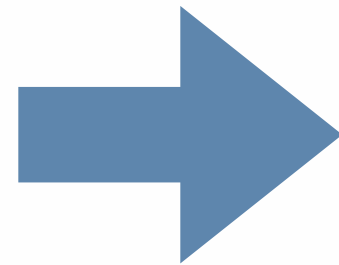
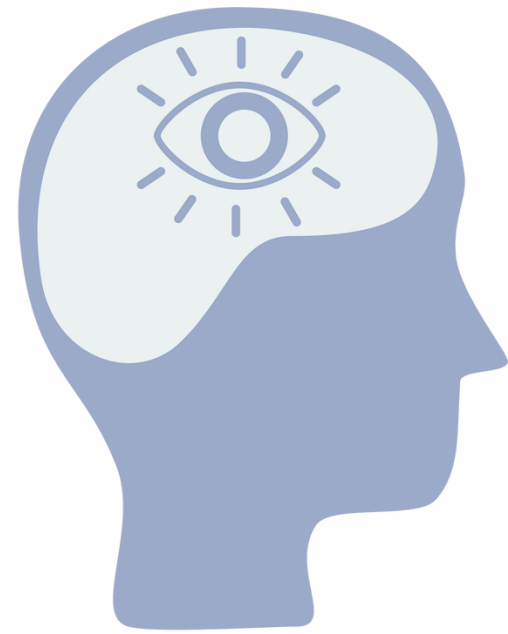
SME Competitiveness and Growth, a dream or a vision



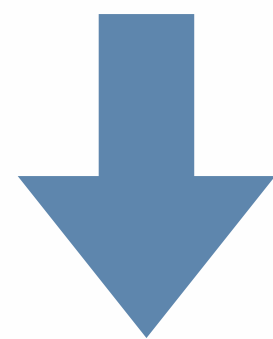
INNOVATION ISN'T MAGIC, IT'S A PROCESS

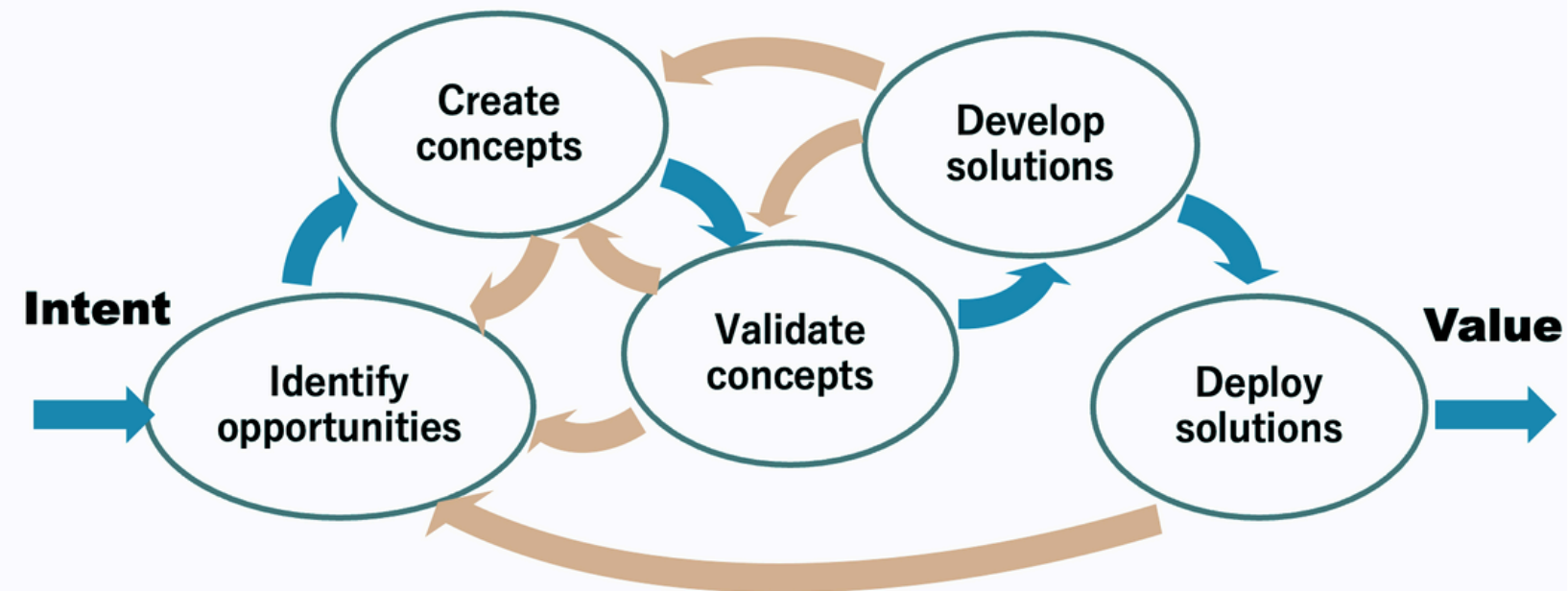
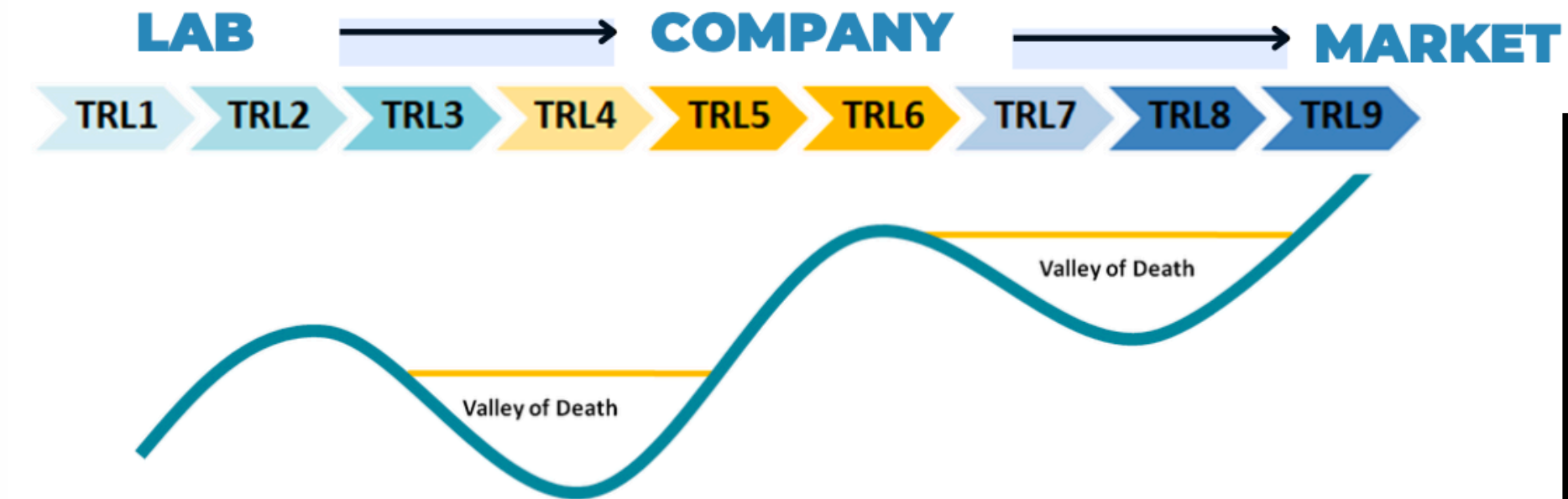


