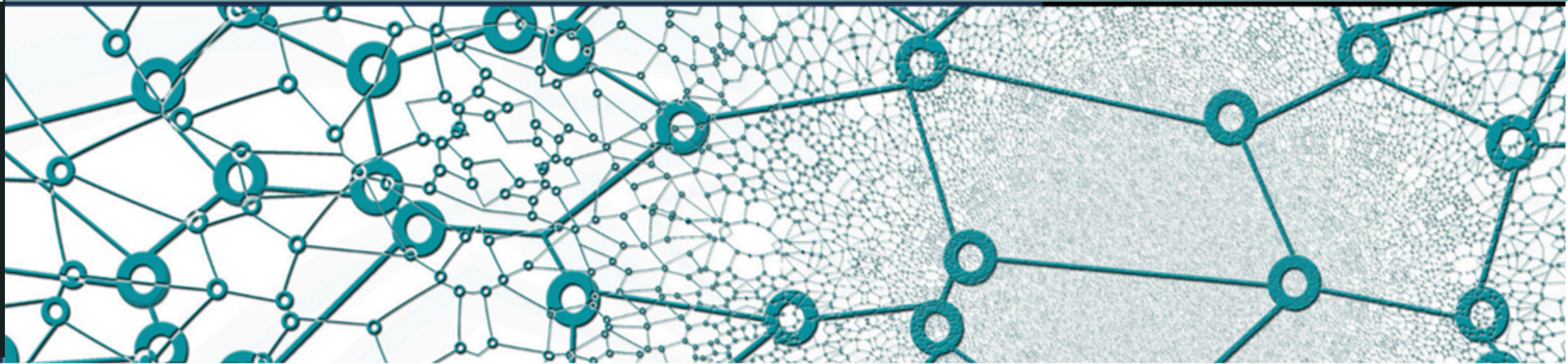




SME & INNOVATION ECOSYSTEM MANAGEMENT

Belen Suarez
SBS Expert

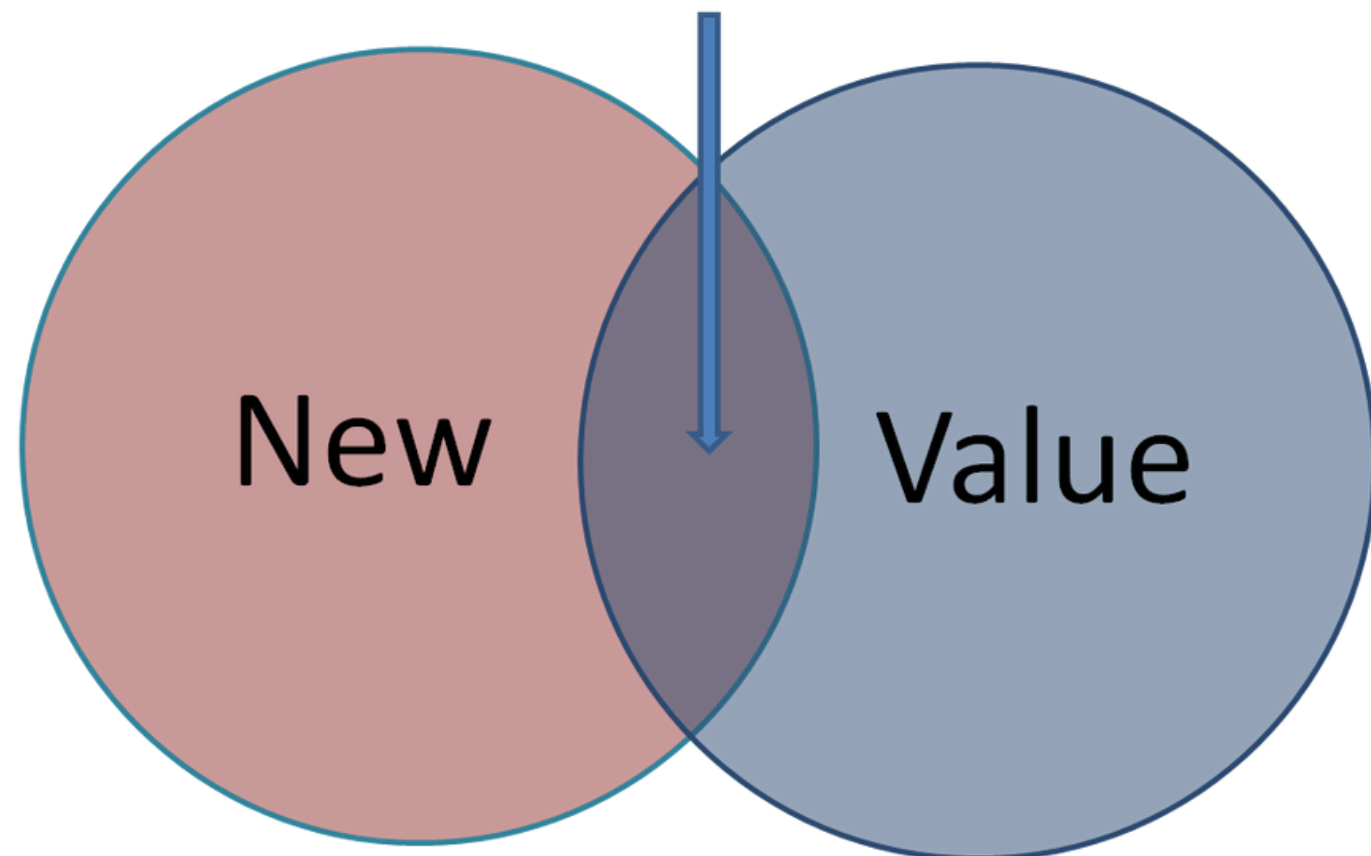


What is...

Outcome vs Process

ISO 56000, Oslo Manual...

Innovation



INNOVATION?



**The only
sustainable
competitive
advantage!!**

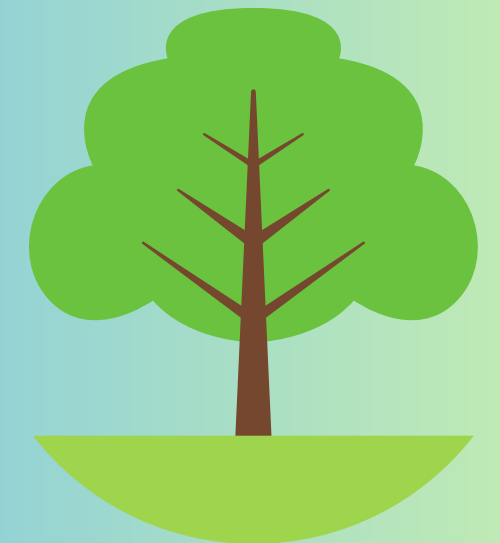
What is...

ECOSYSTEM?

