

**Innovate NI**

# Driving Innovation in Northern Ireland

Kickstart innovation in your business.

Visit [www.innovateni.com](http://www.innovateni.com) now to submit your Innovation Assessment.

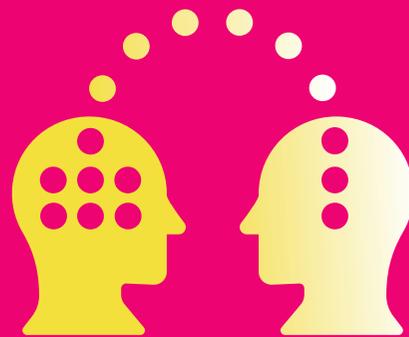
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InnovateNI is a Department for the Economy initiative, delivered by Invest Northern Ireland.



**Innovation**  
Turning ideas into value



## What is Innovate NI?

Innovate NI helps sole traders and micro, small, medium and large enterprises across Northern Ireland to commercialise and implement innovative business ideas.

## How to innovate successfully?

We believe that innovation is a process, and to achieve value from ideas, a business must follow a structured path.

We have developed an easy-to-follow four-stage innovation framework with specific tasks to help businesses progress their ideas. The four stages are:

- Ideation
- Selection
- Development
- Commercialisation or Implementation

Our staff will provide participating businesses advice, guidance and support at each stage of the framework, ensuring you can complete the right tasks at the right times.



## Get involved

Visit [www.innovateni.com](http://www.innovateni.com) for everything you need to innovate successfully.

The Innovation Framework is available to view, and businesses wanting to access personalised advice, guidance and support from our innovation advisors can submit an Innovation Assessment.

This free online assessment takes less than fifteen minutes to complete - we will review the information you provide, map your current innovation activities against the framework and help progress your project to either commercialisation or implementation.

Businesses which have completed some or all of the framework steps will also receive an innovation recognition certificate from the Department for the Economy.

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## What is innovation?

For a business, innovation is about generating a novel idea that will lead to the development of a new or improved product, service, business model or process which will create value in the business, producing new profits or business growth.

Innovation is about more than technology and is not limited to multi-national corporations. It can and should be ingrained in every type and size of business.

Innovation can be:

- developing a new product or service
- diversifying existing products and services
- improving or changing processes, procedures or production methods
- adapting the business to reach a new market or audience
- upgrading or introducing new management systems, business models or organisational structures.

## Why innovate?

Because products become outdated and customer preferences change, market disruption is common, businesses must have the skills to innovate and adapt; innovation is now an essential survival skill for all businesses.

Innovative businesses are likely to thrive and grow because:

- consumers will pay a premium for innovative goods and services
- investors choose them as they are likely to be profitable
- staff want to join and stay with innovative employers.