SME Competitiveness & Growth



- Identify opportunities and manage risk
- Create and validate concepts
- Develop solutions
- Engage stakeholders and partners
- Reach and allocate resources
- Cope with uncertainties
- Attract and maintain talent
- Protect the knowledge and solutions
- Enter and scale solutions in the market
- Measure and manage innovations
- Provide assurance to third parties





ISO 56000 Series

- Fundamentals and vocabulary
- Innovation Management System
- Guidance and Requirements
- Innovation Partnership
- Intellectual Property Management
- Strategic Intelligence Management
- Managing Opportunities and Ideas
- Innovation Operation Measurements
- Illustrative examples

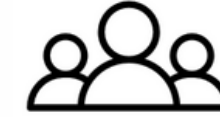
Published Standards



System for creating value and helping organizations continuously adapt and evolve.



Set of interrelated and interacting elements & activities, aiming for the realization of value.



A common framework to develop and deploy innovation capabilities, evaluate performance and achieve intended outcomes.



1.
Realization
of value



2.
Future-focused
leaders



3.
Strategic
direction



4.
Culture



5.
Exploiting
insights



6.
Managing
uncertainty



7.
Adaptability



8. Systems
approach



**Sustainable
Management
and
Differentiation**

**Focus, Lexicon
and Value
Enablement**

**Collaboration
as a
Competitive
Advantage**

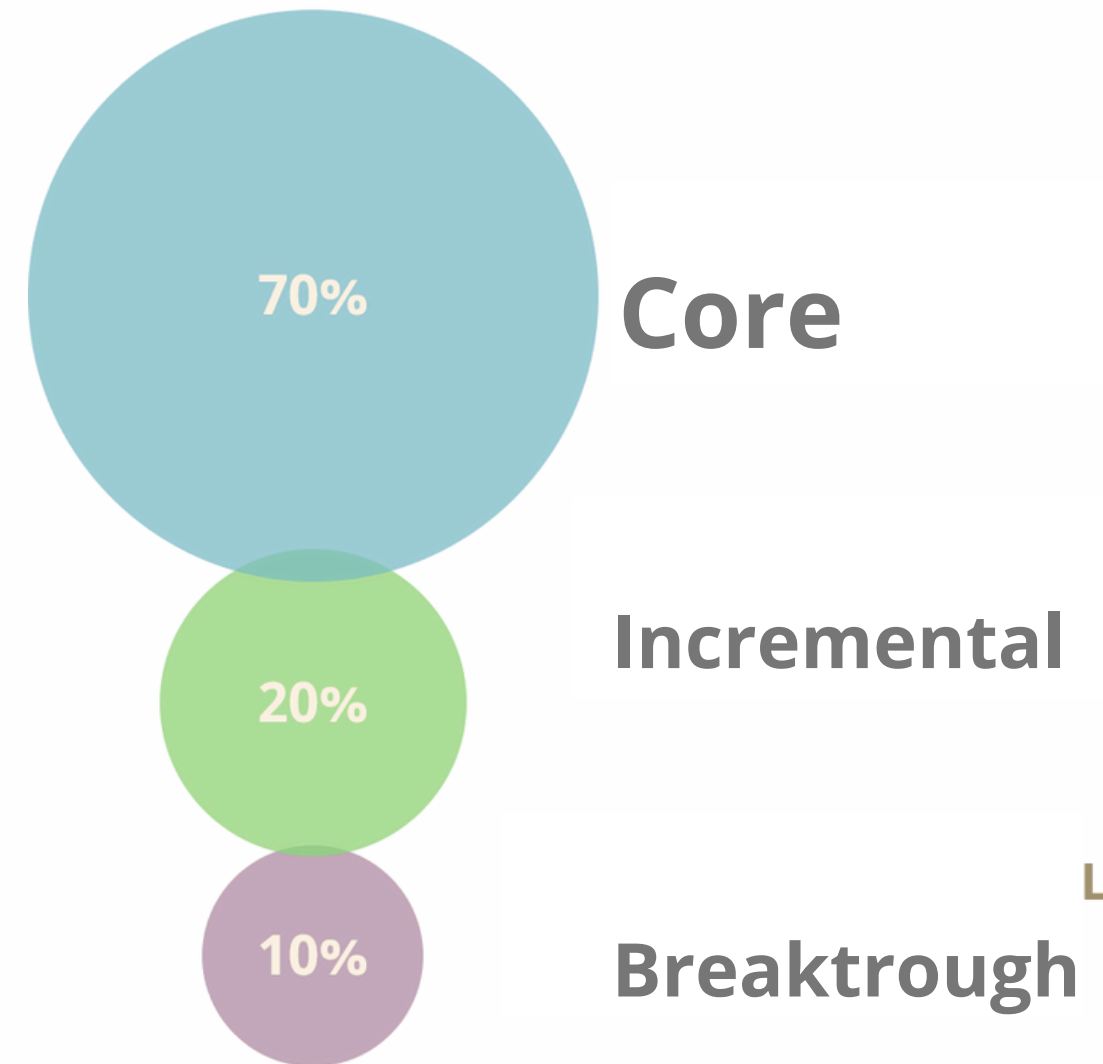
**Succession
Planning**

70 - 20 -10 Rule

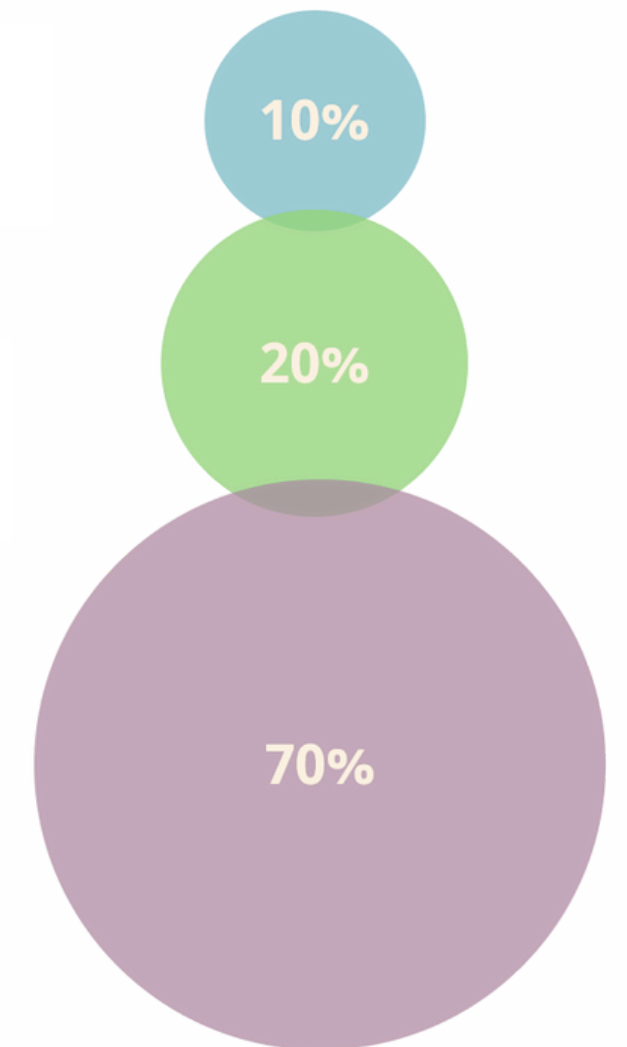
Innovation Management Investment



INVESTMENT



LONG-TERM RETURNS





SMES & INNOVATION INVESTMENTS MANAGEMENT

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Thanks!!!



GO TO
INNOVATION
INTELLIGENCE

