Do you need to understand and define well the novelty of your innovation? Would you like to be able to observe differently your market? Or you would like to find customers for your innovation?

This training aims at enabling you to explore and develop a new or the existing market for your innovative products/services, to know how to reach your customers, to learn what they really want so as to gain their confidence when your product is concerned, and develop the best way of entering into market.

The training is created for all of you, innovators, who would like to work actively and innovatively on creating market for your own innovation.

Target group

This training aims at small (innovative) enterprises which have developed innovative products/services/processes/software and they want to take them to market. The training is also created for small enterprises who would like to learn to observe their market innovatively and find customers for existing products/services.

Training content:

- Determining the type of innovation you have developed
- Exploring the existing/new market of customers
- Analyzing what kind of work should be performed for customers by your innovation
- Determining market size and market potential
- Comparing with direct/indirect competition
- What are you taking to market?

Benefits for your enterprise:

- You will learn to define what is the novelty of your innovation
- You will learn to listen to and understand your customers
- You will understand the role of innovative way of thinking when market is concerned
- You will improve you market and strategic abilities
- You will form the basis for further education in terms of strategic innovation of your own business
- You will get the material which you can use as a good reminder and a guide

Requested preknowledge:

- None. Within the training, we will develop the abovementioned topics step by step, according to the examples of your innovation.

The training represents the combination of lectures, discussions and practical exercises. You will be in a direct contact with the trainer and during the training, we will deal with your concrete problems and questions.

Materials: materials will be provided at the very training. You will also get the presentations via e-mail, after the training is completed.

Duration: 2 days, from 10 a.m. to 5 p.m.

Number of attendees: maximum 25