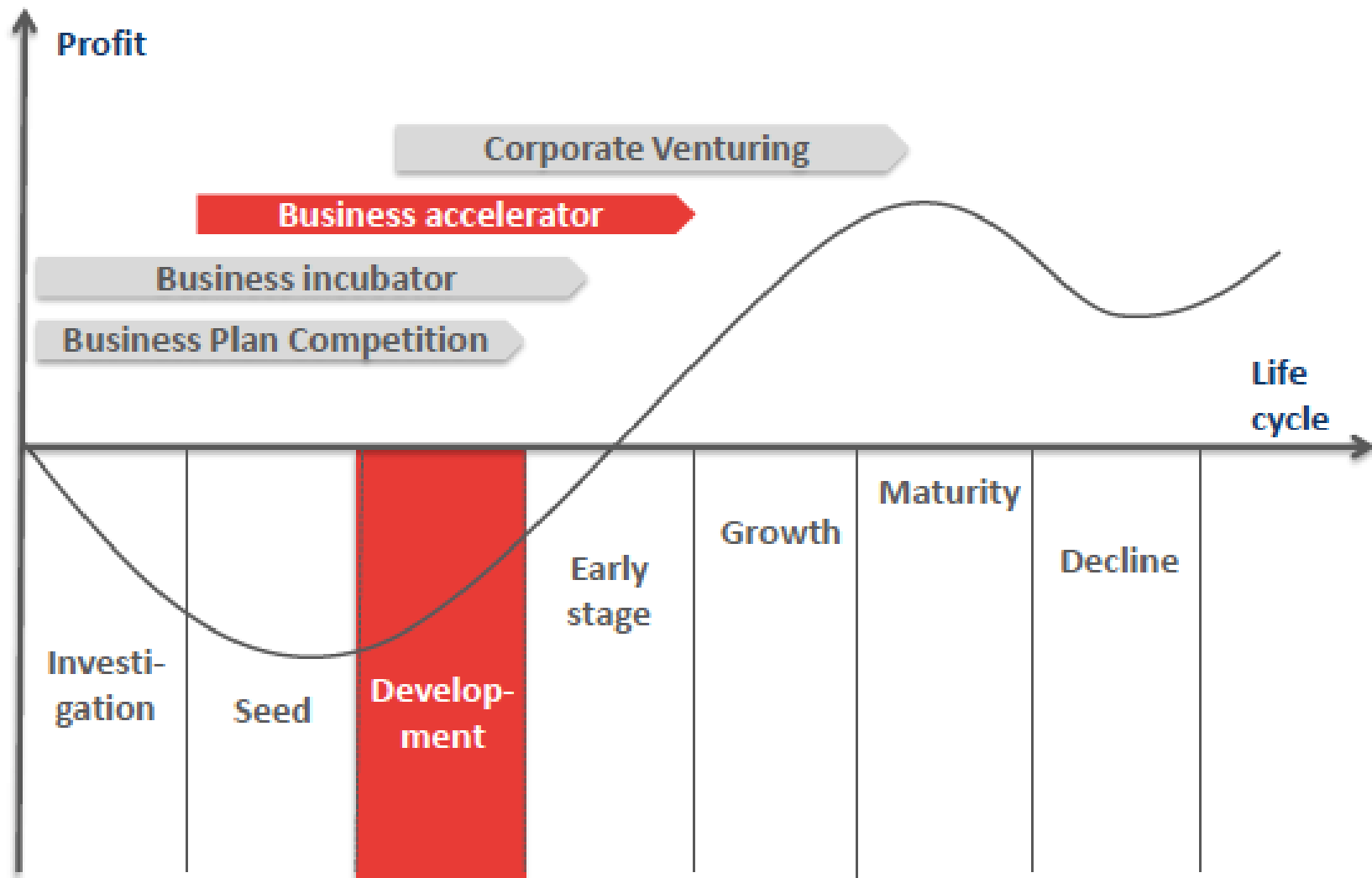




- Start Up Company
  - Spin Off
  - Technology Licensing/Providers
  - Outsourcing
  - Incubator
-



# Understanding The Phase



Beyond the value of Death



# Competitiveness

Increase your competitive advantage through quality of innovations

Accelerate your time-to-market through improved flexibility

Focus on your core activities

Reduce your capital expenditure and risk

Accelerate your innovation!



# Competitive Strategies

- **Basic Winning Competitive Strategies: Michael Porter**
  - **Overall cost leadership**
    - Lowest production and distribution costs
  - **Differentiation**
    - Creating a highly differentiated product line and marketing program
  - **Focus**
    - Effort is focused on serving a few market segments





# Strategic Thrusts

- ***Differentiation*** – ensuring that superior quality is delivered and perceived, leading to obtaining a premium price
  - ***Cost*** – being cheaper or enabling suppliers or customers to reduce their costs and thereby preferring to conduct business with the firm
  - ***Innovation*** – introduce a new product, service, process or way of doing business that transforms the relationships and competitive forces in the industry.
  - ***Growth*** – enable volume or expansion in geography or increased flexibility of production and distribution to meet different segments needs.
  - ***Alliance*** – forcing agreements, joint ventures or joint investments in systems to prevent new entrants or competitors achieving advantage.
-