

MANAGEMENT OF INNOVATION - A.Y. 2023/24
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GROUP WORK INSTRUCTIONS

1. AIM, EXPECTED OUTPUTS, DEADLINES, EVALUATION CRITERIA

Each group will be associated to a start-up met at the Polo Tecnologico of Pordenone and will start collecting information about the company, its business, its innovation strategies, etc. Both secondary (websites, magazines, newspapers' articles, blogs, etc.) and primary sources (interviews with managers) can be used. Interviews must be agreed with Prof. Bortoluzzi. Information will be then sorted out as described in the "Structure of the Report" section and put in a final report. A Power Point presentation will be prepared as well.

The main aim of the Work Group is to use appropriately the concepts and the theories explained in class.

The expected outputs consist in:

- a Power Point presentation (no limits to the number of slides; 5 minutes maximum for the presentation)
- a Report in Microsoft Word or in .pdf format (12 pages maximum, cover and bibliography not included)

The deadline is Dec 17th 2023 for both the outputs

The evaluation criteria used by the lecturer will be the following:

- *variety and reliability of the sources used (25%)*
- *depth and sharpness of the analysis (25%)*
- *the ability to use correctly terms and concepts explained in class (25%)*
- *overall quality and consistency of the report and of the presentation (25%)*

Always cite your sources. Anti-plagiarism software (TurnItIn®) will be used to check all the assignments.

2. STRUCTURE OF THE REPORT

2.1. INTRODUCTION TO THE COMPANY AND ITS BUSINESS

Describe the business of the company:

- provide a short description/history of the company
- describe the main businesses/products of the company
- identify the geographical markets where the company operates

- provide some financials (revenues / net incomes) of the last 3 years, if available.
Use tables and charts to present data.

2.2. INNOVATION STRATEGY and TRENDS

Identify and discuss what makes the start-up innovative. To do that, use “The 12 sides of innovation” model. If the company is multi-business or multi-brand, choose the business/brand standing out for superior innovation performances.

It's not necessary to comment on all the 12 sides. Choose the most relevant ones to explain why the company is so successful.

Then, explain whether and to what extent the following concepts apply to the company:

- radical innovation
- discontinuous innovation
- disruptive innovation
- architectural innovation

Consider all the potential effects of radical, discontinuous, disruptive, architectural innovations:

- if the concept is important to support the competitive advantage of the company, explain why;
- if the company's competitive advantage is threatened by one of such trends, explain why and what/who is threatening the company;
- if the concept is not relevant at all, explain why it is so.

2.3. BUSINESS MODEL

Try to schematize the business model of the firm using the framework introduced in class.

Hence, find information about:

- The market segment(s) served by the company
- The “value for money” factor
- The key attributes of the offering
- The value system to deliver that offering
- The revenue streams (ways for getting paid)
- The value network and the external conditions needed to sustain the model

If you don't find any information on a specific topic, simply say it. Do not invent.

4. CONCLUSIONS

Summarize your main achievements here.

3. STRUCTURE OF THE POWER POINT PRESENTATION

The structure is free. It is suggested to follow the same (or similar) structure used for the report. Images, Videos, Live performances (acting) can be used freely. Originality will be rewarded, as well as precision and consistency. Just remember to stay in the time allotted...

FINAL REMARKS

Be precise, be professional. Check every detail of your report before submitting it through email. Make your report outstanding from a formal point of view.

PRESENTATION OF YOUR REPORTS – DEC 20th 2023 IN CLASS