



SBS HYBRID WORKSHOPS



INNOVATION MANAGEMENT FOR SME GROWTH & COMPETITIVENESS

Thursday 23 May: 15.00 – 17.30 WORKSHOP #2 –
SMES AND INNOVATION INVESTMENTS MANAGEMENT



- **Expert of ISO TC/279**
- **Professor and Researcher** Collective Construction of Futures; Technological Intelligence in R&D Activities; Strategic Intelligence; Innovation Management UNL- UNR – UNSM – U de Itapúa (PY) – UNNE - UNJu
- **Founder and Director of ITERA**, a company providing Technological Intelligence and Intellectual Property services to technology-based companies and institutions.
- **Coordinator of the Strategic and Technological Intelligence Program FIQ** – Universidad Nacional del Litoral
- **Consultant for the World Bank, IDB, INPI, INDECOPI, and EUIPO as a Specialist in Strategic Intelligence and IP.**
- **Creator and Coordinator of the Patent Team at CETRI Litoral UNL.**
- **Writer of books and articles on MKTT, Technology Studies, and Foresight.**



I live in Santa Fe, Argentina, a beautiful city on the banks of the Paraná River.



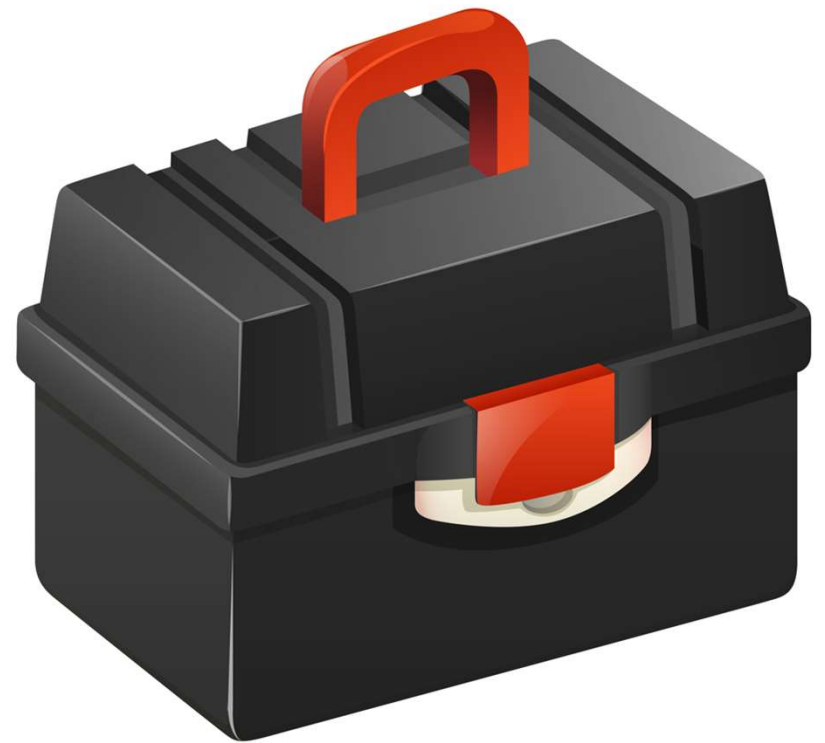


Intellectual Property for SMEs

ISO 56.005

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**Which are
the essential
IP tools for
SMEs?**



