

TRAINING ON INNOVATION

NOVEMBER 25TH- 27TH 2015, NAPLES - ITALY



INNOVATION MANAGEMENT Activities in Turkey

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25 November 2015, Naples

BUSINNOVA Consortium



- Consortium Partners
- Organised Industrial Zones
- University TTOs



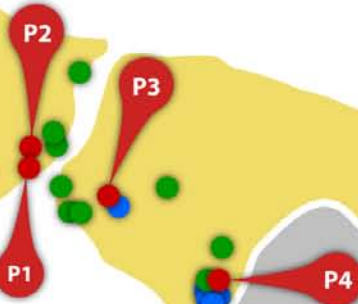
ISTANBUL

TR1

TR2

TR4

Sabancı Üniversitesi



Sabancı Üniversitesi

Enterprise Europe Network Services

Information Days

Company Visits

Brokerage Events

Tech Audits

Partner Search

IMP³ROVE

smE-MPOWER

KAM Services

COSME

EEN Services enhancing the competitiveness of SMEs
(all standard services, information, feedback,
general innovation support, etc.)

Services enhancing the **innovation capacity** of
SMEs, for potentially innovating SMEs

(innovation
brokerage;
IP services,
tech audit;
defining
projects
that might be
funded, etc.)

Horizon2020

Enhancing **innovation
management capacities**
(for 'innovating SMEs', independent of a
concrete project or of SME instrument)

**SME Instrument - Key
Account Management**
SME instrument phase 1+2
Services within a given SME
innovation project

Innovation strategy
development

Technology Audits



- **Assessment Tool:** Technology Capability Audit Tool (CAT), developed by Rush, Hobday and Bessant
- **Projects:**
 - Technopark Istanbul – 2014
 - 52 companies:
 - 12 Marine,
 - 16 Defense - Aeronautics,
 - 24 ICT
 - Gebze Industrial Zone Teknopark – 2015
 - 20 companies:
 - 10 Manufacturing,
 - 10 ICT

H2020 INNOVIST Project



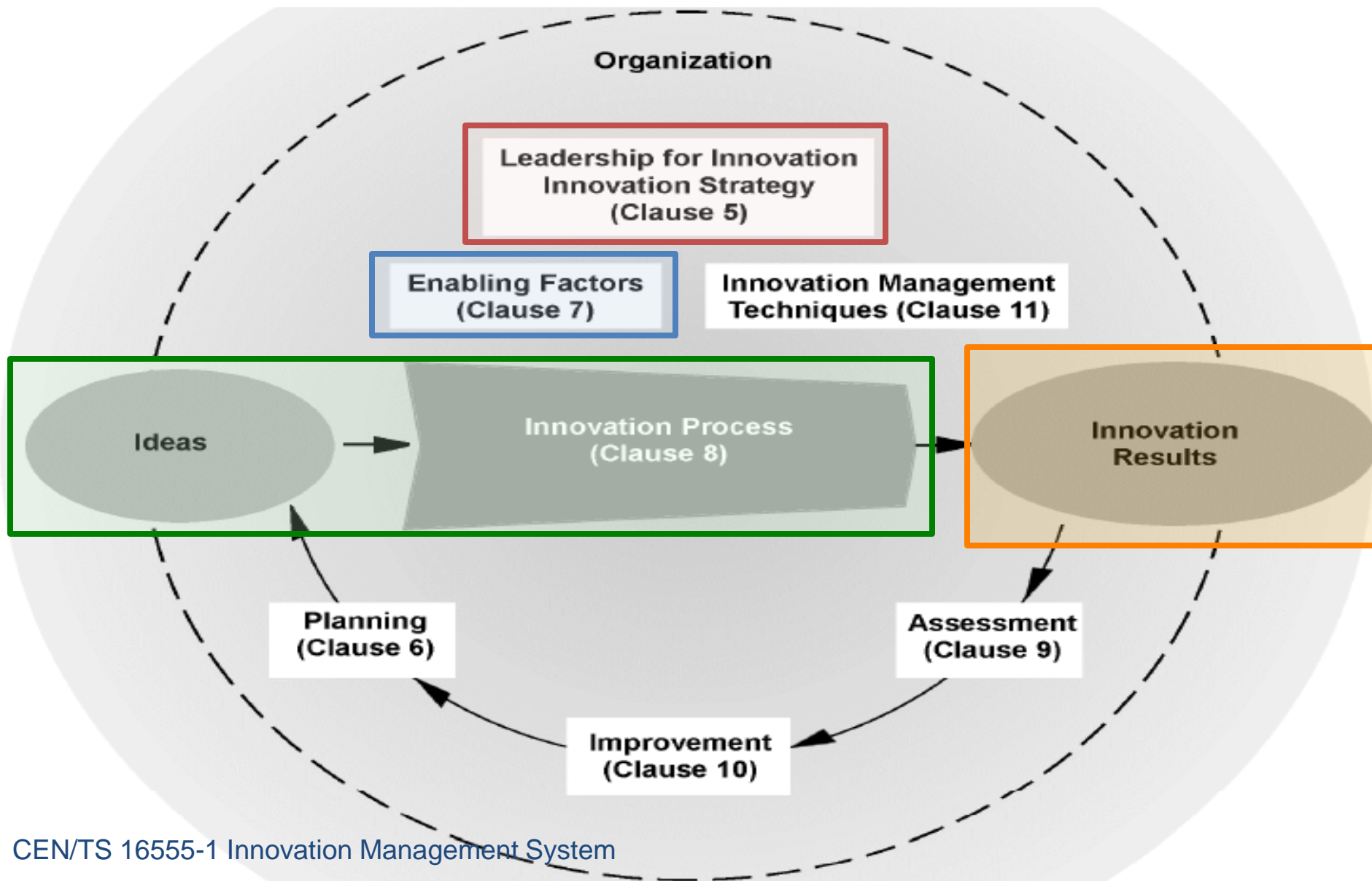
- **Duration: 2 years**
 - (01.01.2015 - 31.12.2016)
- **Regional coverage : Istanbul**
 - There are 11 consortiums in Turkey.
- **Assessment Tools: IMP³rove and smE-MPOWER**
- **Number of services: 100 SMEs**
 - SME Instrument beneficiaries (10 - 15) (smE-MPOWER)
 - SMEs in Istanbul (85 - 90) (IMP³rove or smE-MPOWER)