Economic Value

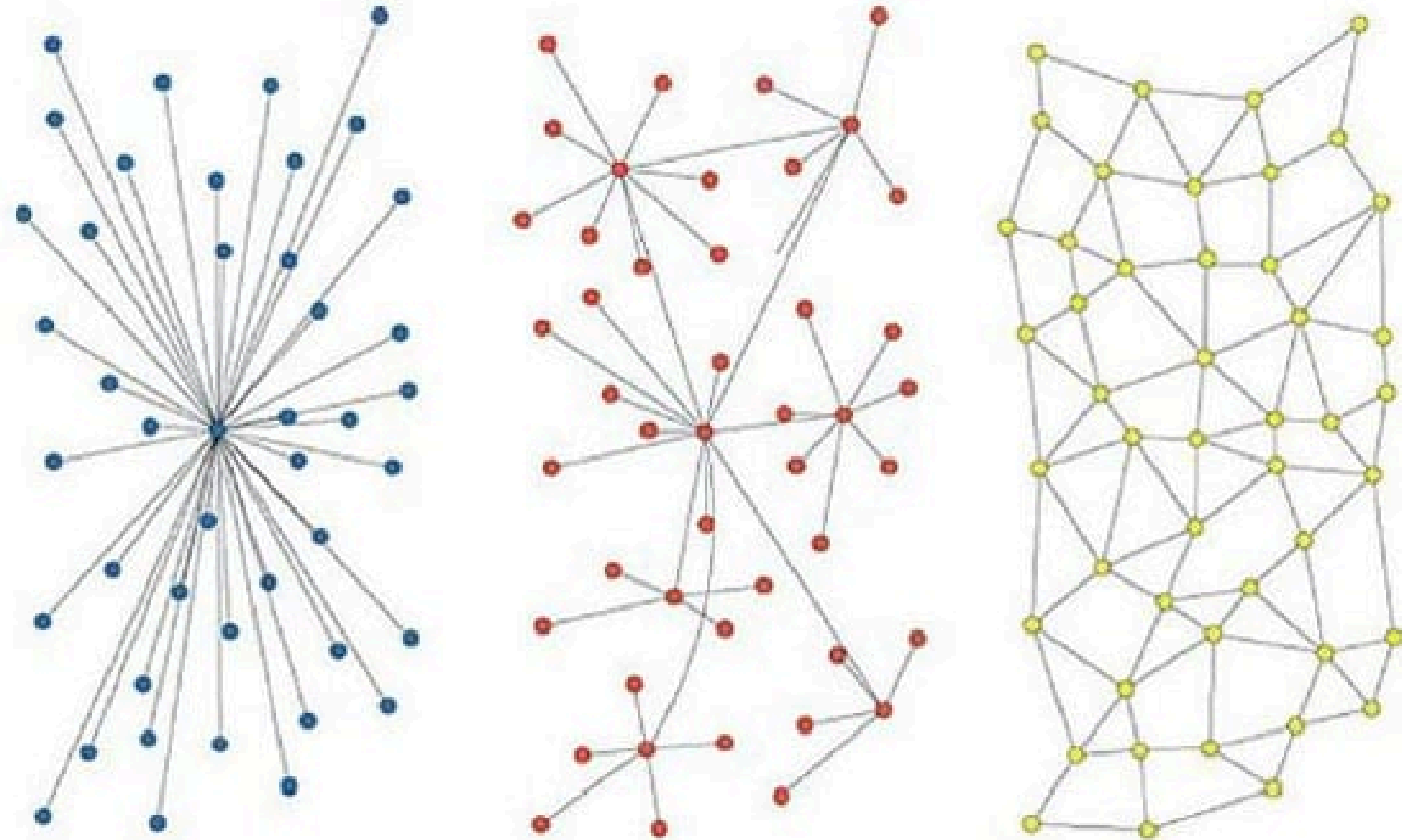
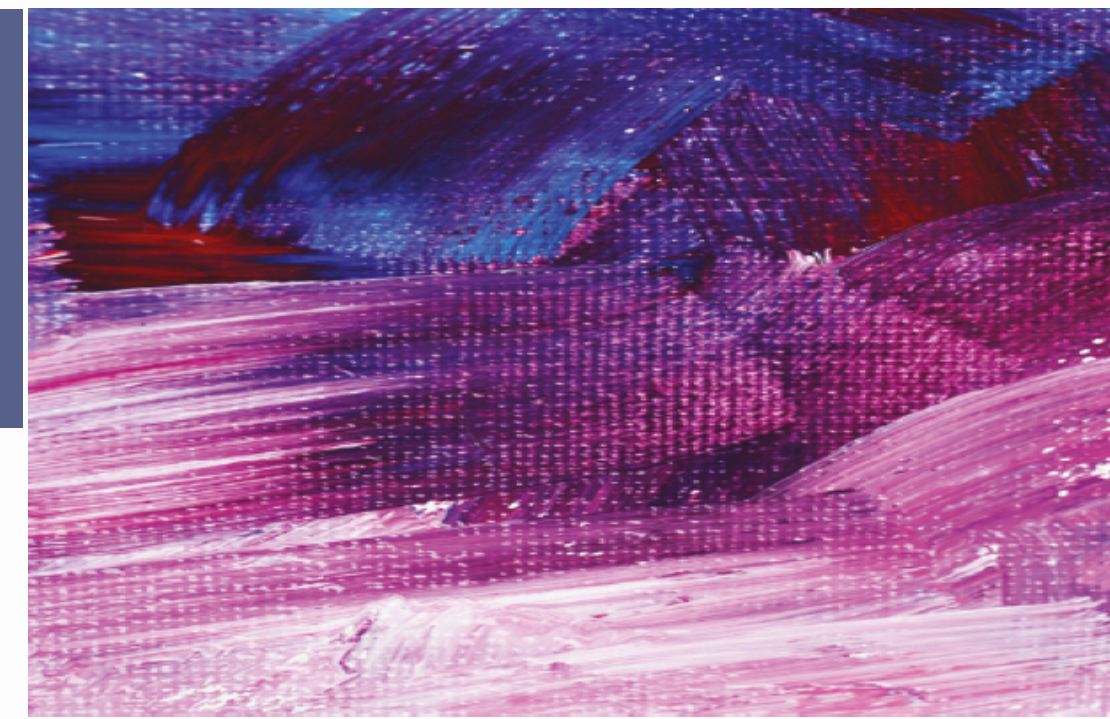


Sustainable Growth



Paradigm Shift

...Management?



