Innovation Strategies

We contribute to the development of technology-based innovation strategies, pursuing business growth and diversification. Our technological know-how allows us to help our clients identify and develop new business ideas, spotting opportunities and transforming them into results.

www.tecnalia.com
TECNALIA Research & Innovation is the first privately funded applied research centre in Spain and one of the leading such centres in Europe. A combination of technology, tenacity, efficiency, courage and imagination.

We identify and develop business opportunities through applied research. Inspiring Business is a different, unique vision: we visualise ideas that generate value and provide creative technological solutions to produce real results.

At TECNALIA we are organised in 7 fully interconnected Business Divisions. Cooperation works thanks to the transversality of teams, projects and clients collaborating with each other, combining expertise and commitment. Our best asset is our team, made up of more than 1,500 experts who work to transform knowledge into GDP in order to improve people’s quality of life by generating business opportunities for companies. We are committed to the future, society, our planet and our environment. This responsibility provides focus to our values and reinforces our activities.

"TECNALIA transforms Knowledge into GDP to improve people's quality of life by generating business opportunities for Companies"
Innovation Strategies

We work alongside our clients in the development of technology-based innovation strategies, where growth and diversification of their companies are the main objectives. Our technological know-how allows us to help our clients identify and undertake new business ideas, detecting opportunities and transforming them into results.

We work with PUBLIC ADMINISTRATIONS to develop an environment that favours sustainable competitive businesses. Simultaneously, we focus on COMPANIES to help them identify business opportunities and accompany them until their launch onto the market.

The integration of general strategy and technology, based on sound technological and market knowledge in the sectors in which we operate, is what makes us different.

“What matters is not how much is invested in R&D&I, but to what extent this investment is aligned with the strategy and the culture.”
— Harvard Business Review 2012
From our technological know-how, the close collaboration amongst the different Business Divisions within TECNALIA and the long-term approach, we focus towards a clear goal: to help companies identify business opportunities and turn them into results.

We co-design business opportunities jointly with companies. To this end, we evaluate each business and its environment, visualising its future and translating all that into an “Opportunity Map” with ideas and projects giving response to any strategic innovation challenge.

The objective is to contribute to their growth in the sector in which they currently work, or in another one.

The connection between strategy and technology is our competitive advantage in this process.

Our solution: Opportunity Map / The Opportunity Map is a flexible and adaptable performance solution used by TECNALIA to co-design an innovation strategy jointly with its clients. The results are business opportunities that reinforce competitiveness as the result of a deep analysis, both internal and external, as well as working together to visualise and realise those business opportunities. It is the roadmap provided by TECNALIA for companies with a sharp focus on the new window of opportunity, the ways to set it up and make it happen.

The opportunity map is an essential map of the future to make your business more competitive, today and tomorrow, thanks to technology.
Our Offer to Companies

The Opportunity Map includes:

Trends and Challenges / Following social, sectoral and technological challenges and trends, TECNALIA’s work is an integral feature of the environment, which allows us to adequately and accurately identify the best business opportunities for your company.

Business Opportunities / Once the initial phase is over, what follows is the identification of new products/services in the areas in which business opportunities have been identified. Then is the time to make a thorough comparison with the selected market, establishing the various scenarios and economic hypothesis that can help in the decision-making process. For this, TECNALIA puts at its clients’ disposal its large contact network in various sectors.

Business Model / We co-design the most suitable business model that maximises the deployment of the business opportunity. We shape opportunity. We establish the bridge that is required between the market and identified needs, and the company’s abilities.

New Products and Markets / Our work does not end when the opportunity is identified - it is tested, validated and the means necessary to develop it are made available to the company thanks to our know-how in a vast range of technologies, processes and sectors. We invest and share the risk with you. We go with your company all the way, from the moment the new product is envisioned to its release onto the market, from the definition of a new strategy to its deployment and realisation.

