





Exploitation Strategies for Research and Innovation: How to use market research to maximize success?

Date: 07.02.2018

Time: 09:00-17:00

Location: Graz University of Technology, venue to be announced

Agenda

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09:00-10:30	Session I
	<u>Introduction</u> : The importance of market research in the development process
	 Problems that arise from research conducted without knowing the market
	Where does IP need to be in order to be accepted by the market
	Introduction to methodology
10:30-10:45	Break
10:45-12:15	Session II
	Go/ No Go and Market Analysis: The first steps
	Ideation - how to isolate IP and begin to plan
	Go/No-Go - the 3P process of identifying IP strength
	Market analysis - a primer to understanding the market
12:15-13:15	Lunch
13:15-14:45	Session III
	Application Analysis and Market Strategy: How to target specific applications in
	markets and plan for market entry
	Applications - how to find them in a market
	Supply Chains and IP costing
	Market entry strategy - putting market research to work for planning
14:45-15:00	Break
15:00-17:00	Session IV
	Go-To Market: Understanding the importance of marketing and how to guide it
	Market collateral - building an image
	Understanding investors
	Conclusion and Questions