

## What does Innovendia offer to your business?

Innovendia offers consulting services for enterprises in the Life Science industry. It is Innovendia's mission to optimize the customer value of products, services and applications: Existing ones, and those in development. Thus, Innovendia offers ways to maximize the value of your product portfolio.

## How can Innovendia achieve this?

Key is a close cooperation with you and a strong commitment towards your endeavour. Together with your staff, Innovendia goes through an analytical phase, through a conceptual phase and eventually into an execution phase. The conceptual phase is the most decisive one, delivering processes which combine the existing strengths with internal or external innovations and, hence, create added value.

## What methodologies does Innovendia apply?

Besides the classic marketing and commercialization methods, Innovendia focusses on building up collaborations with third parties, acquiring and following licensing offers or finding partners in new fields of application. Leveraging innovations on the level of business planning, product development as well as in marketing and customer services will generate products that fulfill your customer's value proposition.

## How would this work in practice for you?

Let's assume: Your enterprise took technical leadership in a platform technology, the gross margin peak has been passed. Innovendia will actively help you to find new applications in the wide field of the Life Science market, will bring you in contact with experts and early adopters and will guide you to technical solutions to overcome new challenges.

## Who is the person behind Innovendia?



Dr. Michael Steinwand spent 25 years in the Analytical and Life Science Industry. Most recently he was involved in innovation and technology management at Applied Biosystems. He gathered broad expertise and built up a dense network over this time. Based on direct experience in R&D, marketing and in developing strategic concepts he is able to provide sound consulting services.

Find out in a personal phone call whether your business can benefit from this offer too!

Call us **+49 7551 83 84 11** or  
e-mail us [msteinwand@innovendia.de](mailto:msteinwand@innovendia.de)

Dr. Michael Steinwand holds a Diploma in Chemistry (University of Tübingen, doctorate 1981 „summa cum laude“), participated in courses on business administration, among others at Babson College (Babson Park, MA), is heading up a working group for Chemo- and Biosensors within the German Chemical Society and acts as invited member of appointment committees at two Universities.



Your  
Life Science Business  
Partner