

# INNOVATION PROGRAM PROJECT FORM

## Innovation Program Project Proposal Form

### A. Company Details

Company Name XXX

Contact Person XXX

Meeting Participants XXX

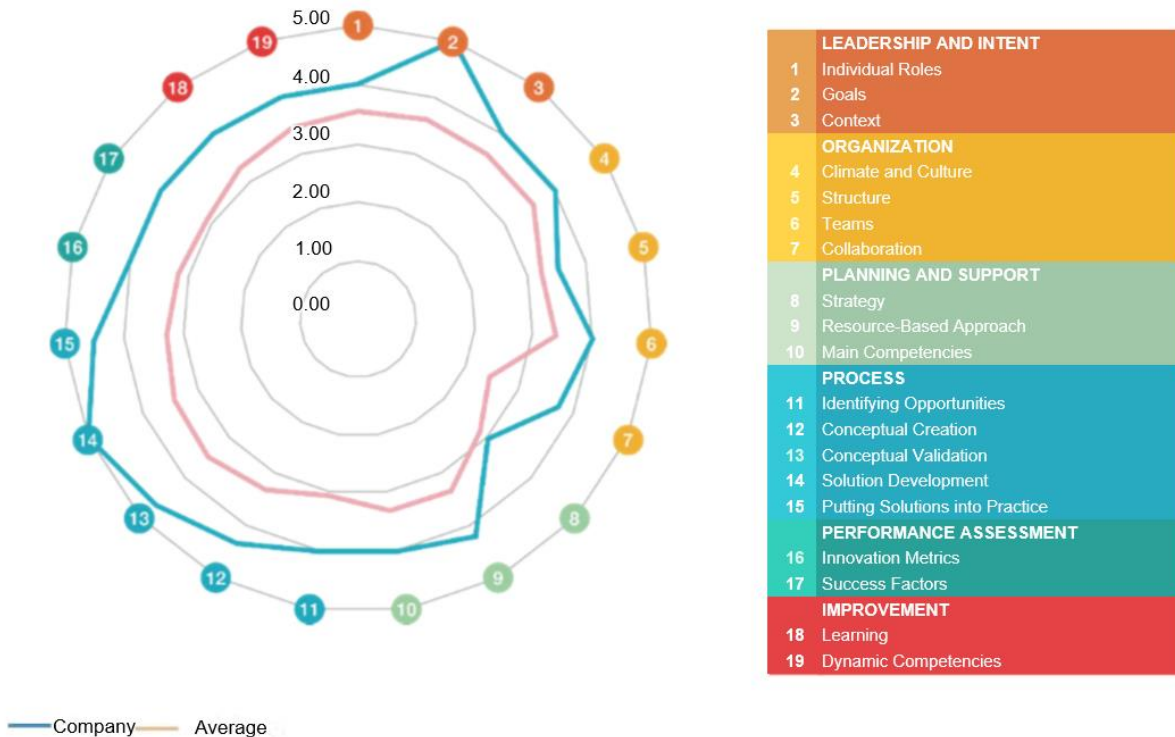
### B. Innovation Management Capacity Assessment Report Findings

The Innovation Management Capacity Assessment Report prepared for the company **XXX** resulted in the following findings regarding the innovation capacity of the company:

- The company's overall innovation management score was 4.05. The overall innovation management score average of the 27 companies participating in the program is 3.17.
- With this score, the company was awarded the **"iMAGE Platinum"** label in terms of its innovation management capacity.
- The company's innovation management capacity is fairly evenly distributed across six main axes.
- The company received a full score of 5 out of 5 in the "Goals" dimension under the "Leadership and Intent" axis, and in the "Solution Development" dimension under the "Process" axis.
- Again under the "Process" axis, your company scored 4.5 in the "Conceptual Creation", "Conceptual Validation" and "Putting Solutions into Practice" dimensions, performing above average.
- However, the company performed below its average in the "Strategy", "Organizational Structure" and "Collaboration" dimensions.



