

# Growth Planning for RD&I in your Business

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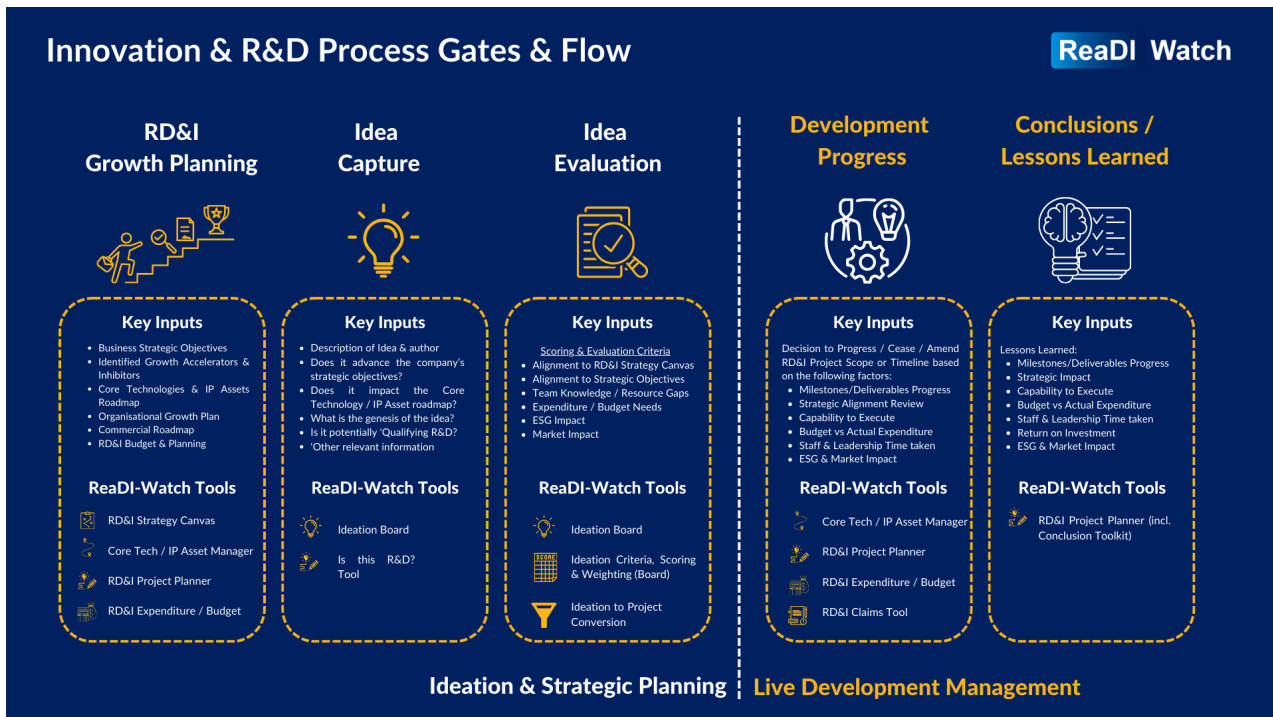
## Innovation Process and R&D Decision-Gates

In an era where technology is evolving at an unprecedented pace, the ability to innovate has become a critical determinant of success. This article delves into the intricate process of innovation, shedding light on how organizations can effectively navigate the complex journey from idea generation to development, in the context of achieving their commercial goals.

We explore the concept of 'decision-gates', a strategic tool used in Research and Development (R&D) to manage risk and streamline the innovation process. By implementing decision-gates, organizations can ensure that only the most promising ideas are pursued, optimizing resource allocation and enhancing the potential for success.

Join us as we unravel the dynamics of the innovation process, providing valuable insights for businesses striving to stay ahead in today's competitive landscape. Whether you're a startup seeking to disrupt the market or an established firm looking to maintain its edge, understanding and implementing Innovation and R&D decision-gates could be the key to unlocking your innovative potential.

### Innovation and Process Flow & Decision-Gates



### RD&I Growth Planning

Implementing a periodic process / team to oversee the roll out of Innovation and R&D activities (projects,

developments, initiatives) is done best when closely incorporated with the commercial strategy of the business.

Key commercial targets need to be compiled and considered, as well as other inputs such as ESG, team growth, investment planning and more, before any strong decision-gate / process flow can be rolled out in the business.

The goal from a periodic "RD&I Growth Planning" workshop would be to

- a) set targets for the period ahead,
- b) establish the criteria to measure whether an activity is successful (or not), and
- c) to take lessons learned from previous periods forward.

Very often, the senior leadership team in an SME are the team overseeing this growth planning procedure.

#### Tools typically used to undertake RD&I Growth Planning:

- Business Model Canvas
- Organisation Growth Charts
- Technology Roadmaps
- IP Roadmaps
- Financial Plans

#### Tools used in ReaDI-Watch to undertake RD&I Growth Planning:

To help streamline the process of growth planning, ReaDI-Watch has rolled out a number of tools such as:

- **RD&I Strategy Canvas (Innovation for Growth):** this toolkit draws upon information gathered in the business model canvas + other sources + provides a place for team members to workshop the key goals / accelerators to achieve / inhibitors to overcome through RD&I.
  - **Core Technology & IP Asset Manager:** these toolkits allows to structure (and roadmap) the technology and IP developments planned
  - **RD&I Expenditure & Budgets:** this toolkit allows for the financial planning associated with Innovation and R&D initiatives
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