

## **SZKOLENIA 11-12.02.2013 PONIEDZIAŁEK/WTOREK**

**Miejsce szkolenia: Kampus Politechniki Krakowskiej,  
ul. Warszawska 24, Kraków, sala konferencyjna „GIL”**

### **IpOp Model**

**Title:** *From Idea to cash in the bank: toolbox for seizing opportunities*

**Objectives:**

1. *To develop competitive advantages*
2. *To identify opportunities and optimize the benefits that could be derived from their exploitation*
3. *To maximise the chances of success of any corporate initiative and avoid allocating resources to projects that should not be launched.*
4. *To learn a proven approach for convincing investors and decision-makers to provide the required resources to launch a project.*

**Content:**

- *The IpOp Model for validating any kind of innovation (service/product)*
- *Producing a standardised Business Case, as a faster and much more user-friendly alternative to the traditional business plan*
- *Sources of opportunities and innovation, including business model innovation*

**Prerequisites**

*An open mind and a good sense of humour are required for this thought-provoking workshop that combines the interactive teaching of concrete tools.*

**Trainer:**

*Prof Dr Raphaël Cohen is a serial entrepreneur, an active CEO and a business angel who brings hands-on experience to his lecturing and consulting activities by providing mentoring and management services to senior executives, bankers, directors, Technology Transfer Centres' (TTO) staff and entrepreneurs. The IpOp Model, which he has developed, optimises the entrepreneurial innovation process. It thus helps TTOs to identify, analyse and seize opportunities. He trains innovators and innovation-support providers, such as coaches and incubators. In addition to his teaching activities, Raphaël designed and manages the entrepreneurship & Business development specialization of the MBA of University of Geneva as well as several executive education programs for large corporations and the first entrepreneurship program at EPFL (Swiss Federal Institute of Technology). He is also the author of "Winning Opportunities, proven tools for converting your projects into success (without a business plan)".*