

**CNT**  
INNOVATION

# Innovation Training

[www.CNT-Innovation.com](http://www.CNT-Innovation.com)



CNT Innovation SPRL/BVBA  
Park Atrium  
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# Innovation Training:

We provide innovation training related to:



IP generation and management – what to patent and what to keep as know-how and trade secret, how to secure and maximise value of the IP in the start-up, IP scouting and acquisition strategy



Feedback received from participants from one of the IP training workshops:

*“Many students went to see the coordinator afterwards to tell him how interesting it was. For some of them it was not their first course on IPR but they really liked this specific one and said they learned a lot, with interesting examples.”*



Business architecture – Identification of the Key Exploitable Results (KERs), Business Model Canvas, Value Proposition Canvas, SWAT analysis

<b>Key Partners</b> Organisations/partners that are key to help you deliver	<b>Key Activities</b> Essential activities that you perform to help you achieve your goal and deliver your value proposition?	<b>Value Proposition</b> What are your products / solutions / what are you developing? Which of your customers problems are you trying to solve? What is the value you deliver to your customer? Why should your customer choose you over your competitors?	<b>Customer Relationship</b> How will you interact with your customers?	<b>Customer Segments</b> Who will be your main customers for what you are developing? For whom are you creating value?
<b>Services and Products</b> What services / products are you offering (direct sales, consultancy, technology licensing, characterisation services, modelling, ...)?	<b>Key Resources</b> What key resources do you need in place to support your activities and deliver your value proposition?	<b>Further Funding</b> Are you looking for further investment? What type of investment (government grants, private investment, bank loan, ...)?	<b>Channels</b> How do you propose to reach your main customers?	
<b>Cost Structure</b> What are the important costs to create and deliver your value proposition? e.g., processing tool development costs, testing costs, software costs		<b>Revenue Streams</b> What are the revenue modes? How do you service, pay per product, royalties, license		

### WP7 – Key Exploitable Results (KER)

No.	Exploitable result	Type of result	Lead partners	Further project partners participating in the development of the Exploitable result	Context	Field of application (Process and user)	Potential key of exploitation (Process and user)
1	Hydro-forecast	e.g. Product Software, know-how, Patent	Partner (K)				e.g. Key for sale, EIP for the industry, EIP for product (short term) products, IP (contract) licensing, IP (contract) & services
2	Deposit and Sealing for in types	e.g. Product	Partner				e.g. Short-term
3	Building on base generation in technology based on nanoparticles	e.g. Services	Partner				
4	APOLO training process	e.g. Know-how	Partner				e.g. Licensing
5	APOLO kits	Services for academic and commercial companies	Partner		ACC	ACC	Sale and licensing
6					Partner (K)	Building and construction companies	Pay per product (short term) license (short term) for building
7							
8							

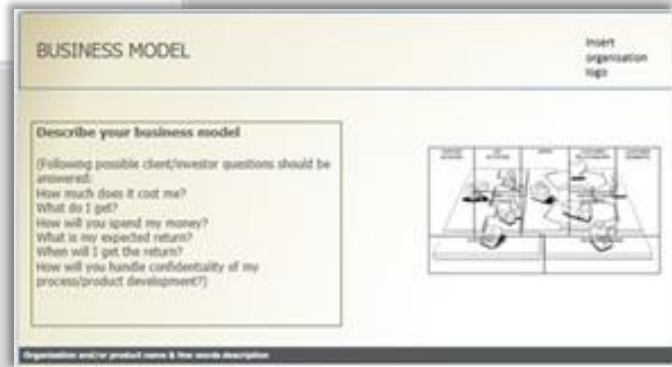
• Table for the identification and definition of Key Exploitable Results (KER)

• All partners will be asked to identify their own organisation's KER arising from the APOLO project

Strengths	Weaknesses
<i>What do you do well?</i> <i>What unique resources can you draw on?</i> <i>What do others see as your strengths?</i>	<i>What could you improve?</i> <i>Where do you have fewer resources than others?</i> <i>What are others likely to see as weaknesses?</i>
Opportunities	Threats
<i>What opportunities are open to you?</i> <i>What trends could you take advantage of?</i> <i>How can you turn your strengths into opportunities?</i>	<i>What threats could harm you?</i> <i>What is your competition doing?</i> <i>What threats do your weaknesses expose to you?</i>



Pitch presentation training – identifying value proposition, market opportunity, investment proposition and exit strategy, presenting team and strategy for growth



Proposal preparation training for future project coordinators, preparing multi-partner, large Horizon Europe and Innovate UK proposals (more than £1m total budget).

Innovate UK





## Location

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## Websites

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