



■ The accelerapp team from the Leipzig Fraunhofer Center.

*“The experience, professionalism, knowledge and achievements of the Fraunhofer Institutes are widely known and need no recommendation. Nevertheless, we would like to highlight that we were positively surprised with all opportunities offered our company by Leipzig Fraunhofer Center. We want to draw everyone’s attention to the incredibly flexible and fully tailored services that were made available to us. It allowed our company to fulfill our plans and initiate very fruitful cooperative relations in Germany.”*

Norbert Kowalkowski, CEO HTG High Technology Glass SA, Belmont-Lausanne, Switzerland

## accelerapp – boosting marketability of innovations internationally

Developed by Leipzig Fraunhofer Center researchers, the accelerapp tool helps companies in identifying product adjustment needs, analyzing marketability chances and designing options for the further-development and market-transfer of their innovations.

Those wishing to tap international markets with new products need more than just stamina. Preparing, processing and managing international research projects and market launches also requires an enormous amount of time and financial and human resources. These are things which SMEs often lack because they are already working at full capacity to keep their day to day business activities running.

### accelerapp supports companies in analyzing marketability

Consequently, Leipzig Fraunhofer Center researchers have worked with industry experts to develop the accelerapp methodology. accelerapp is a tool that assists companies in identifying needs and creating solutions with regard to R&D and commercialization processes abroad. Geared towards the management of international projects, this tool includes such convenient features as market validation and technology valuation. accelerapp develops, analyzes, tests and evaluates individual options for the further-development and transfer of innovations on global markets. Identified chances and

barriers are illustrated using existing case studies. Finally, the tool derives potential development pathways for the company and its products. accelerapp has already been used successfully in projects with twelve international companies from different countries.

**Clients:** twelve innovative, international technology companies from the fields of: IT, Medicine, Production, Biotechnology and Life Sciences, Transport and Logistics, Safety, Finance, Energy

**Public partners:** Poland: National Center for Research and Development (NCBR), South Korea: Small and Medium Business Corporation (SBC) South Korea, IITP South Korea

**Partners:** Poland: Poznan Science and Technology Park, Kraków Technology Park, Science and Technology Park Gliwice, Pomeranian Science and Technology Park, Gdingen, South Korea: Chungbuk National Technology Park

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