TUBITAK Mentorship Project

- Aim of the project: Training of mentors who will help the start-ups funded by TUBITAK
- Duration: **1 year**
 - (01.10.2015 - 30.09.2016)
- Regional coverage : **Istanbul**
 - 80 SMEs will be assessed.
- Assessment Tools: smE-MPOWER and a new tool (as PhD thesis)

INNOVATION MANAGEMENT (IM) SYSTEM & IM CAPABILITY ASSESSMENT

Innovation Management System



Innovation Strategy

- Innovation strategy
 - Part of the business strategy
 - Environmental uncertainty (technology, market, competitors)
 - Contribution of different units
 - Written and visible
- Leadership
 - Commitment of top management
 - Resources and time



More than
70% of
companies
don't have an
innovation
strategy.
(IMP³rove)

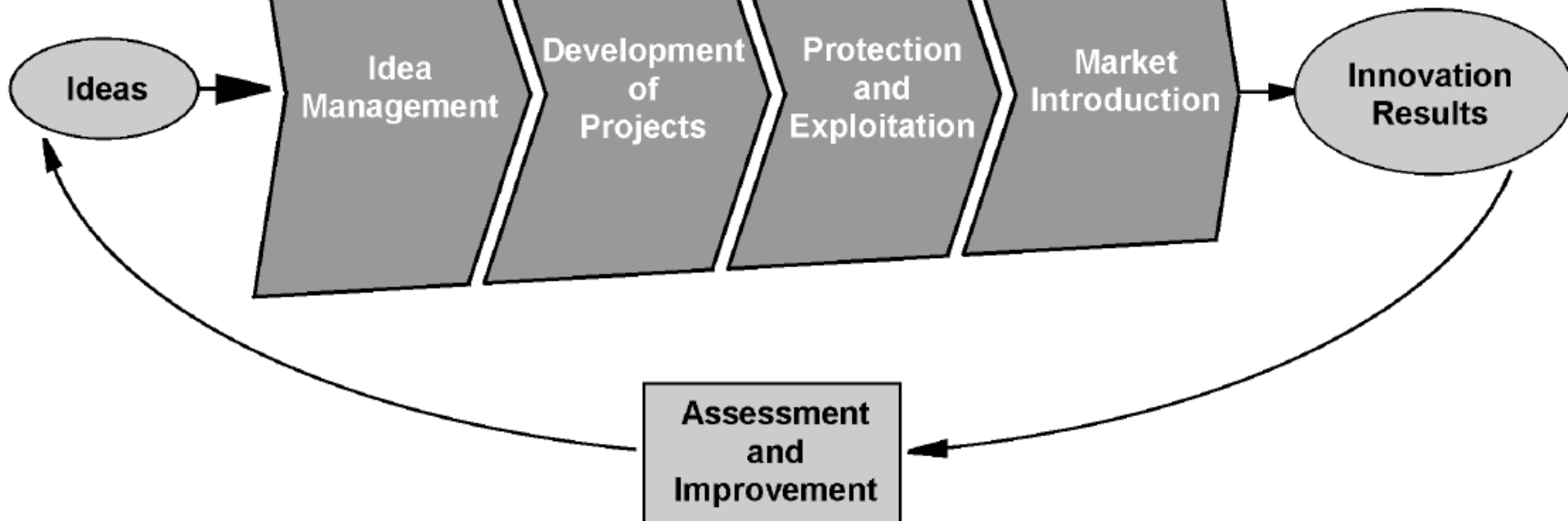
Enablers (Innovation Inputs)

- Resources
- Innovation culture
- Collaboration
- Organizational structure
- Learning
- Core competences
- Protection

