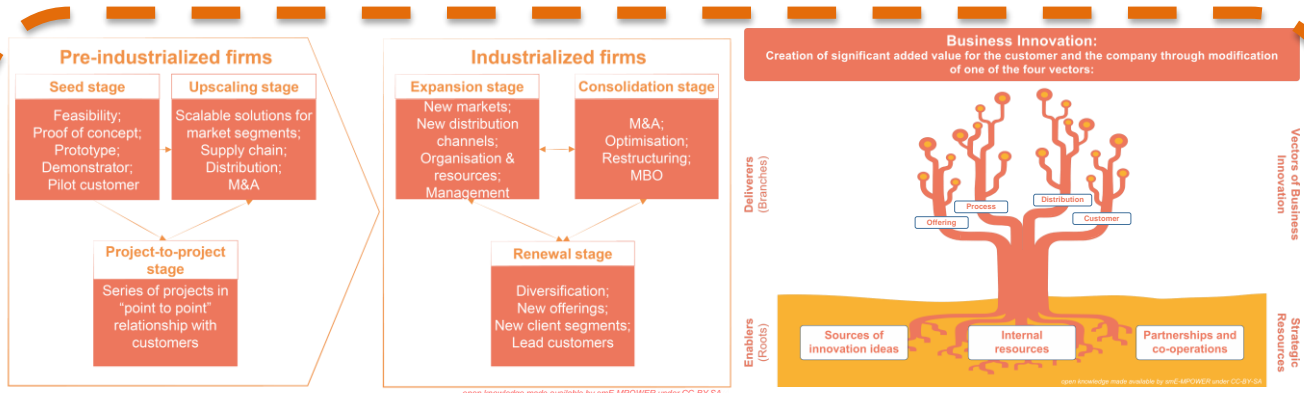


The SME Instrument coaching scheme...

...starts with the real needs of SMEs



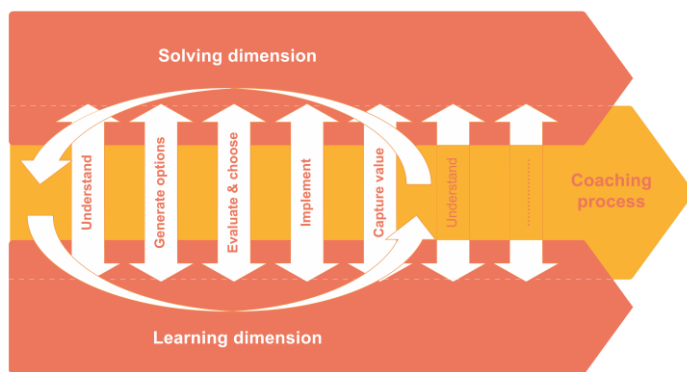
The Life Cycle Model:
Locating SME business challenges in the context of its company life cycle

The Business Innovation Tree:
A holistic approach to mid-term business innovation and long-term resource strategy

...offers professionalism in business innovation coaching

Coaching mission:

"The business innovation coaching mission is to empower SMEs in their efforts and challenges towards successful commercialisation of their innovation. This goes hand in hand with the reinforcement of the company's capability in alignment with the changing requirements in the different life cycle stages. This includes aspects such as strategy, organisation, management, financing, resource development etc."



...provides a multi-stakeholder network organization operating jointly on the basis of a shared workflow

BUSINESS CASE



COACHING ACTIVITIES

