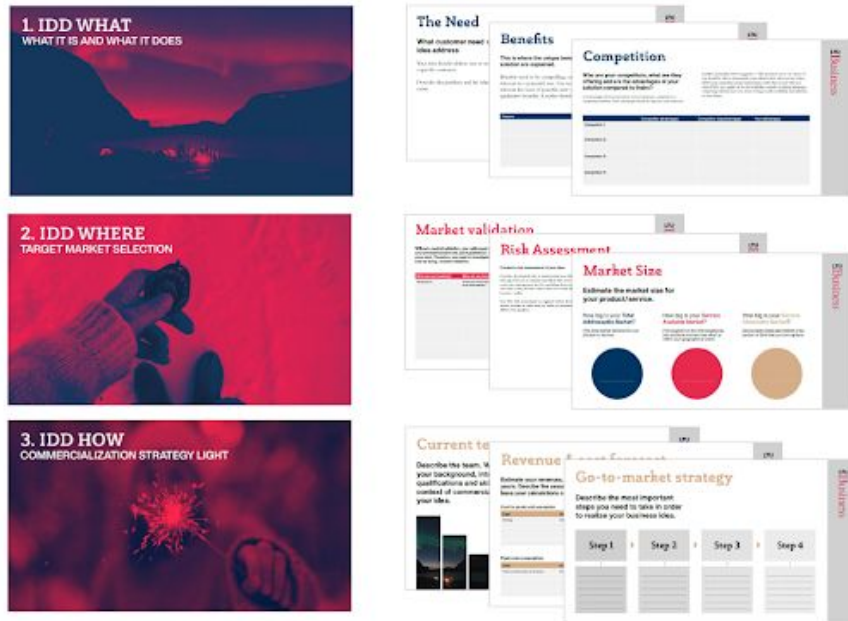


# Business



To know more about this initiative, please  
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**Innovation Due Diligence (IDD)** is a tool meant for market validation of early innovative ideas, in order to help innovators understand the profitability of an idea thanks to a discovery process with a coach. The tool, which is constituted by a standardized process, is mainly meant for SMEs that are seeking innovative technologies and that have the potential to further leverage technology to serve existing or new markets.

The IDD tool is empowered by resources such as a playbook that guides the process, templates regarding key factors, coaching competence regarding innovation processes and SMEs capabilities. The data driven process is made of 3 steps, each constituted by a Research part and by a Workshop: understanding the idea and its benefits; market discovery and validation process; assessment on the SMEs business model. The final result is a tangible written report.

Lessons learned and hints for implementation:

- it is important to involve fully committed actors;
- a structured process may be helpful for enabling innovation in SMEs;