Innovation Process

Open
innovation

Crowdsourcing

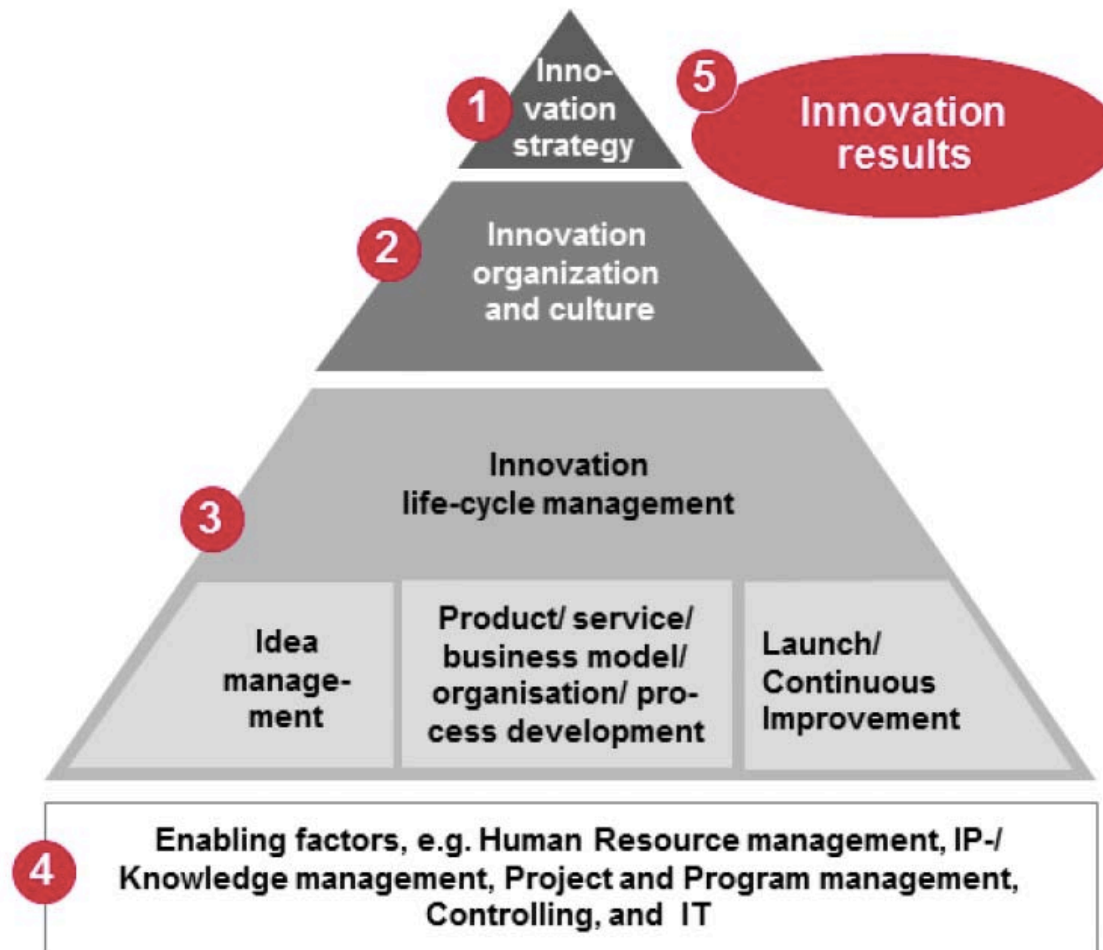


Innovation Results

