

TIPS' s Toolbox for Exploitation Support



The **TIPS** project is supported by the European Commission through the Seventh Framework Programme for Research and Technological Development / Coordination and Support Actions (CSA)



TIPS SWOT analysis



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SWOT - What is it?

- It is a simple but useful tool for understanding and decision-making for all sorts of situations in business and organizations
- **S**trength, **W**eakness, **O**ppportunity, **T**hreat
- A SWOT analysis guides you to identify:
 - the positives and negatives
 - inside your organization /result (S-W) and outside of it, in the external environment (O-T)



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When do you use it?

 You might use it:

- Before the project starts at the proposal stage to reinforce the impact of the proposal
- During project to make best profit of all results and decide organisation internal exploitation plan
- At the end of the project with the final results



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What are the elements inside it?

	+++	---
Internal	Strengths <i>..of the exploitable result!!!</i>	Weaknesses
External	Opportunities <i>..of the exploitable result!!!</i>	Threats

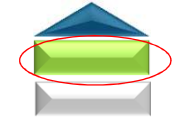


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S(trengths) & W(eaknesses) Analysis

Categories of the Analysis

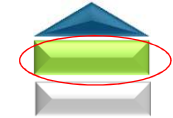


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S(trengths) vs. W(eaknesses) Analysis

Categories of the Analysis



Status Quo

What is the stage of development of the respective exploitable result you're interested in at the end of the project?

Time to market (from today on) of the respective exploitable result you're interested in

Idea - Conception - Development - Prototyping/Testing (applied research) - Pre-Industrialisation (Product Development) - Commercialisation

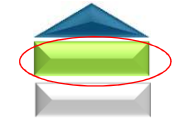


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S(trengths) vs. W(eaknesses) Analysis

Categories of the Analysis



Protection Rights

Do you know if protection rights already exist or are applied for?

If yes, please indicate what kind of protection already exists

Do you or any other project partner intend to obtain any form of protection for the result?

If yes, please indicate what kind of protection you or any other partner intend to obtain

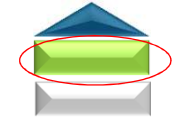


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S(trengths) vs. W(eaknesses) Analysis

Categories of the Analysis



Product(s),
Process(es),
Service(s) Range

- Name characteristics of the exploitable result
- List YOUR actual portfolio of products, processes or services (so that you can later on identify where the project result can "be integrated" in your portfolio)
- Please list NEW products, processes, services that could be launched by using the project result

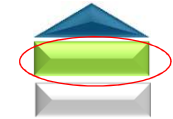


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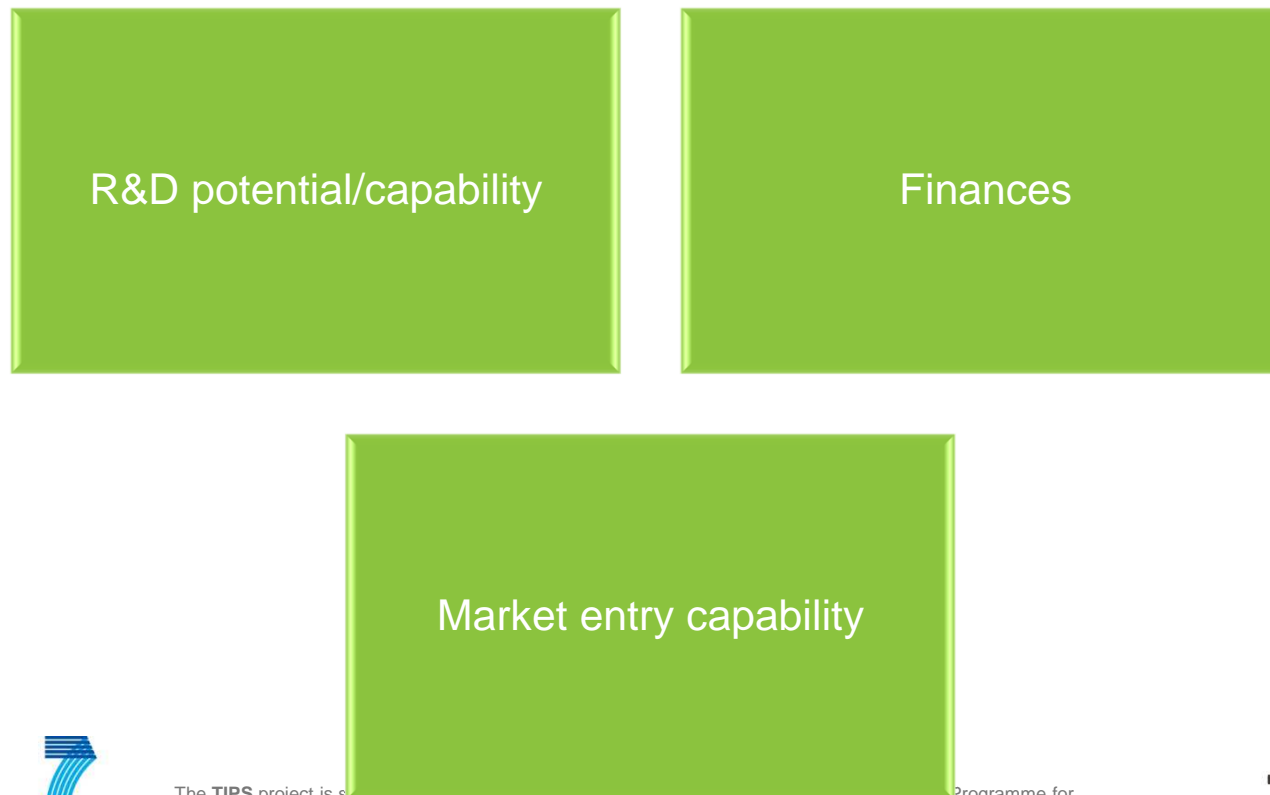