- According to the results of the analysis, the company performed better in all sub-dimensions of innovation management compared to the average of the 27 companies participating in the project. Accordingly, the company scored 5 out of 5 in the Goals and Solution Development dimensions, while it scored 4.5 points in the Conceptual Creation, Conceptual Validation, and Putting Solutions into Practice dimensions under innovation processes and 4.2 points, above its own average (4.05), in the Resource-Based Approach section. On the other hand, its innovation capacity in the Strategy, Organizational Structure, and Collaboration sections corresponded to the lowest score below its own average.
- It has a maturity level near its own average in the remaining dimensions, such as the Individual Roles and Context dimensions related to leadership, the Climate and Culture and Teams dimensions that make up organizational structure, the Main Capacities section that represents planning, the Identifying Opportunities section under the innovation process, and the Performance Assessment (Innovation Metrics, Success Factors) and Improvement (Learning and Dynamic Capacities) dimensions. In general, the company's each innovation capacity has a fairly balanced distribution.



## C. Project Details

**Project Name** ...

**Project Duration** : 12 Months

**Justification of the Project:** *(Indicate the relevance of the project to your company's strategic goals and priorities and which issues and problems it will help solve)*

**General Objective:** Increasing the Company's Competitiveness

**Exclusive Objective:** Improving the Innovation Management Capacity

**Anticipated Outcomes:**  
1. Developing capacities in the field of innovation management  
2. Identifying strategic priorities

**Activities :** *(Please specify the details of the activity in the description section of each sub-activity)*

### 1.1 Receiving training in innovation management

1.1.1 Receiving the advanced innovation management training

**Remarks :**

*(Please write down your suggestions regarding the areas that you think should be focused on in the field of innovation management in your company, the constraints regarding the training process and the training method.)*

### 1.2 Receiving training and consultancy on innovation in areas open to improvement

1.2.1 Developing product-independent innovative collaborations

**Remarks :**

*(Please write down your company-specific approaches regarding the production processes and concrete collaborations that you intend to develop independently of the product you produce.)*

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## 1.2.2 Developing a climate and culture of innovation

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### Remarks :

*(Please write down the aspects that should be particularly prioritized and the necessary explanations regarding the methods in order to cultivate climate and culture of innovation in your company.)*

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## 1.3 Increasing project development capacity

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### 1.3.1 Horizon Europe project development

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### Remarks :

*(Please write down your company's expectations about project design and implementation.)*

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## 2.1 Performing market positioning efforts

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### 2.1.1 Performing a foresight analysis and mapping out a technology road map

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### Remarks :

*(Foresight is a type of analysis that enables companies to better respond to emerging risks and opportunities. The technology road map, on the other hand, determines the strategy to be followed by the company regarding the risks and opportunities determined within the framework of the foresight analysis. In this context, please write down your company's expectations within the framework of these projects.)*

*(Aspects considered in the project development meeting: Creation of technology radar; identification of sectors, and promising and non-promising products; market segmentation.)*

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## 2.2 Positioning innovation management in company strategy

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### 2.2.1 Preparation of an innovative transformation strategy

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#### Remarks :

*(Please specify the points that need special attention during the development of your company's innovative transformation strategy.)*

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## D. Qualities of the Project Personnel

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### 1.Education

#### 1.1. Minimum Requirements

Have a bachelor's degree in business administration, economics, statistics, social sciences, science or engineering

#### 1.2. Desirable Qualities:

- Have a master's degree in business administration, economics, statistics, social sciences or engineering
- Academic publications in fields such as entrepreneurship, R&D and innovation, clustering

### 2.Experience

#### 2.1. Minimum Requirements

- At least 5 years of professional work experience
- At least 2 years of experience in project development, writing and management
- 3 years of experience in R&D, innovation, entrepreneurship and clustering within the industry or in a collaborative structure

#### 2.2. Desirable Qualities

- Project management experience in areas such as entrepreneurship, clustering, innovativeness
  - Consultancy, training and mentoring experience in the fields of entrepreneurship, R&D and innovation
  - Project preparation and management experience for financial support programs such as KOSGEB, TÜBİTAK, Horizon2020 (FP7) and COSME
  - Familiarity with strategy, finance and commercial operations
  - Preferably, work experience in Development Agencies, Technology Transfer Offices and Technoparks
  - Ability to use qualitative and quantitative data analysis software
  - 3 years of experience in data analysis and visualization
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### **3. Competencies and Skills**

#### **3.1. Minimum Requirements**

- Advanced English writing, reading and speaking skills
- Ability to draft detailed technical and financial reports

#### **3.2 Desirable Qualities**

- Writing, reading and speaking skills in a second foreign language
  - Creative or academic writing experience
  - An innovative, analytical and solution-oriented personality
  - Cross-border training or work experience on similar subjects
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