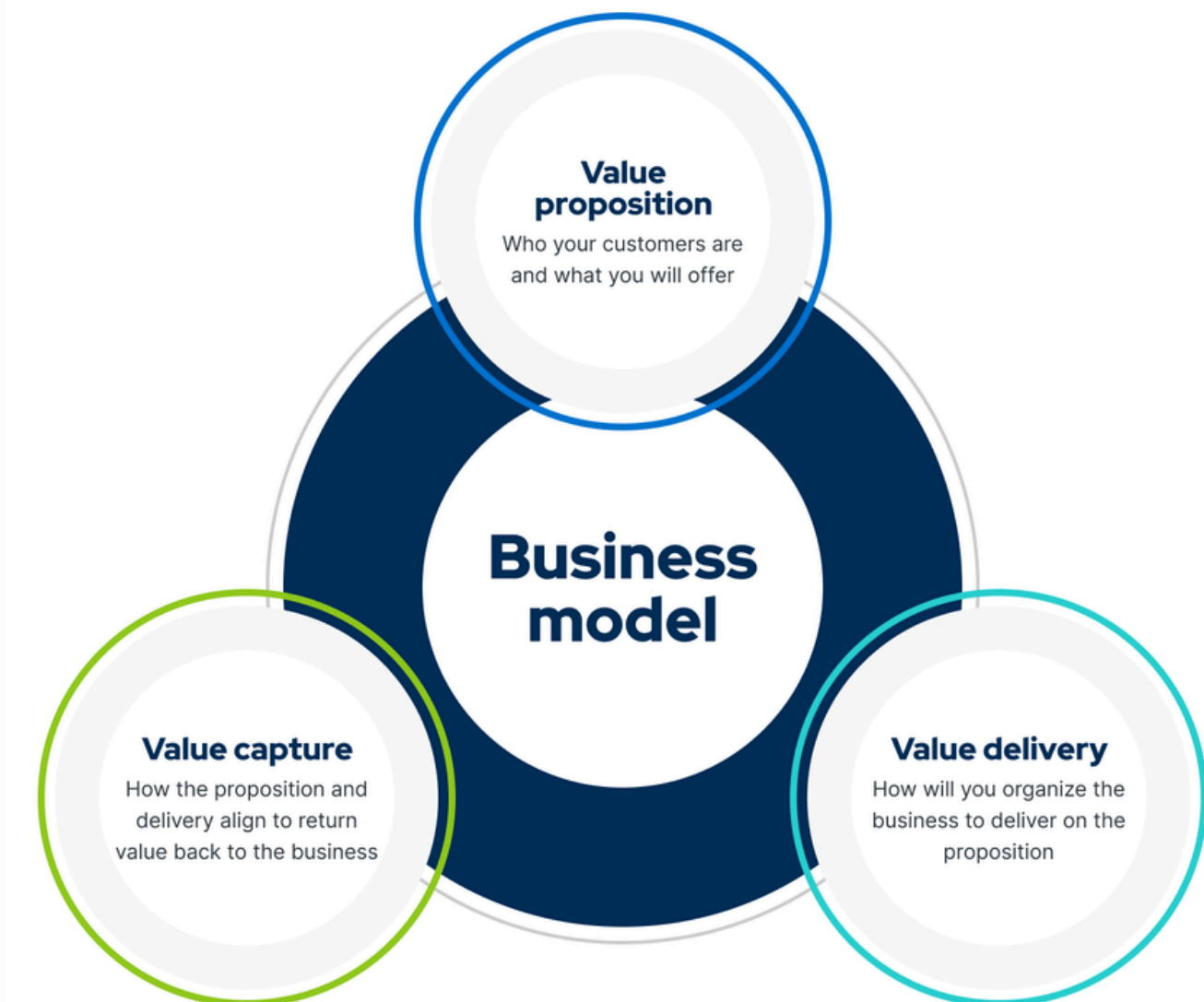
Centralized - Decentralized - Distributed