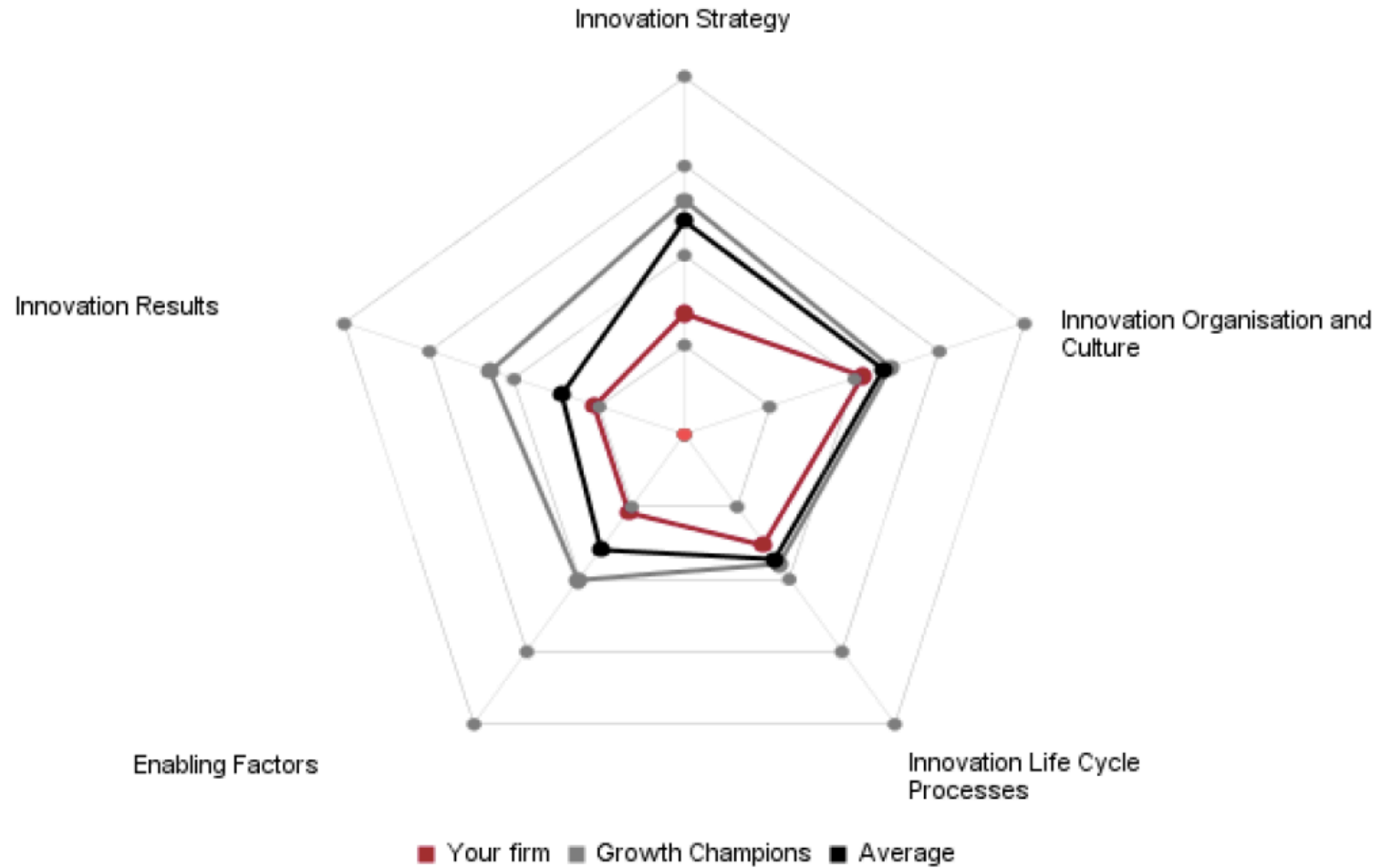
- Firm Performance
 - Sales rate
 - Market share
 - Income from innovative product (or product group)

