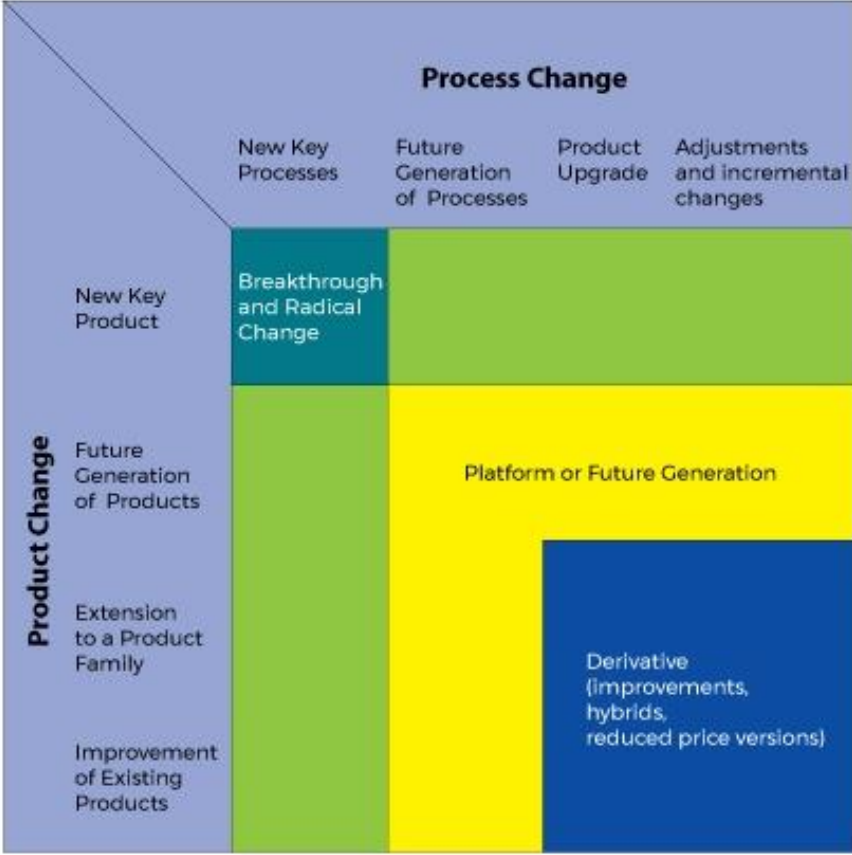


INNOSTRATEGY (Innovative strategic web-tool)

BCM NAME	COMPANY NAME	STRATEGY BRIEF DESCRIPTION
MARKET PULL	DEVELOPMENT GOALS	AGREGATE PLAN OF PROJECTS
<ol style="list-style-type: none"> 1. Which products will be offered (width and depth of the production line)? 2. Which will be the target buyers (the boundaries of the market segment to be served)? 3. How the products will reach those buyers (which distribution channels will be used)? 4. Why buyers will give preference to our products in terms of the competing products (recognizable attributes and values)? 	<p>Development Goals need to be SMART:</p> <p>Sustainable</p> <p>Measurable</p> <p>Achievable</p> <p>Realistic</p> <p>Time bound</p>	<p>There are 5 types of development projects:</p> <ol style="list-style-type: none"> 1. Research and development / advanced development projects 2. Joint or partner projects 3. Incremental or derivative projects 4. Reversal projects or radical projects 5. Platform projects or projects of the next generation <p>Research and Development</p> 
TECHNOLOGICAL PUSH		
<ol style="list-style-type: none"> 1. What is the focus of the technological development of the company? 2. Which technologies are critical for the competitive advantage of the company? 		