

Turn unused technologies and product ideas into new business opportunities.

You are invited to attend a Seminar
presenting a

New Irish Business Development Method

aimed at the medium to large sized firms
at the Nimbus Centre in Cork Institute of Technology
from **1-3pm** on the **5th September, 2013**.

New Irish Business Development Method

Firms are under increasing competitive pressure to deliver new revenue streams. To do this, they must exploit existing and new technology and product ideas and convert them into new products and services.

The seminar will present the CASPEAr® model of corporate new product development. This model was developed in a recent study of how the most successful Irish-based firms have developed new corporate revenues from new-to-the-world products and services.

Seminar Benefits

The Seminar is being organised under the INTERREG IVB North West Europe TESLA project; and will explain how firms can:

- develop and plan long term strategic goals for the firm, as a single company or as a subsidiary in a MNC;
- structure early-stage, fuzzy commercial ideas into testable opportunities;
- investigate the commercial opportunity of unused technology and product ideas;
- convert new potentially commercial opportunities into corporate revenue streams;
- explore external opportunities that may be important to the firm, without risk;
- create a learning organisation that motivates key staff and seizes new opportunities.

Informal meetings to discuss the CASPEAr® business development model and the follow on Workshops are welcomed after the formal conclusion of the Seminar.

Registration

Firms may nominate multiple participants to attend the seminar. For more information or to register, please contact:

Iseult O'Connor at (021) 4335094 or by email at iseult.oconnor@cit.ie.

Please include the names of those wishing to attend and their contact details.

Workshops

Following the seminar, Workshops will be organised during October/November for those wishing to develop, or to investigate developing, new products.

The workshops will be focused, hands-on and practical, aimed at actually defining an early-stage new product and planning its commercial delivery.

Seminar participants will be invited to suggest topics for the Workshop.

TESLA

TESLA is a transnational innovation support project involving eight partners from six EU Member States. The overall objective of the project is to support the establishment, growth and development of early stage High Potential Start Up (HPSU) companies in Ireland, Wales, Germany, France, Belgium and the Netherlands through a programme of transnational pilot innovation and business support actions.

See <http://teslaproject.eu/> for more information.

CIT

CIT is developing the concept of corporate new business development, called "**Spin-Ins**", for medium to large firms under the TESLA project.

Following the seminar and the participants' feedback, CIT will organise the Workshops, described above, to support firms wishing to investigate new opportunities and develop them for commercialisation.

CIT and TESLA's objective is to support the creation and development of new commercial businesses, called "**Spin-In**" projects in medium to large firms across the Munster area initially and across Europe thereafter.