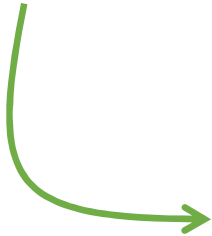


Designs



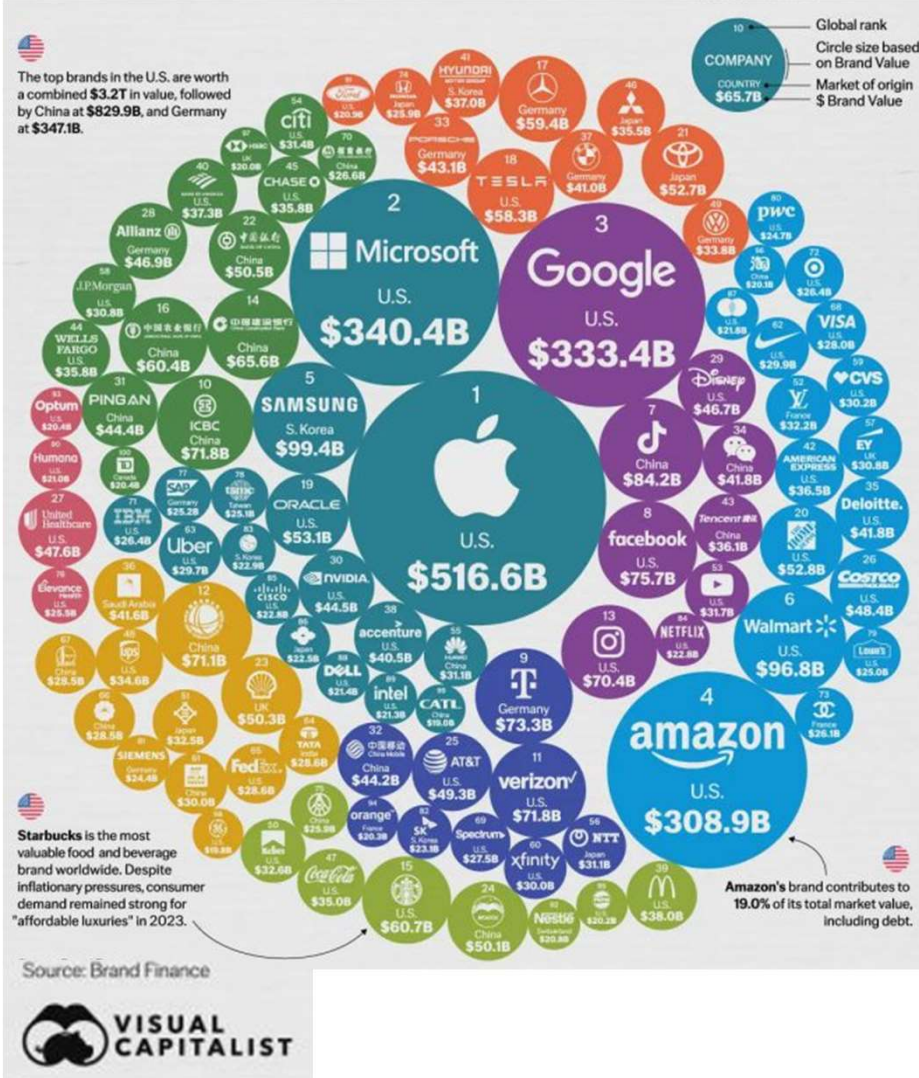
ISO 56.005

Intellectual Property Management



Best Practices Guide for Creating Value from Our Intellectual Assets

US\$ 25.000 M





**How can SMEs compete?
By scaling, by differentiation?**

**Fighting with the competition or
sailing blue oceans?**

Selling beauty





TM strategy

Selling knowledge





ISO 56005 encourages us to conduct business with our eyes wide open

We need a map of the territory.

ISO 56.006

**Technological Contextual Studies
(prior art research,
analysis and trends.)**

**ISO 56.006
Strategic Intelligence Management
How to generate, harvest and process information
for decision-making**

Technological Contextual Studies

A map of the territory through which the project will travel:

By using various sources of information such as patents, commercial and scientific databases, we can find