- Innovation Performance (individual innovation or a group of innovations)
 - Customer satisfaction
 - Technical performance
 - Process performance

IMP³rove's Innovation House

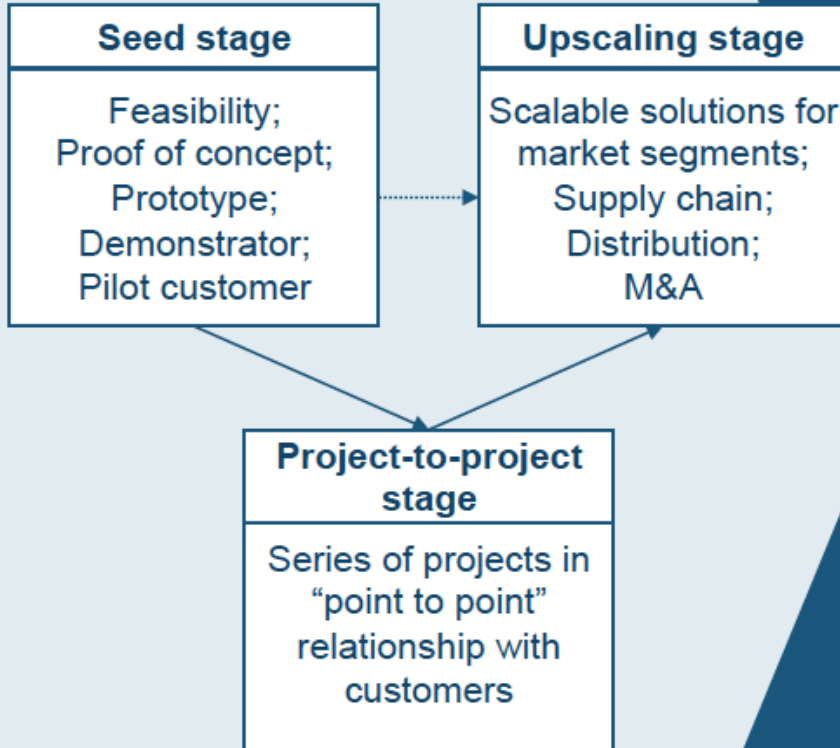


IMP³rove

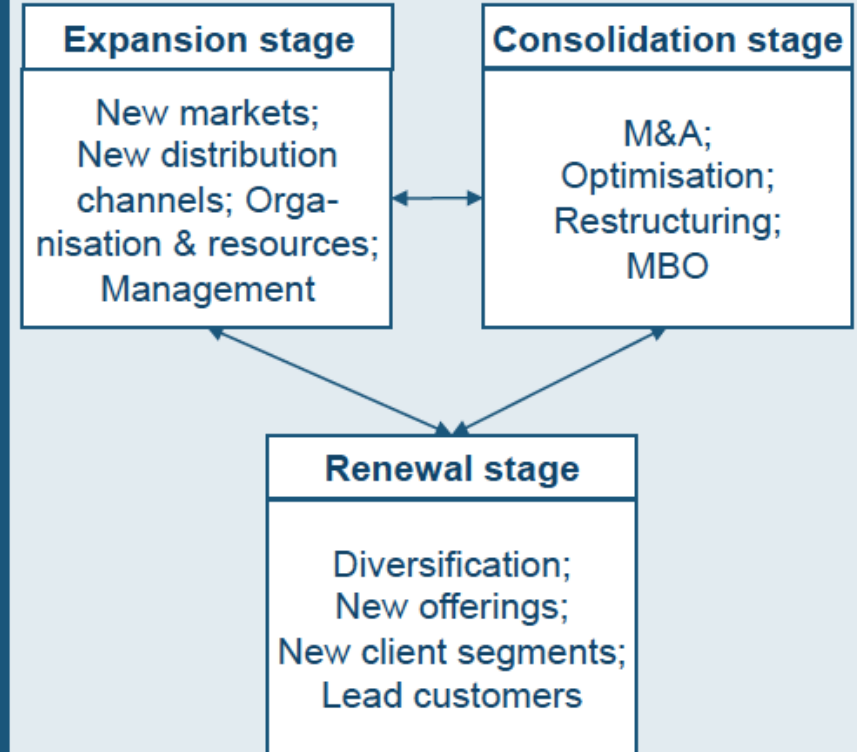


smE-MPOWER Life Cycle Model

Pre-industrialized firms



