

B&C International Innovation Power Development

1. General Description

The common objective of the two days course is, to give SME in Taiwan a first notion how they can become Hidden Champion. The B&C International Innovation Power Development Consulting (B&C) namely Mr. Heinz-Juergen Boeddrich will based on his rich experience with midsized companies in Germany the practitioner way.

1.1 The first day companies will learn how to generate ideas for new business and keep innovative

In global competition, there is a great need to differentiate from others. Especially Hidden Champions have generated special Problem solutions in niche markets. They offer something special, unique, extraordinary and come to a monopoly position with a higher Return on Investment from this Unique Selling Proposition. The most successful way is to create a novelty, which brings new functional or exciting benefits to the customers and meets their needs. One call this: "the success way of innovation".

However, what a company tries to create, it will be very helpful to use creative problem solving methods. But most companies have not any notion how to penetrate the jungle of more than 150 Creative Problem Solving Methods. They have not enough knowledge and no experience to decide which method applies to which problem or to their current business.

Specific Content

- Creative Thinking, Mind-Mapping and Project Structure
- Complexity and Creativity Methods
- Combination Matrix Method Theory
- Case Study of morphological Combination Matrix
- The Visual Confrontation Method
- Evaluation of Ideas

Objectives 1st day:

In the course you will learn how to use the Mind Mapping Method to visualise and structure your thoughts and how to turnover into projects. Very useful for Bachelor and Master Thesis.

How to use the Combination Matrix Method for creating something new in a short time and give quick response in changing environment or competitions.

You also learn to use Visual Confrontation Method for generating breakthrough ideas in a group and evaluate in a way that the novelty will survive.

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1.2 The second Day of the Workshop will show, how companies can build up a strong Business Model for a successful future in local markets and create a Vision for global market in international business.

First step is to check the current most successful product with the Business Model Canvas to find out:

- What is the value Proposition of the Idea and which Customers can have strong benefits from this idea?
- How these Customers can be reached by Marketing Channels and how the relation to the customer will become stable?
- Where the earnings will emerge?
- What Key Resources are necessary to realize this business, which key partner and key activities are important?
- What cost structure is related to this business?

In second step the product must be confronted to the Five Forces Analyses of Michel Porter. This model is very useful to get insights on the level of competition within the industry and competitive market of a Start-Up Idea.

The third step is to show a vision for global markets in accordance to Hidden Champions Strategy.

From the training the Attendees will learn how the following success factors of Germanys' SME can be used as a benchmark for SME firms in Taiwan.

It will be shown which concrete actions of management lead to a narrow but very powerful positions in global markets and unique returns on investments. The Consultant Mr. Boeddrieh will discuss by the examples of German companies like **Maschinenfabrik Reinhausen, Igus, Koziol, J.F.Hillebrand** how they have built up there global success on this factors.