S(trengths) vs. W(eaknesses) Analysis

Categories of the Analysis



When developing new products/processes/services based on the exploitable result or integrating the result in existing one



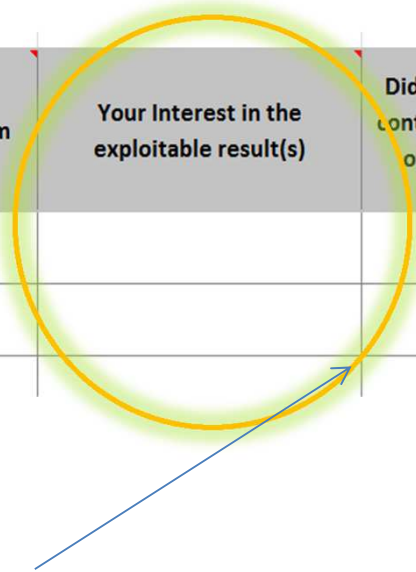
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InterCom Matrix



Exploitable Result(s)	Title of the Exploitable Result(s)	Dissemination level	Exploitation from	Your Interest in the exploitable result(s)	Did/does your organisation contribute to the generation of this result during the project's lifetime?	Negotiations with other project partners needed?
Exploitable Result 1						
Exploitable Result 2						
Exploitable						




Take the results that you rated

- “A - Result important for your organisation for activities after the end of the project and
- “D - Other, please specify” results



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Please download the
SW and the OT word files from the
USB sticks



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Strengths & Weaknesses

Please take up to 45 minutes to individually
fill in the

STRENGTHS / WEAKNESS
table.

To do so, please think about the result and
how your organisation can take benefit of it



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Individual Support

→ The TIPS partners will support you during the individual exercise



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External factors

- Opportunities and Threats : forces and facts that your organisation does not control:



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O(pportunities) vs. T(hreats) Analysis

Categories of the Analysis



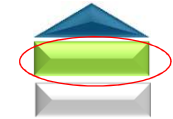
Market

	NEW product/process/service 1
Are you aware of your main customer target group for the new	
If not done already, please try to define your customer target group for the new product/process/service.	
Are you aware of the customer requirements with respect to the new product/process/service?	
If not done already, please consider your customer target group's requirements for the new product/process/service.	
Have you already approached potential customers?	



O(pportunities) vs. T(hreats) Analysis

Categories of the Analysis



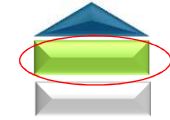
Competitiveness

		NEW product/process/service 1
competitive position	<p>Are you aware of your competitive position on the market?</p> <p>If yes, how would you estimate your competitive position?</p>	
structure of competitors	<p>How would you classify your competitors / competition in general and with respect to the new product/process/service?</p>	
market share of competitors	<p>Please think about the absolute market share of your strongest competitor (%)</p>	
strategies/activities of competitors	<p>Do you get information about the market strategies of your competitors?</p>	



O(pportunities) vs. T(hreats) Analysis

Categories of the Analysis



Customers

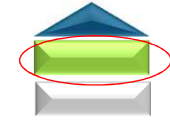
NEW product/process/service 1

- Are you aware of your main customer target group for the new**
- If not done already, please try to define your customer target group for the new product/process/service.**
- Are you aware of the customer requirements with respect to the new product/process/service?**
- If not done already, please consider your customer target group's requirements for the new product/process/service.**
- Have you already approached potential costumers?**



O(pportunities) vs. T(hreats) Analysis

Categories of the Analysis



Legal
framework
conditions

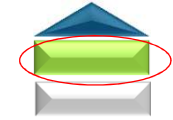
		NEW product/process/service 1
In general	Are you aware of the legal framework conditions that might be relevant for the new product/process/service?	
environmental law	Did you/ do you analyse environmental regularities that affect or could affect the new product/process/service? If necessary, please think about ways to address those regularities.	
import/export constraints	Did you/ do you analyse the import/export constraints for the new product/process/service. If necessary, please think about ways to address those import/export constraints.	
technical regulations / standards, norms	Did you/ do you analyse the technical regulations/standards/norms for the new product/process/service? If necessary, please think about ways to	



The TIF
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O(pportunities) vs. T(hreats) Analysis

Categories of the Analysis



Ecological
framework
conditions

Other
framework
conditions


In terms of waste, soil, energy, currency stability, economic situation, climate, job market etc.




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Aim of SWOT

 SWOT is a simple comprehensive way of assessing the ++ and --- forces of your results, so you can be better prepared to:

- Identify the issues or problems you intend to change
- Set or reaffirm goals
- Create an action plan

 The more stakeholders you involve in carrying out the SWOT, the more valuable your analysis will be.



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Opportunities & Threats

Please take up to 45 minutes to individually
fill in the
OPPORTUNITIES/THREATS
document.

To do so, please **think about the result and
how your organisation can take benefit of it**



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Conclusion SWOT Day 2

You should now have:

→ First ideas and steps to bring the exploitable results forward to the market

Tomorrow afternoon:

We will provide you with a template where you can orally sum up the findings plus think about IP timetables



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