

"Begin with the end in mind"

Steven Covey, author of
Seven Habits of Highly
Effective People

INVITATION TO ATTEND A WORKSHOP ON

STRATEGY DRIVEN INNOVATION

- *Making business sense of innovation*



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Presenter: Stephan Lamprecht is an industrial engineer, consulting in the management of innovation and commercialisation.

Consulting assignments involve the growth and proliferation of high-tech start-up enterprises.

He formerly ran the Technology Top 100 Awards Programme - South Africa's premier business excellence awards programme celebrating innovation - and was mandated to do so by the Department of Science and Technology.

Stephan is the current president of the South African chapter of the Licensing Executives Society International, a not-for-profit association for people with an interest in the licensing of intellectual property and technology transfer.

Purpose of the workshop

Innovation is a series of fragmented processes. To enhance innovation output, stakeholders driving such processes need to understand the systemic nature of innovation and recognise the principal drivers of innovation output. This workshop positions innovation in the **context of the business of innovation output - the market for products and services**. It explains the **systemic nature of innovation** and instils an understanding of the route from ideas, to products and services. It covers the essentials of business strategy, market dynamics and elements of supply and demand. **It will teach you to see innovation as a system, and help you to define and understand your role in achieving successful commercialisation within this system.**

Why should you attend?

This workshop was specifically developed for innovation support professionals with technical or science backgrounds, and who don't have previous business training or commercial experience. It will impart a fundamental understanding of different business models, their respective innovation strategies, define the role of business strategy, and demonstrate the relationship between business strategy and innovation management.

Who should attend?

The content has been tailored to speak to the needs of the following professionals with interests in innovation:

- Legal advisors and intellectual property attorneys
- Technology transfer officers
- Contract management personnel at universities and science councils
- Public funding agencies investing in innovation or high-tech entrepreneurial activities
- High-tech incubators and SME support entities.

Attending this two-day workshop will give you the basic business understanding you need to function as an effective and sustainable innovation manager or advisor, and will empower you to provide practical and useful advice to your clients.

Innovation is a systemic process of introducing new ideas to the market. It is demand for products, services, new business models and innovative solutions to everyday problems that fundamentally drives innovation.

A basic understanding of what determines and steers the market for products and services is vital for anyone supporting and servicing innovators.

DAY ONE: PART ONE - BUSINESS STRATEGY (08:30 TO 16:30)

1. How do businesses function: the philosophy of business, business objectives and different strategic approaches.
2. Different organisational models and the unique business objectives of start-ups, universities, corporates, NGO's, and public enterprises.
3. Understanding market forces and elements of supply and demand:
 - a. Competitive advantage versus market qualifiers.
 - b. Market pull versus technology push.
 - c. The innovation life cycle and the S-curve view.
4. Intro to business supply chains, processes and systems.

DAY TWO: PART TWO – INNOVATION STRATEGY (08:30 TO 12:00)

1. What is innovation and what is its role in any organisation's business strategy?
2. Who owns whom: Business strategy versus innovation strategy.
3. Innovation fundamentals:
 - a. The four phases of the innovation life cycle.
 - b. Turning knowledge and intangibles into assets.
 - c. Intellectual assets: what are they?
4. Intellectual asset management as part of the innovation and business strategy context.

DAY TWO: PART THREE – BUSINESS STRATEGY VERSUS INNOVATION STRATEGY (12:00 TO 15:00)

1. A model for strategy driven innovation.
2. Innovation in South Africa: understanding the national context.
3. Global innovation: understanding the international context of innovation.
4. Future trends in business and innovation.

THROUGHOUT – CASE STUDIES, GUEST SPEAKER AND EXERCISES INCORPORATED INTO THE PROGRAMME

1. Defining business strategy for different entities: start-ups, growing SME's, universities, public enterprises and corporate institutions.
2. Aligning innovation strategy based on different market inputs.
3. Aligning innovation strategy with business strategy.

COSTS

R 2,800.00 per person, excluding VAT.

Group discounts (three or more representatives from one organisation) available on request.

The number of attendees is limited to ensure intimate discussions and knowledge dissemination.

REGISTRATION AND CONFIRMATION

To register, reply to this email and include (1) your name, (2) organisation, (3) full contact details and invoice requirements:(4)entity to invoice, (5) VAT registration number of entity and (6) full address.

Registration for attendance only confirmed on receipt of payment confirmation **NO LATER THAN SEVEN DAYS PRIOR TO THE DATE OF THE WORKSHOP YOU WANT TO ATTEND.**

PAYMENT

Account: Venture Solutions (VAT No. 429 019 6627)
Standard Bank Centurion
Account Number: 410 4022 57
Branch Code: 012 645
Proof of payment to be e-mailed to payments@venturesolutions.co.za

HANDOUTS AND RECOGNITION

Each participant will receive a course guide book as well as a certificate of attendance.

ABOUT VENTURE SOLUTIONS

Venture Solutions is an innovation management and commercialisation consultancy.

The focus is developing high-tech start-ups. Know-how and methodologies target issues pertaining to the commercialisation of new technologies, leveraging intellectual assets for business profits, and structuring start-up businesses for sustainable growth. This last component involves the positioning of enterprises for external funding and raising outside investment.

FOR MORE INFORMATION

info@venturesolutions.co.za

This is not a workshop on innovation, but a workshop on understanding the business of innovation, enhancing your ability to successfully commercialise new ideas and research - to increase innovation output.