



## **Innovation Audit**

Are you ready for the future?

Offer: September 2018

# Are you on your way to a successful future?

You make a mint with improvements not with inventions

Henry Ford

The majority of innovative projects, products, and services fails at some point during the development phase or, at the very latest, once they reach the market

Only 11% of all innovation projects are successful. And a mere 3% of large-scale innovation projects are.



We analyze your ability to innovate in terms of your strategy and your current innovation pipeline and processes. This will make your current innovation potential transparent.

- What's the current status of your company?
- Where are the critical points regarding your company and the market?

# Recognize the Strengths and Weakness in Your Innovation Management

## ① Starting Point

- Pressure to innovate
- Limited resources
- Coordination of internal innovation overly complex
- Lack of output
- No success on the market



## ② Need for Optimization

- Create customer value
- Reduce time to market
- Focus on core strategy
- Increase innovation output

## Success with the Innovation Audit

- Transparency and focus on corporate strategy
- Create points of contact with the customer
- Speed up and increase your innovation output



## Output & Time to Market

How much is developed in your company?  
How many innovations end up on the market?  
How would you evaluate your success rate?  
What are the causes when an innovation fails?  
How long does it take to go from idea to marketability?  
Do you think about the market even before the development phase?  
What pushes and impedes your company (both internally and externally)?

## Strategy

How is your company currently positioned on the market?  
Where does your company want to go?  
What is the competition up to?  
What do you do better/worse than everyone else?  
Do you possess sufficient knowledge of the market?  
How is the topic of innovation viewed in your company?

## Innovation Pipeline

What innovation projects do you currently have?  
Do the projects conform to your strategy?  
How promising are your current innovations?  
How much attention is spent on research in your company?