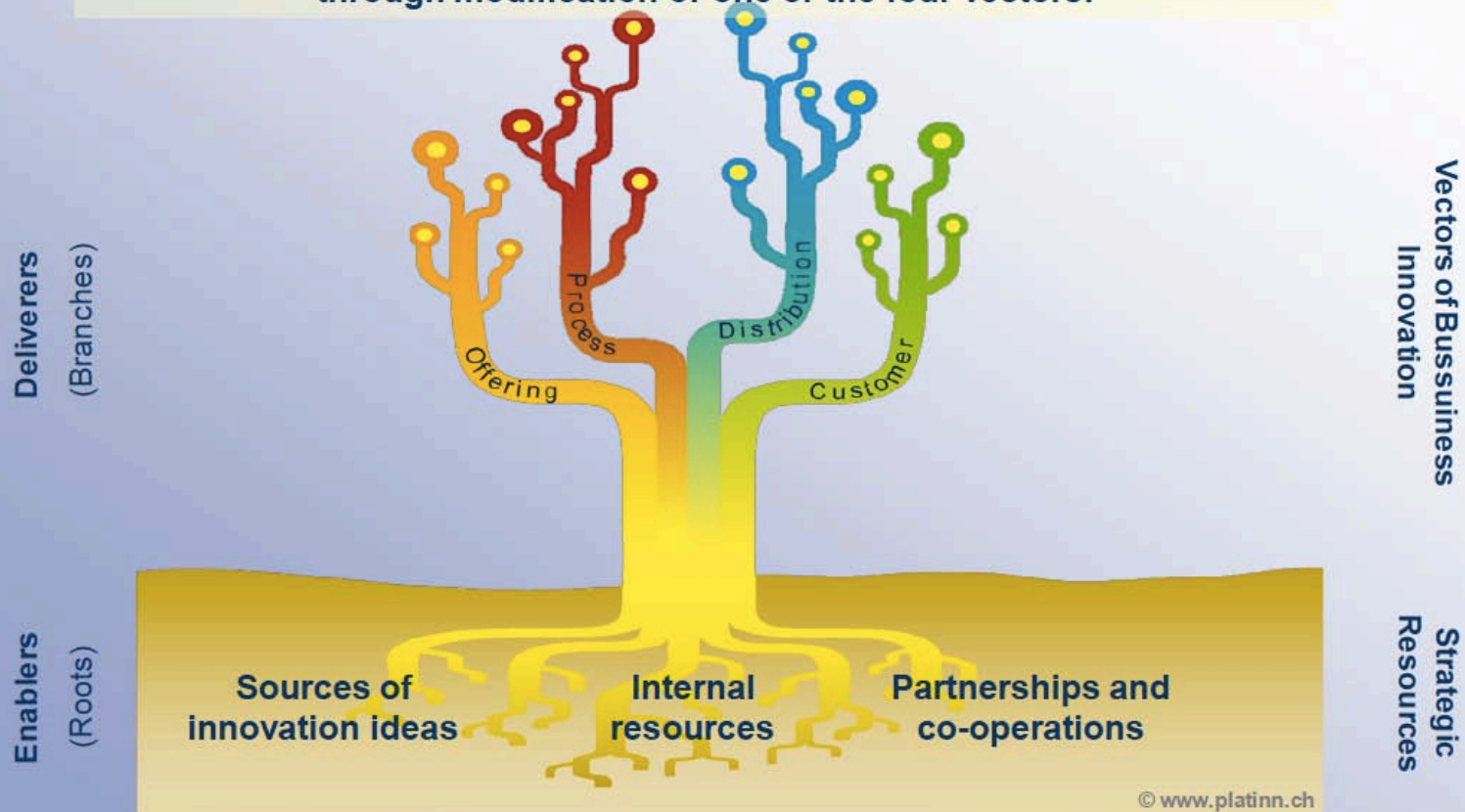
Industrialized firms



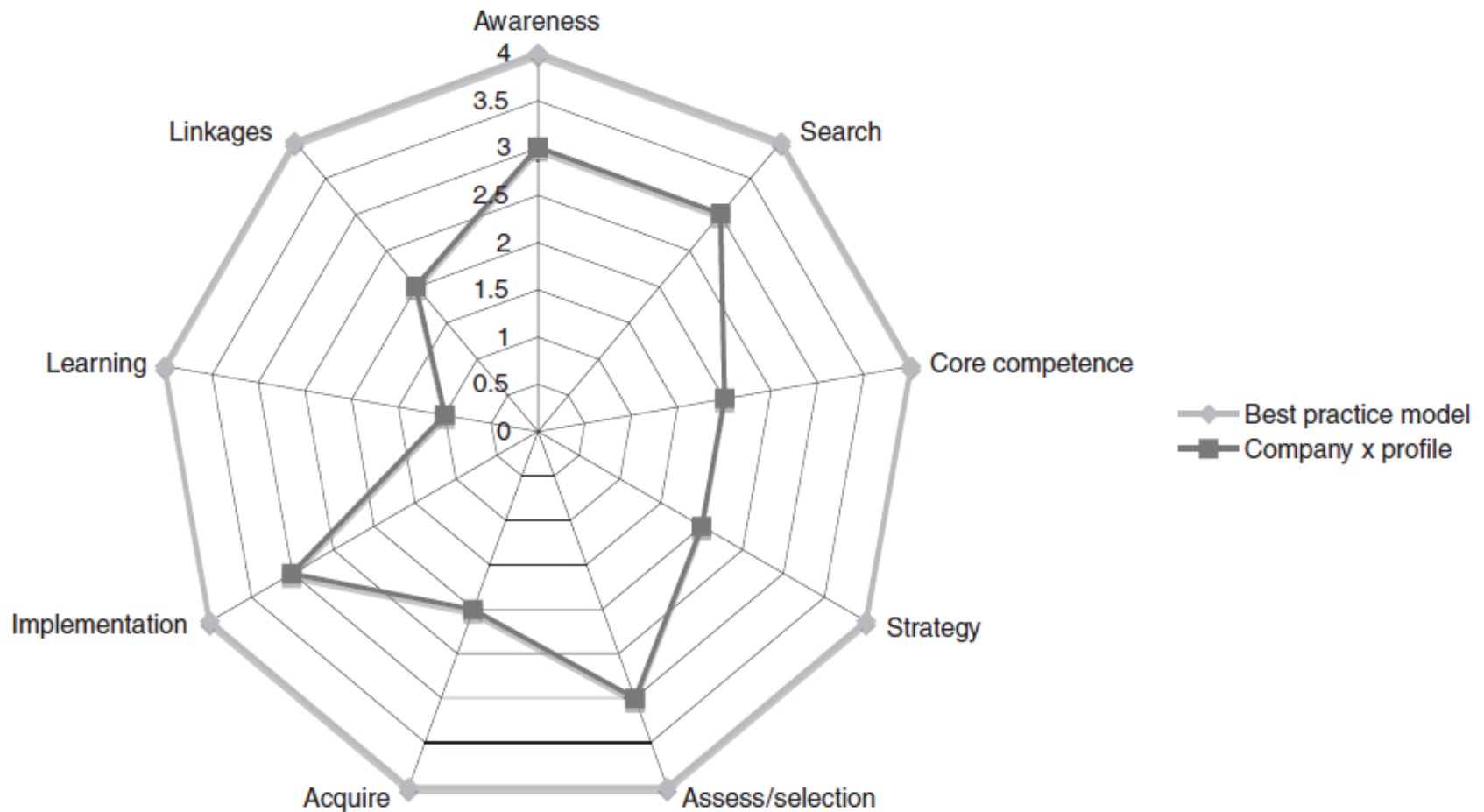
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smE-MPOWER

