

INNOVATION ADVISORS INTERVIEW

FORMAT

Structured interview – questions are asked during a face-to-face meeting or telephone conversation

6 interviews/EEN member of NIR-VANA + IKMIB

QUESTIONS

GENERAL DATA

1. Name of your organization:

2. If EEN member, please specify **EEN consortium** name and country:

3. Number of **years of experience** as innovation advisor:

4. Which of the following **innovation services** do you deliver?

SERVICE	YES / NO	COMMENTS
As innovation advisor , do you provide:		
(A) Expert innovation management services yourself		
If you are an innovation management expert	<i>Domain of expertise:</i>	
(B) Do you signpost to experts		
Both previous options (A & B)		
If you are an EEN innovation advisor , please specify which specific innovation services you deliver:		
EEN traditional innovation services		
Innovation management service as part of your EIMC services ¹		
Innovation management services as part of your KAM services ²		

For SMEs with big ambitions to innovate and grow, the Enterprise Europe Network can provide tailored support packages to steer you onto the fast track to success. The Network offers **two types of support packages**:

¹ EIMC - Enhancing Innovation Management Capacities of SMEs with high EU-wide market and innovation potential

² KAM - Key Account Management for beneficiaries of the SME Instrument under Horizon 2020

COLLABORATIVE INNOVATION

Collaborative innovation is the modality in which two or more partners establish team, community or network partnerships with the objective of joint innovation

5. Which **term** are you more familiar with / do you use the most: open or collaborative innovation? Explain why / if you think they are synonym or if they are different, why.

Open versus collaborative innovation terminology
Explanation

6. Is **collaborative innovation** a concept that you consider regularly in your work as innovation advisor?

Y/N
Explanation

7. How would you rate the **importance of collaborative innovation** in the innovation management process? Why?

Rating [not important at all (1) , 2, 3, 4, (5) very important]:
Explanation

8. Where in the **innovation management process** do you think collaborative innovation is relevant? (circle the options given by the innovation advisor)

Idea generation – idea selection – innovation project development – innovation project launch (commercialization) – innovation project review and improvement

Explanation

9. What are, according to your opinion, the **main ingredients** needed for successful collaborative innovation and impact

Main ingredients:

Explanation

10. Do you experience **reluctance** from your clients to participate in collaborative innovation? If yes, what are the **main reasons**? (*sharing issues, IP, lack of knowledge, etc.*)

Unfamiliarity with the Open Innovation concept	Not enough collaboration with our partners
Fear of losing control of the innovation process	Managing the organizational change internally
Concerns regarding the intellectual property	Management of external relationship with innovation sources
Worries about resources to be allocated	Protecting internal critical know-how
Difficulties to scout potential partners	Problems in identifying new innovation sources
Concept too far from our corporate culture	Avoidance of external or existing knowledge
Difficulties to measure the value creation	Other, please specify:
Convictions to have the best skills and/or tools internally	

ONLINE COLLABORATION

11. How ready are you to use **online collaboration tools** with your SMEs. Why?

On-line collaboration tools are Information and Communication Technologies-based solutions and platforms that facilitate online communication and collaboration.

Degree of readiness: (1) not ready at all, 2, 3, 4, 5 (ready in all aspects)
Explanation

12. Do your SMEs experience **problems during online collaborations**?

Y/N
Explanation

13. What is your **preferred way of supporting your clients**?

Face-to-face	<i>Y/N</i>
Telephone	<i>Y/N</i>
Email	<i>Y/N</i>
Skype	<i>Y/N</i>
Online tools	<i>Y/N</i>

14. How do you help your SMEs to foster a **culture for collaborative innovation**?

I don't	
I use tools : specify	
I use templates : specify	
I use techniques : specify	
Other:	

15. Do you help your SMEs to **include collaborative innovation** in their (innovation) strategy?

Y/N

Explanation (how)

COLLABORATIVE INNOVATION TOOLS

16. In general, the **SMEs** you coach/support **are familiar** with collaborative innovation tools?

COLLABORATIVE INNOVATION TOOLS	Y/N
Traditional collaboration tools (skype, internet forums, social networks, corporate social networks, dropbox, others)	
Innovation Management Platforms (HYPE, BRIGHTIDEA, INDUCT, EXAGO)	
Challenge Platforms (INNOCENTIVE, CHAORDIX)	
Trends for Inspiration (TRENDEXPLORER, IMAGINATIK, PINTEREST, CB INSIGHTS)	
Matching Offer and Demand (IDEAL-IST, INNOGET, ENTERPRISE EUROPE NETWORK, CODE_N)	
Designing the Business Model (ENVISION)	
Finding knowledge (SINEQUA, SINDICETECH)	

17. Are **you** familiar with collaborative innovation **tools**? Which ones?

COLLABORATIVE INNOVATION TOOLS	Y/N
Traditional Collaboration tools (skype, internet forums, social networks, corporate social networks, dropbox, others)	
Innovation Management Platforms (HYPE, BRIGHTIDEA, INDUCT, EXAGO)	
Challenge Platforms (INNOCENTIVE, CHAORDIX)	
Trends for Inspiration (TRENDEXPLORER, IMAGINATIK, PINTEREST, CB INSIGHTS)	
Matching Offer and Demand (IDEAL-IST, INNOGET, ENTERPRISE EUROPE NETWORK, CODE_N)	