**Innovation
HUBs**

**Open
Innovation**

DAOs

Leadership - Governance



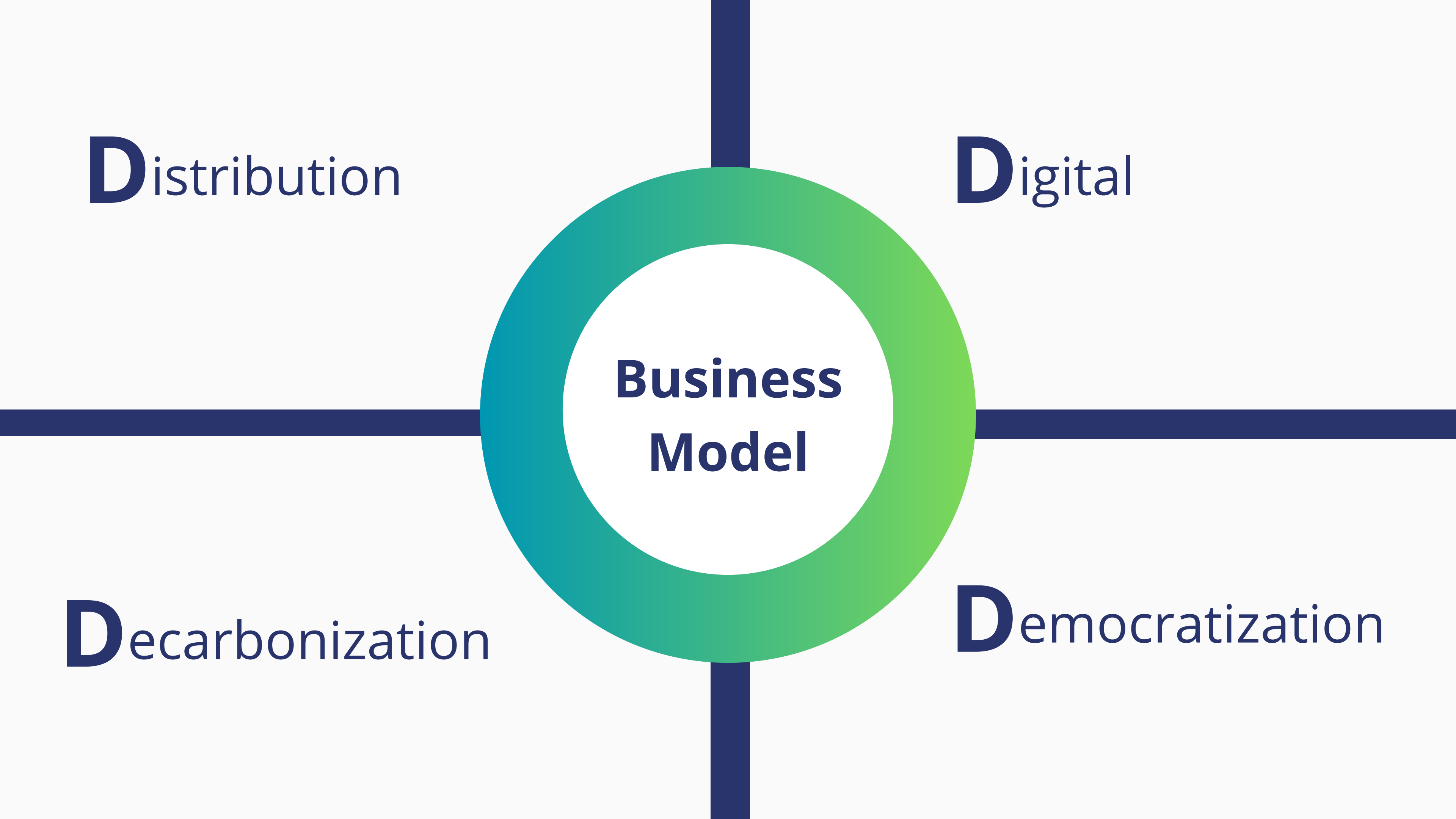
Distribution

Digital

**Business
Model**

Decarbonization

Democratization



Opportunities

Open Innovation

Risks

Partnership from shared or similar interests to:

- Collaborate along value chain
- Identify opportunities
- Develop concept and solutions
- Commercialize solutions
- Attract investment
- Access to key knowledge (technology, legal requirements, standards etc)



- Complexity of partnership
- Different cultures, infrastructures, etc.
- Conflict of interest
- Changes on interest
- Lack of common vision
- Losing enthusiasm down the line
- Lack of adequate rewards mechanisms
- IP ownership conflicts, etc



21 May | 2-4:30 PM

HYBRID WORKSHOP

SMES & INNOVATION ECOSYSTEM MANAGEMENT

SPEAKERS



Belén Suarez

SBS expert

Contact: belensuarezgotoinnovation.eu

Thanks!!

