

Innovation: not a buzzword, but your competitive advantage



As an entrepreneur, you know by experience that competition has no frontiers, no resting periods. Fighting competition by lowering the price of your products or services is not a sustainable path.

The efforts your company spent – via financial investments and human talents - to come up with a new product, process, business and/or organizational models need a structured strategy and approach to get the most out of them over the long term. This way you will ensure as well that your company will have a solid basis to overcome potential crisis, supply chain disruptions, economic difficulties, skills' shortage in a complex world.

Innovation has therefore a role to play in this perspective, it's not just a buzzword: if well implemented and managed, innovation helps to raise a company's profitability and competitiveness. Higher innovation in a company leads to quicker profit generation.

And effective innovation management can support all the phases of the innovation process:

- ✓ idea generation & selection,
- ✓ leadership/management skills,
- ✓ cooperation with R&D partners, cfc
- ✓ clients,
- ✓ suppliers, and
- ✓ the innovation result.

Our innovation management services

Your Network Innovation Advisors can help you turn your innovative products / services into even greater commercial success! In the framework of Enterprise Europe Brussels' mission, the Innovation Advisors run - on a yearly basis - an innovation programme dedicated to a limited number of selected SMEs.



What's in for your SME?

A coaching service pack of 5 days which includes:

1. A dedicated, experienced Network innovation advisor.
2. An initial diagnosis (assessment) of the current innovation state-of-the-art in your company.
3. The release of a manageable number of recommendations around the innovation strategy, the product life cycle, the ideas' management, the facilitating factors, the culture & the organization etc... to implement and accelerate your growth.
4. A two-ways commitment on an action plan to put in practice the selected recommendations (the implementation phase).
5. A personalized follow-up over time (between 6 months and 1 year depending on needs) which may include the call to a pool of experts by the Network Innovation Advisors.

Eligibility criteria

- ✓ SMEs based in Brussels.
- ✓ At least 5 employees on the payroll.
- ✓ Have products and/or services on the market for more than 2 years.
- ✓ Have an international capacity & ambition to work with foreign clients / partners.

Will your SME be in this elite



Contact us **FREE OF CHARGE**

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