



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

09:00-10:30	Session I <u>Introduction:</u> The importance of market research in the development process <ul style="list-style-type: none">• 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 <u>Go/ No Go and Market Analysis:</u> The first steps <ul style="list-style-type: none">• 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 <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">• 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 <u>Go-To Market:</u> Understanding the importance of marketing and how to guide it <ul style="list-style-type: none">• Market collateral - building an image• Understanding investors <u>Conclusion and Questions</u>