Designing the Business Model (ENVISION)	
Finding knowledge (SINEQUA, SINDICETECH)	

18. Do you **suggest any tools** to your clients?

If No, Why? Reasons for not using them	<i>Reasons for not suggesting:</i>
If Yes, Why? Good reasons for using them + which ones	<i>Reasons for suggesting:</i> <i>Tools suggested:</i>

19. What is currently **missing in existing collaborative innovation tools** ?

<i>Missing</i>	<i>Y/N</i>
Knowledge about platforms	
Trust in platforms	
Experience in using platforms	
Positive previous experience	
Simplicity and ease of use (compared to traditional way of doing things)	
Clear benefit compared to traditional way of doing things	
Resources	
Appropriate infrastructure	
Knowledge in ICT	
Ideological acceptance	
Other, specify:	

20. Is there, according to you, a **clear workflow** on how to deal with collaborative innovation? Y/N.
Is this important for you/your SMEs?

<i>Explanation</i>

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21. Which features should the **ideal collaborative innovation solution** have? It should ...

Give an answer in less than 24h	Establish trust
Provide a showcase (success case) if needed	Help in finding experts and companies proactively
Facilitate a contact to talk to (someone who succeeded)	Provide market and business information and trends that inspire proactively
Facilitate technical support (a person) if needed	Informing about specific innovations my company can adopt proactively
Be accessible with already existing user data (Facebook, Linkedin, others)	Implement gamification mechanisms
Be simple, visual and clear	Enable digital means to manage NDAs, contracts and IP agreements
Integrative with other solutions	Provide with contextual relevant knowledge (documents, links, related info, etc.) proactively
Accessible from any device (including mobile)	Provide tools to simulate different business model configurations and their outcomes
Dispose of a multi-language interface	Suggest (public and private) financial opportunity/investors according to concrete necessity
Propose a workflow for effective collaboration	Other, specify:
Suggest templates and tools	

22. How would you imagine an **on-line tool that would help you and your client** go through the innovation process?

The ideal tool should ...

23. Is it more about using and learning about existing on-line tools (and efficient use of them) than developing new tools?

Using existing tools versus developing new tools

INNOVATION ADVISOR COMPETENCES

24. What **competences do innovation advisor need** in light of a new service facilitating collaborative innovation? Mark with an "X" at least the "Must have it" category. Which topics would you consider useful to be covered in the form of **training for innovation advisors**?

	Not important	Nice to have it	Must have it	TRAINING NEEDED
Innovation management and processes				
Collaborative innovation workflow management				
Connecting strategy, innovation and leadership				
Facilitating interpersonal relationships				
Change management, conflict and crisis management				
Different modalities of possible collaborations (and their impact)				
Good listener and communicator				
Trust and confidence (how to establish)				
Discretion (respect of confidentiality)				
Compliance with standards and regulation				
Teamwork				
Coaching skills				
Practical previous experience				
Industrial and intellectual property				
Business administration and entrepreneurship				

Other, specify:				
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COLLABORATIVE INNOVATION AND EEN SERVICES (section exclusively for EEN innovation advisors)

25. To which extent do you integrate or promote EEN's POD profiles as part of the innovation management system implemented through your Innovation advisory service support?

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26. Where does **your support stop (today) when connecting two partners** via the EEN database (POD) (list milestones)

MILESTONE	INNOVATION ADVISOR ANSWER Y/N	COMMENTS
Informing clients about a potential opportunity through EEN		
Thorough technology watch for my clients		
Exchanging contact details between my company and a foreign partner		
I take part in the exchanges between my company and the potential collaboration partner		

I advise my clients on the different types of collaborations and their impact		
I give other types of support, e.g. IP advise, marketing, translation, etc.		
I take part in the negotiations between my client and the potential collaboration partner		
Other		

27. Where does your **support stop (today) when delivering the EIMC services?**

MILESTONE	INNOVATIN ADVISOR ANSWER Y/N	COMMENTS
Deliver the assessment (through IMP ³ rove, Innovation Health Check or any other CEN TS16555 compliant tool)		
Deliver the assessment, provide recommendations		
Previous steps + dress up an Action Plan for the company		
Help the company with the follow up of the action plan		
Signpost the company to experts for the implementation of the action plan		
Other		

28. Do you think the current support through EEN traditional services is sufficient Y/N Why? If no, what is missing?

29. Do your clients use EEN's POD profiles (offers, requests and research proposals) and its watch service in their technology, business and market intelligence when developing a solution/product/service/technology/process/method?

30. When delivering the EIMC services, do you address the question of collaborative innovation, if yes, how? If not, why?

WOULD YOU LIKE TO BE AMONG THE **FIRST TO TEST THE NEW SERVICE** DEVELOPED BY THE NIR-VANA PROJECT?

YES (email address)	
NO (reason)	