Effective Leadership / We co-design the bases for an even more innovative organisational culture. We have a team of professionals that will maximise the value of your staff so that they contribute to the organisational changes that your company needs, from day one. We will advise you on how to identify and create high performance teams and leaders who will help you materialise the change you need to achieve a faster return on investment.

Ongoing Innovation / Your work with TECNALIA does not stop when the project ends. It is then that a long-term relationship begins, which will provide you with state-of-the-art information on the social challenges and opportunities we face to have a clearer, wider vision on where the business opportunities are at any given time. We work with our clients under an “open innovation” philosophy: TECNALIA becomes a strategic partner and collaborates permanently with them.

We provide strategic advice to public institutions on the definition, implementation and assessment of innovation policies, strategies and programmes that promote technology-based competitiveness and generate optimal environments for economic and social development.

Our technological and market knowledge of the sectors in which we operate allows us to anticipate future challenges and provide highly valuable information to help in the decision-making process.

We help you define a strategy that reflects your current competitive advantages with an eye on the future, consistent with your needs and expectations. Our objective is that you reach a leading position that promotes an open model which connects your system to local and international agents. We help you identify your main commitments and their implementation through the means that are most relevant for your strategy.

PRODUCTS & SERVICES

Political Strategy / We help you understand your technology-based competitive keys to improve the quality of life in your area. We analyze the capabilities in your area and the degree of balance among them. Their development potential and the environment’s opportunities that will let us choose the most adequate strategy and the actions that will have the most impact on the area’s development.

• Capacity and potential analysis.
• Sector analysis.
• Innovation system proposal.
• Analysis of the socio-economic and the political-regulatory contexts.

We define your current and future strategy. We help you define a strategy that reflects your current competitive advantages with an eye on the future, consistent with your needs and expectations. Our objective is that you reach a leading position that promotes an open model which connects your system to local and international agents. We help you identify your main commitments and their implementation through the means that are most relevant for your strategy.

• Competitive Plans.
• Smart Specialisation Strategies.
• Science & Technology Plans.
TECNALIA contributes to the creation of environments that enable sustainable competitiveness of the entrepreneurial network by providing strategic advice to public institutions.

Our Offer to Public Administrations

02 TECHNOLOGY & SOCIETY

We promote the use of technology in every sphere of life therefore:
- Reducing the digital divide.
- Simplifying and making access to technology easier.
- Developing technological competence in individuals and increasing the competitiveness of organisations by promoting technological development.
- Making technology more humane and promoting its responsible use.
- Promoting technology transfer environments.

We analyse the environment to detect in which areas correct use of technology could contribute to improving people’s quality of life and the competitiveness of organisations. With this in mind, we develop methodologies, tools and technologies that generate an environment that allows for an easy, efficient adoption of technology.

PRODUCTS & SERVICES

Education and Learning / We develop methodologies and technological solutions which enhance people’s technological skills. This is achieved through innovative teaching and learning methods. The result is an empowered society.

Competitiveness of organisations / We contribute to an effective incorporation of technology into organisations by means of the development of new models and tools with the purpose of improving their functioning and COMPETITIVENESS.

Governance, participation and collaboration / We study new forms of collaboration, using technologies, producing new, innovative solutions to create stable participation systems.

Friendly technology / We develop knowledge, methodologies and tools to promote technological development, based on the actual needs of the users under a HUMAN CENTRED philosophy.

BIOPROCESSES & PRESERVATION TECHNOLOGY & SOCIETY

We promote the use of technology in every sphere of life therefore:
- Reducing the digital divide.
- Simplifying and making access to technology easier.
- Developing technological competence in individuals and increasing the competitiveness of organisations by promoting technological development.
- Making technology more humane and promoting its responsible use.
- Promoting technology transfer environments.

We offer technological services and solutions born out of society’s direct needs and which answer the new social challenges we face.

In TECNALIA we create the necessary conditions for the responsible use of technology that enables the development of an intelligent, dynamic and flexible society, enabling it to face the current and future challenges, as well as allowing for a greater empowering of people.