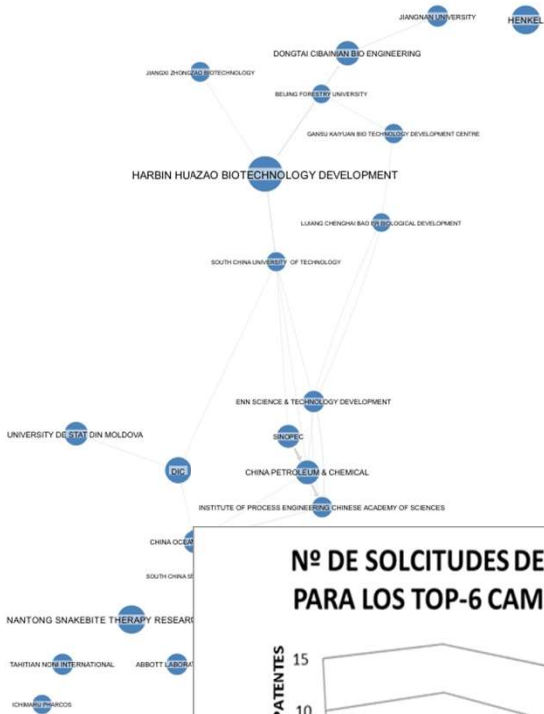
- trends,

- key players

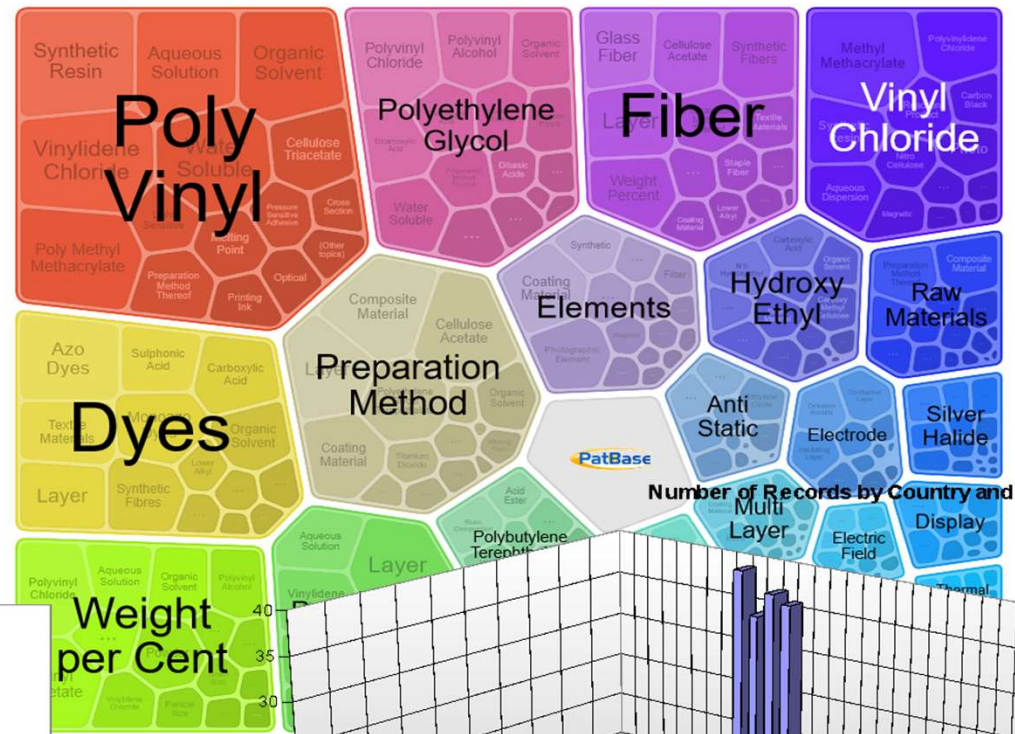
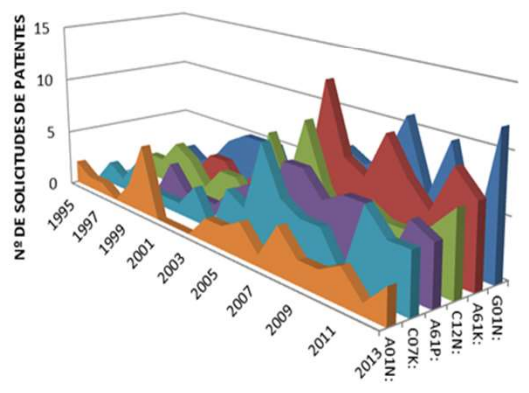
- patent-free technological niches and

- blue oceans.

