



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

Date: 07.02.2018

Time: 09:00-17:00

Location: Aula-Hauptsaal, Rechbauerstraße 12, Graz University of Technology

### Agenda

09:00-10:30	<b>Session I</b> <u>Introduction</u> : The importance of market research in the development process <ul style="list-style-type: none"><li>• Problems that arise from research conducted without knowing the market</li><li>• Where does IP need to be in order to be accepted by the market</li><li>• Introduction to methodology</li></ul>
10:30-10:45	<b>Break</b>
10:45-12:15	<b>Session II</b> <u>Go/ No Go and Market Analysis</u> : The first steps <ul style="list-style-type: none"><li>• Ideation - how to isolate IP and begin to plan</li><li>• Go/No-Go - the 3P process of identifying IP strength</li><li>• Market analysis - a primer to understanding the market</li></ul>
12:15-13:15	<b>Lunch</b>
13:15-14:45	<b>Session III</b> <u>Application Analysis and Market Strategy</u> : How to target specific applications in markets and plan for market entry <ul style="list-style-type: none"><li>• Applications - how to find them in a market</li><li>• Supply Chains and IP costing</li><li>• Market entry strategy - putting market research to work for planning</li></ul>
14:45-15:00	<b>Break</b>
15:00-17:00	<b>Session IV</b> <u>Go-To Market</u> : Understanding the importance of marketing and how to guide it <ul style="list-style-type: none"><li>• Market collateral - building an image</li><li>• Understanding investors</li></ul> <u>Conclusion and Questions</u>