

Objective: To know how to explain novelty of developed innovation, listen and understand customers, conduct market and competition research and see market in different way.

Key Competences: Planning, creating, conducting, and using marketing strategy effectively.

Indicative Needs / Tasks: Understanding market in innovative way.

Target Group: Managers of (innovative) businesses, innovative teams

Outcomes: Upon completion of the training each person will be able to:

- understand and define well the novelty of innovation;
- be able to observe differently market;
- find customers for innovation;
- know how to reach customers;
- be able to understand and listen customers;
- learn what they really want so as to gain their confidence;
- explore and develop a new or the existing market for innovative products/services and
- develop the best way of entering into market.

Indicative Content:

- Determining the type of innovation you have developed
- Research existing / new market of customers
- Research the customer's job your innovation should solve
- Determination of market size and market potential
- Comparison with direct / indirect competitors
- What are you taking to market?

□ **Duration:** 2 days (from 10 am till 5 pm)

Language: Serbian, English

Keywords: Innovation Types, Market Research, Job to Be Done, Competition Research, Marketing Strategy.

Contact details: info@helponestopshop.com

web: www.unescochair.uns.ac.rs , www.tempus-help.uns.ac.rs