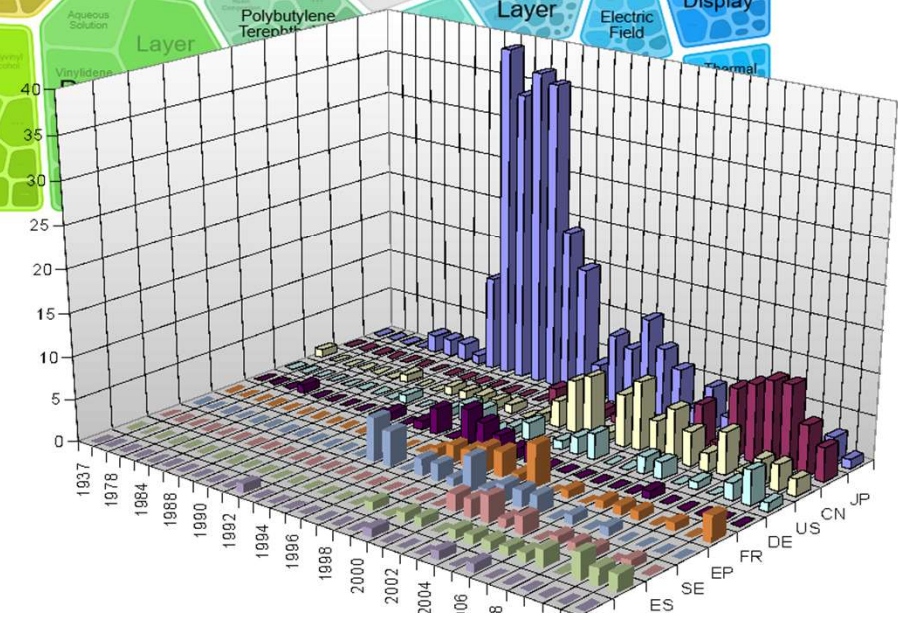
Players dependency by citations



Nº DE SOLICITUDES DE PATENTES POR AÑO PARA LOS TOP-6 CAMPOS TECNOLOGICOS

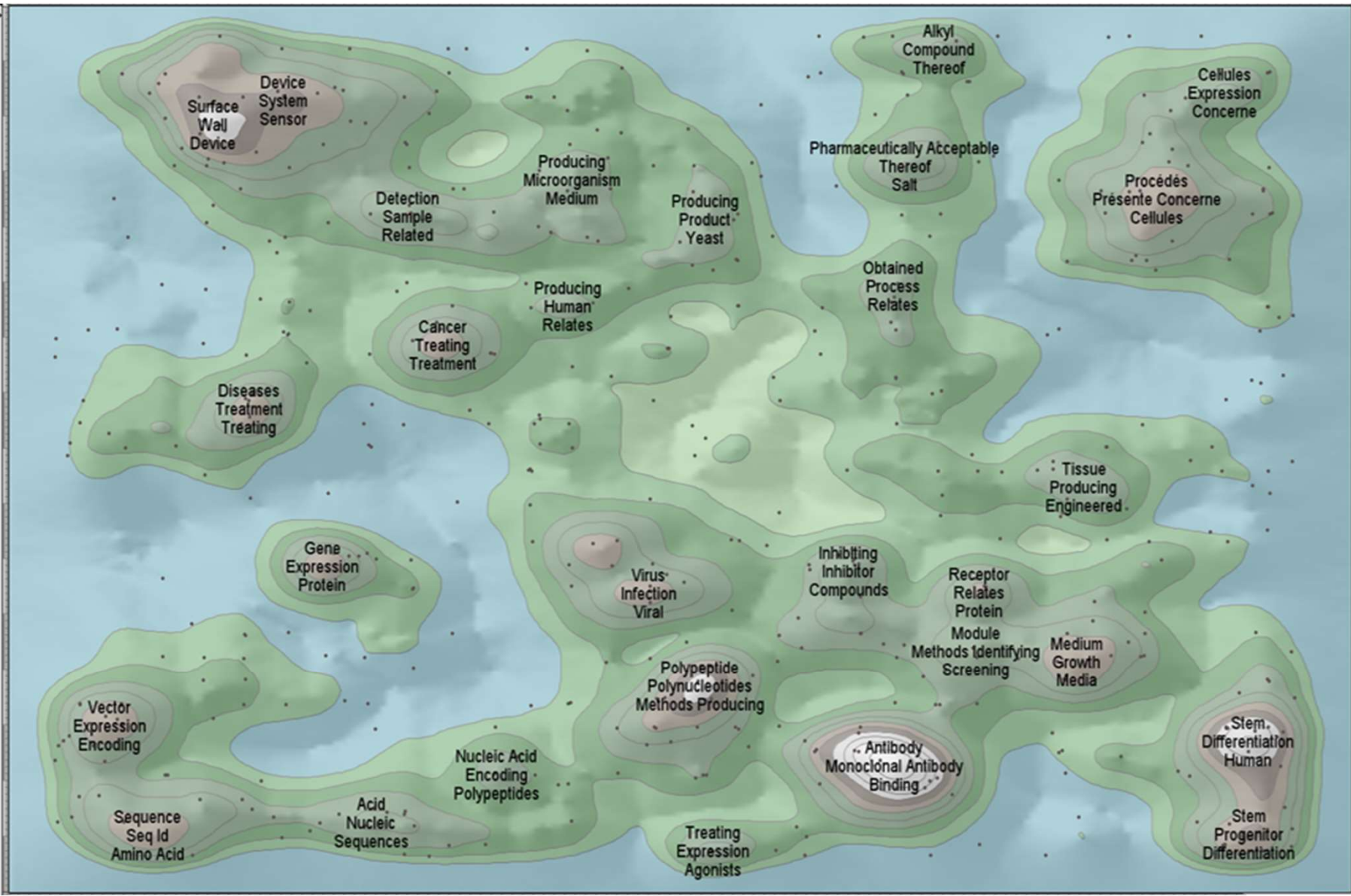


Number of Records by Country and Year



IT
ITE
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ITERA

Topics	#
Related, Relates	7557
Methods Producing, Producing	5975
Product, Production	5397
Proteins, Protein	5397
Thereof	5052
Nucleic Acid, Amino Acid, Acid	4985
Expressing, Expression	4716
Human	4331
Treatment	4187
Treating	3918
Gene	3810
Process Producing, Process	3749
Compounds, Compound	3682
Encoding	3613
Disease, Diseases	3600
Novel	3518
Antibodies, Antibody	2991
Culture Medium, Medium	2944
Derived, Derivative	2940
Isolated	2936
System	2917
Sequences, Sequence	2913
Tissue	2785
Growth	2770
Therapeutic	2563
Polypeptides, Polypeptide	2529
Obtaining, Obtained	2523
Recombinant	2471
Preventing Treating, Preventing	2401
Pharmaceutically Acceptable, Phar...	2387
Vectors, Vector	2384
Methods Identifying, Identifying	2359
Nucleic, Nucleic Acid	2319
Host	2271
Binding	2203
Inhibiting	2167
Molecule	2096
Detection	2002
Présente Concerne, Concerne	1986
Cancer	1937
Ona	1915
Screening	1889
Disorders	1862
Factor	1746
Material	1745
Stem	1736
Surface	1735
Receptor, Receptors	1691
Differentiation	1644
Module	1534
Amino	1532
Infection, Infected	1518
Pentide	1438