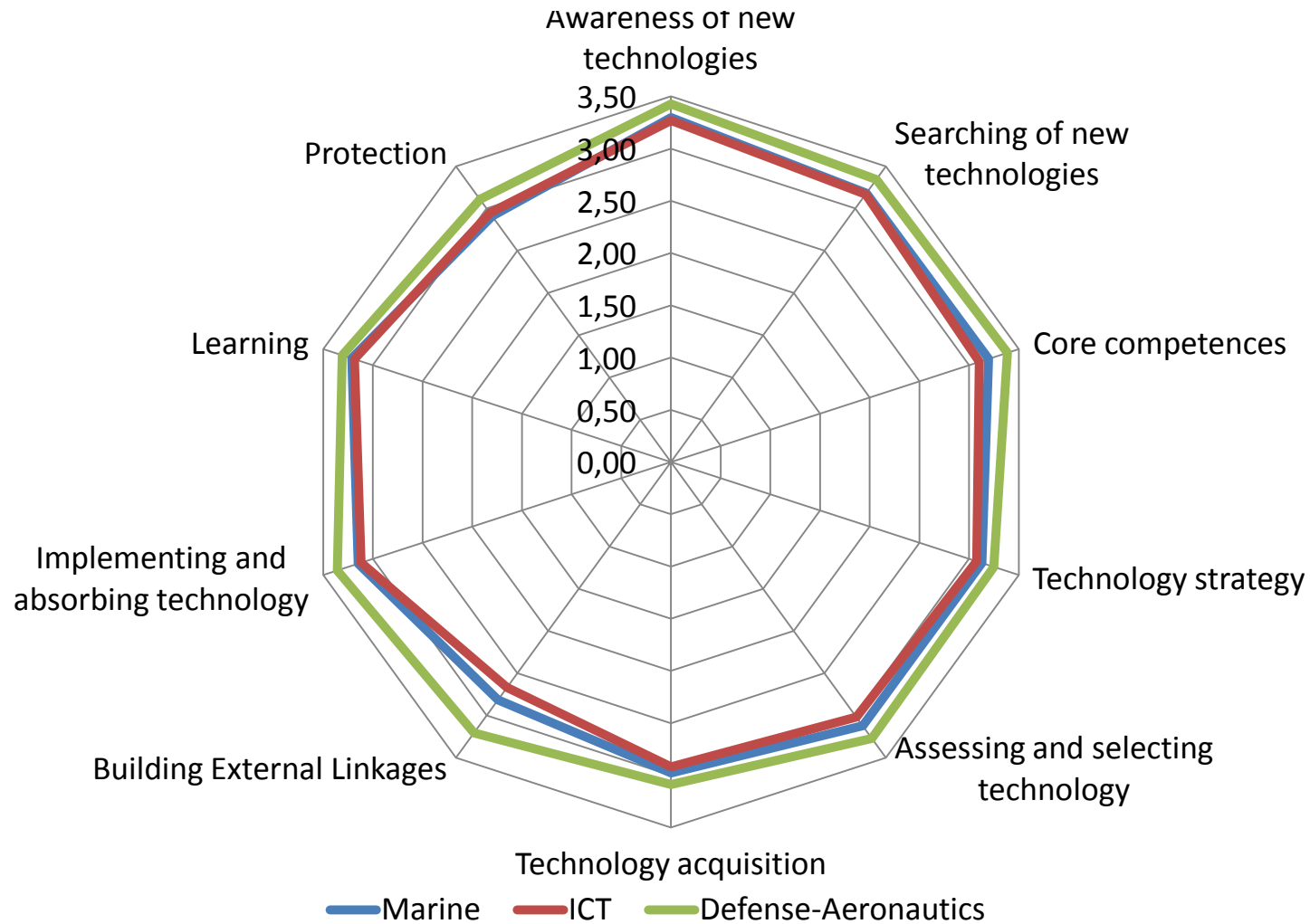
Business Innovation:
Creation of significant added value for the customer and the company
through modification of one of the four vectors:



Technology Capability Audit Tool (CAT)



Technopark Istanbul Report



Thank you...