
Framework 6

Project ACHIEVE

Innovation Systemic Marketing Analysis ISMA 360®

Newcastle 7th February 2007

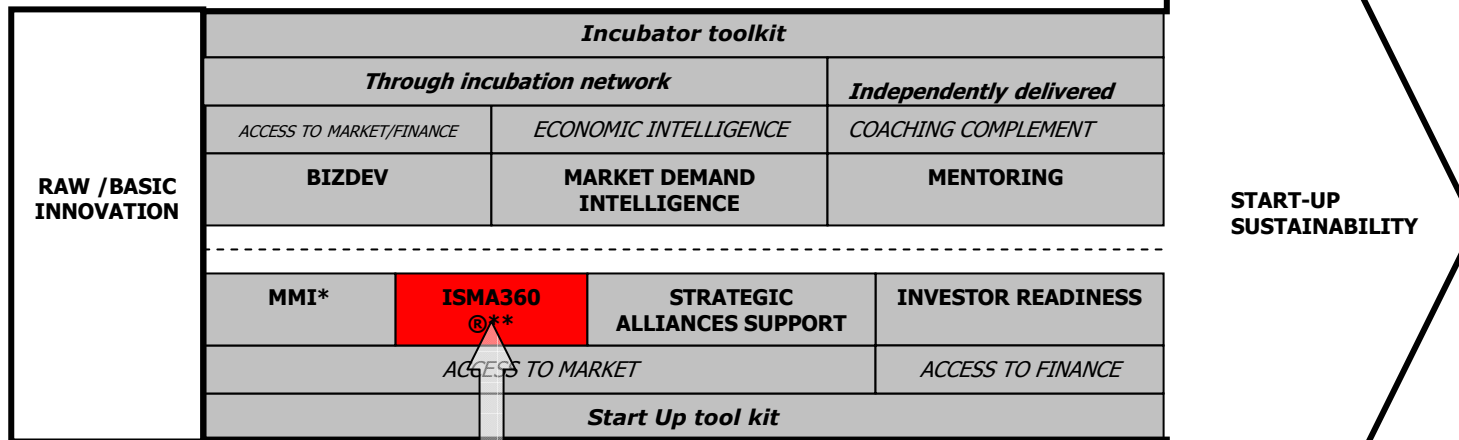
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ISMA360 ® inside the global Achieve Methodology



To build the relevant Marketing strategy

*Mastering Marketing Information Masterclass
 **Innovation Systemic Marketing Analysis 360°

	-Small team coaching
	- Individual coaching
	- Small team coaching & individual coaching



What is ISMA360?



In order to define a relevant marketing strategy of an innovation starting from an invention or a new market paradigm, ISMA360 methodology describes, step by step, a cognitive process of the entrepreneur.

Using a common language, an interpretative system of the marketing allows the entrepreneur to notice information needed, to clarify choices and to justify them with stakeholders (Business coach, VC, Partners).

"ISMA" means "to listen" in Arabic



ISMA360 and the most important questions in marketing



1. Considering a single unique new paradigm, what to sell and when will I be ready to sell?

2. To whom and when ?
in other words :
Who is interested in dealing with the new paradigm?

Other questions to ask later: What price? Which business model? How? ...



Which questions does ISMA360 answer ?



All questions about the marketing of an innovation, excepted 2 questions:

- Real forecast of the speed growth inside one market segment
- How long for?
 - until the phenomenon due to the paradigm stops (the closing date of the new paradigm life cycle)

How does ISMA360 work?



- **Based on systemic analysis, ISMA360 maps a potential market of an innovation as system analysis:**
 - Demand is a sub-system: key needs/sub key needs
 - Offer is a sub-system of demand and the core innovation: key needs/sub key needs/functions
 - Market players are a sub system : user markets, final markets, value chain players, several typology of partnerships, influencers, regulators, ...

Dissemination objectives of ISMA360 into Achieve



- **ISMA360 will be disseminated through 2-day training sessions**
 - we plan to organise 3 more sessions by the end of the project
 - business coaches are invited to attend the training sessions with real entrepreneurs to learn the methodology with real business cases
 - Next training session will take place at UTC Compiegne February 26th and 27th (few places still available)



Materials to support the dissemination



- **Webintec content:**
 - templates are online
 - forums are available
 - few business cases are on-line
 - description of the methodology (85 pages) or a short version for entrepreneurs (44 pages) are on line
- **A software to support the methodology will be available soon**

Results or references so far with ISMA360



- 3 incubators using it on a daily basis (IRPC, Atlanpole, Technopole de l'Aube)
- 2 incubators testing it (including MBI, Sweden)
- 10 new incubators are expected to use it before the end of 2007
- Around 50 business cases of entrepreneurs carried out (around 1/5 through an in-depth coaching)



Where does ISMA360 come from?



- Author : Dominique VIAN, Researcher Engineer at CERAM Expert Entrepreneurship & Innovation Sophia Antipolis European School of Business (France)
- 2004 – first version of a comprehensive methodology
- First value measurement for entrepreneurs at European level through TEEE-Inn project (European network of incubators 2002-2005)
- Tests of transferability to business coaches have been done (10 coaches use ISMA360 as a core tool) (2006)
- Ongoing researches based on the ISMA360 model