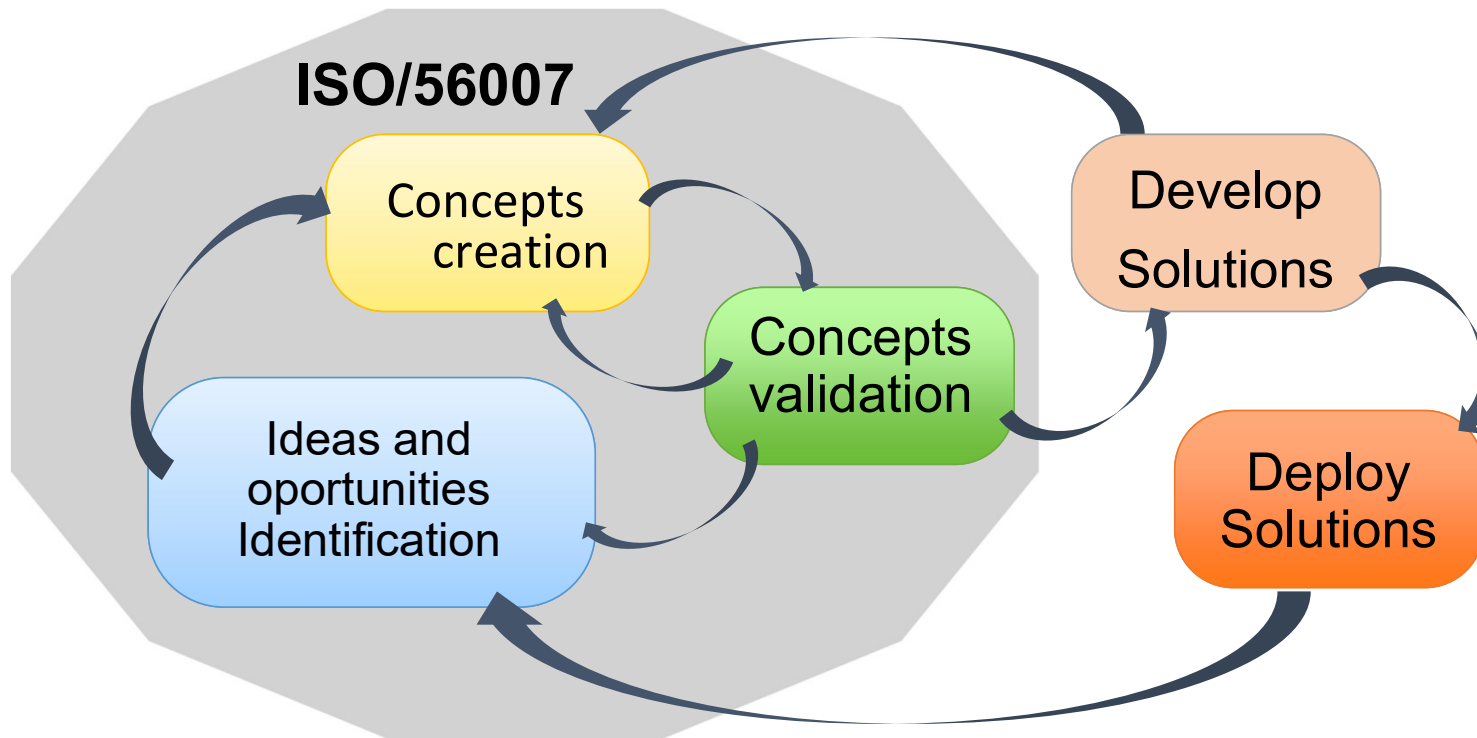
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ISO 56.005

With the map and trends in hand, we can plan the future and invest in innovation with measured risks.

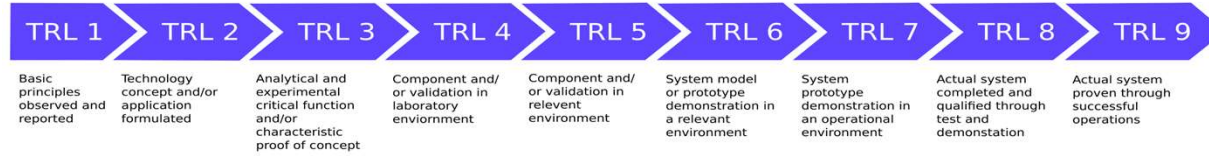
We can highlight the features of our creations and protect them to maintain this differentiation over time,

as **ISO 56.005** proposes.

