



The Fraunhofer Center for
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TRANSFER TOOLS FOR EARLY VALIDATION OF INNOVATION PROJECTS THROUGH MARKET FEEDBACK

Background

The practical implementation of promising innovation projects from non-university research regularly fails due to a lack of knowledge about suitable utilization options and existing market potential on the part of the researchers, who at the same time only insufficiently or delay the use of feedback from relevant market participants (investors, users, industrial partners).

Project description

The aim of the project is the improved utilization of research results through innovative transfer methods. The focus is on the development of a digital feedback tool for early validation by tailored market players. This digital tool is not designed purely as an automated online platform but also as the existing physical feedback. Communication processes between innovators and market players support and significantly accelerate by integrating digital feedback applications. This is intended to make a defining contribution to improving the communication culture between the relevant groups of people.

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Project partners



**innovation
service
network**

Project tasks

Within the framework of the project, we select suitable innovation projects with exploitation potential and develop a feedback tool for pilot testing and consolidation within a regional innovation cluster in Thuringia. In addition to identifying individual feedback needs for each of these projects, we examine which (non-)monetary incentives are suitable to motivate the feedback recipients and providers to use the feedback tools on a long-term basis.

Client

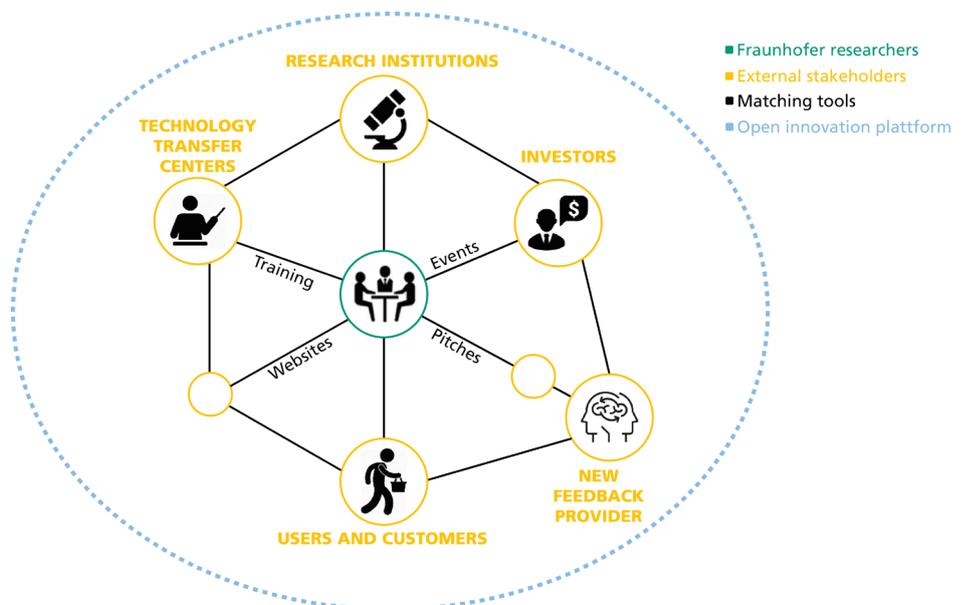


Project duration:

05/01/2019–04/30/2021

Project website:

www.clusterfeedback.de



Integration of external stakeholders in innovation processes from researchers through crowd-based feedback tools