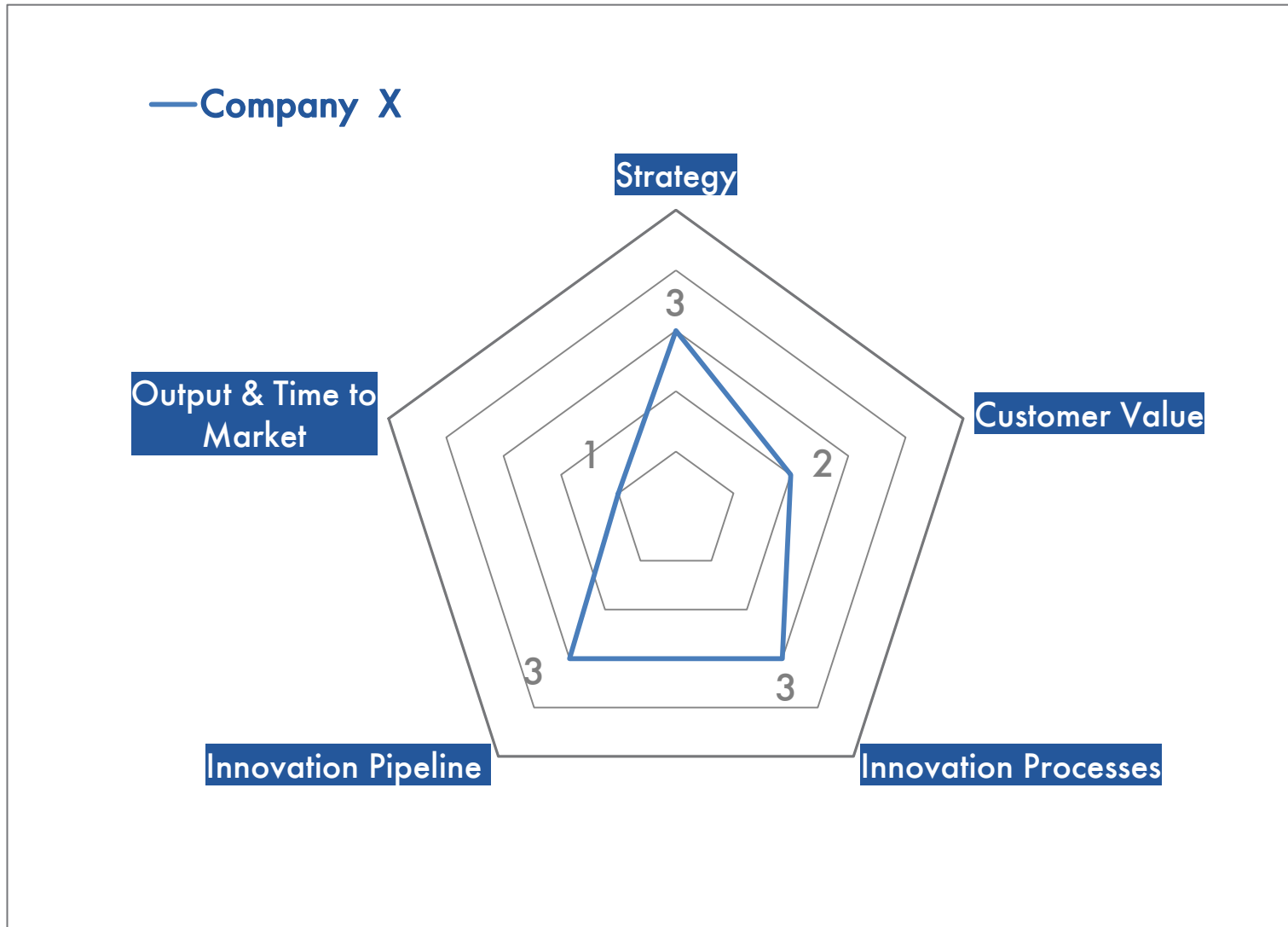
## Customer

What do you know about your customers?  
How do you create points of contact with them?  
Are your customers currently involved in the development process?  
Are systems evaluated by your customers?

## Innovation Processes

How are innovations initiated?  
How do internal processes run?  
How do you communicate within the company?  
Who within the company is involved?  
How are the teams put together?  
Where do you find the points of contact with your customers?  
Where are your strengths and weaknesses?

# Concentrate on your strengths – but recognize your weaknesses



# Attain Relevant Information with a Structured Workflow

Audit Task

Preparation  
Creation of the survey matrix

Appointments  
Interview Partners

Interviews with

Management

Head of development

Head of sales

Other employees

Preparation of Results

Evaluation  
PowerPoint/Presentation

## What else you should know about us...

- For over twenty years, Interconnection Consulting has been applying its consulting and research expertise in the area of innovation management
- Our consultants all have long-standing experience in innovation management within the fields of international research and industry, and will gladly help you to create a holistic process for increasing your innovation output
- Speed is one of our core values: We optimize time to market and focus on customer value and needs by employing the latest methods
- Together with our business partners, we will also gladly advise you in the area of grant management



## Your investment costs:

**Audit**

€ 2,950

The audit includes analysis (preparation, interviews, analysis, review process) and the presentation of the results (5-10 slides).

Travel expenses outside of Vienna are not included.



# Selected References

„IC is a permanent partner of ours and provides helpful data for decisions.“ Mr. Bernd Blümmers

Director General, Saint-Gobain Solar Systems, Central Europe, Aachen, Germany



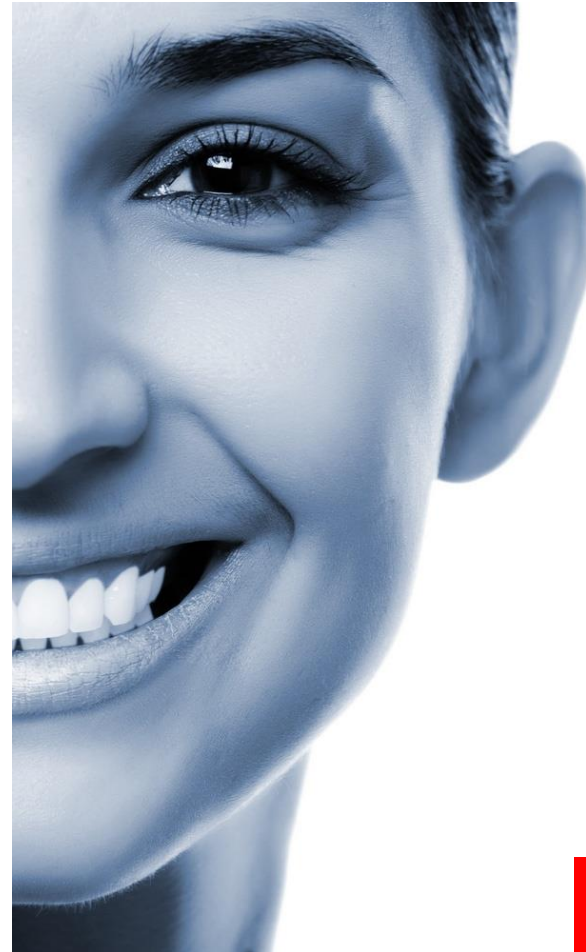
We're always glad to answer  
any questions you may have!

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