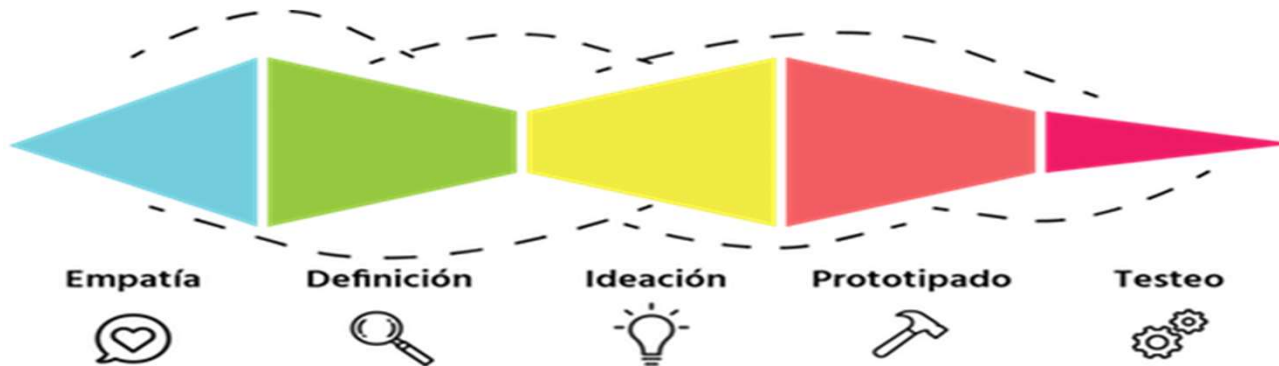


Activities of innovation process ISO 56002

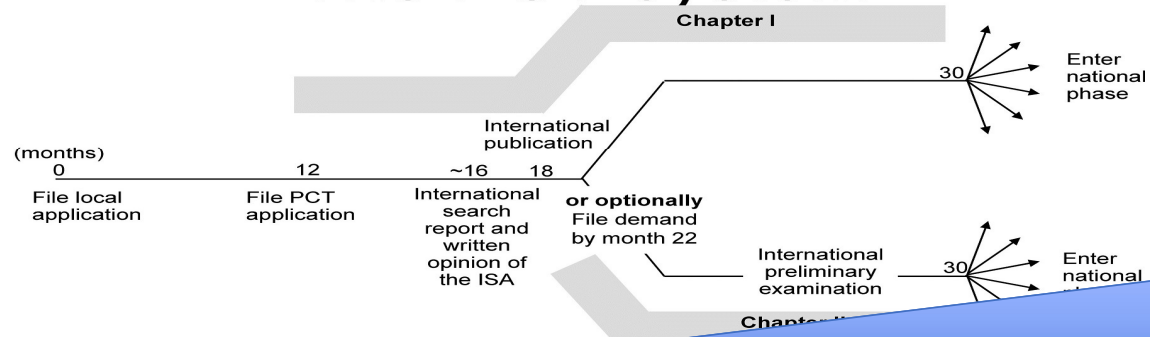
Market Readiness (Technology Readiness Level)



Technological innovation TIMING



The PCT system



INVESTMENT



Are you selling products and services,

or

**are you offering
knowledge, beauty, or
prestige?**



**If we want to offer
knowledge, beauty, or prestige
in our products or services
we need the ISO 56.005.**

INTERNATIONAL
STANDARD

ISO
56005

First edition
2020-11

This standard gives us:

a methodology to increase the value of our creations;

the way to differentiate from the competition and maintain that differentiation over time.

It allows us to manage our intellectual property to improve our negotiating position.

**Innovation management — Tools and
methods for intellectual property
management — Guidance**

*Management de l'innovation — Outils et méthodes de management
de la propriété intellectuelle — Recommandations*

NORMA
INTERNACIONAL

ISO
56006

Primera edición
2021-11

**Gestión de la innovación —
Herramientas y métodos para la
gestión de la inteligencia estratégica
— Orientación**

*Innovation management — Tools and methods for strategic intelligence
management — Guidance*

This standard provides us with a methodology to generate and process contextual information.

While CEOs' intuition is essential, and irreplaceable, this standard helps us professionalize decision-making based on evidence.

It is crucial for driving innovation in an ever-changing world with exponentially growing information.

INTERNATIONAL
STANDARD

ISO
56007

First edition
2023-08

**Innovation management — Tools and
methods for managing opportunities
and ideas — Guidance**

*Management de l'innovation — Outils et méthodes de management
des opportunités et des idées — Recommandations*

This standard provides us with a methodology to harvest ideas and opportunities.

It helps us diminish the uncertainty of developing new products or services and manage measured risks.

It equips us with tools to evaluate and select the best projects for investment.

In the world of business, especially for SMEs, standing still is not an option. Innovation is the fuel for growth, and intellectual property is the spark.

Managing IP guided by standards ISO 56.005 and ISO 56.006, you not only protect your creations but also build a fortress around your business that keeps you one step ahead of the competition.

Only
the iteration of
intelligent action allows
for the professionalization
of technological innovation.



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Thank you!

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 TECHNOLOGICAL INTELLIGENCE

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