

Market assessment and Innovation Strategies

Cristiano Paggetti
I+ Managing Director

Connected Health Summer School
Smarter Environments for Smarter Living

27 June 2016
Artimino





Introduction



Based on a strong **PASSION FOR CREATIVITY**

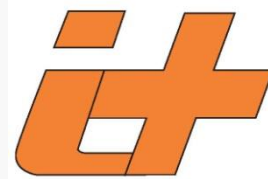
I+ realizes innovative solutions in the eHealth domain
promoting collaborative framework





Introduction

+ business is focused on four solution domains with high potential for value enhancement



**Connected
Health**

**Smart
Environment**

Wellbeing

**Smart Surgical
Instruments**





Vision

Vision:

- To improve quality of care and user engagement through smart, user-friendly, non-intrusive solutions

Mission:

- To empower strategic partnership and team spirit
- To prove impact and sustainability of proposed solutions
- To Increase company profit through competitive and innovative solutions.

Values:

- Innovation
- Usability
- Meaningful information management
- Sustainable and scalable solutions



TODAY

TODAY I AM HERE TO SHARE WITH YOU

- **VISION**
- **EXPERIENCE**
- **CHALLENGE**
- **GOALS**



MY VISION and EXPERIENCE

PASSION Versus TARGETS



MY VISION and EXPERIENCE

ENGAGE FOR SUCCESS



MY VISION and EXPERIENCE

NEVER STOP LEARNING



QUESTIONS

WHY DO YOU SELECT A TASK ?



QUESTIONS

**HOW DO YOU ASSESS THE
RELEVANCE ?**



QUESTIONS

WHAT'S YOUR TARGET ?



GOALS

Set clear goals





MY EXPERIENCE

GO HUNTING





MY EXPERIENCE

BE AWARE OF THE ROADMAP



GOALS

Be Successful





GOALS

Be Successful





Solution Development

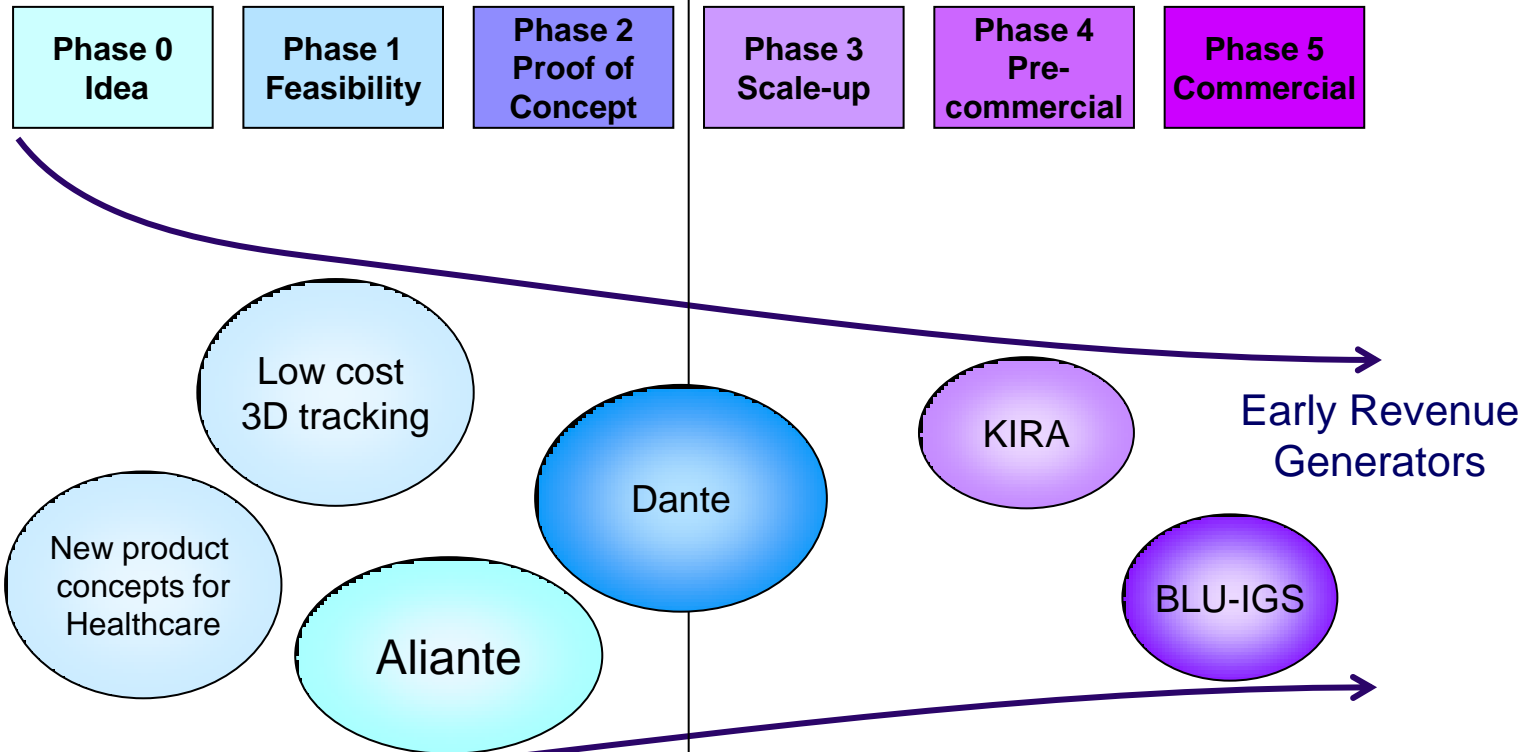
Innovative Solutions Development Phases



I+ position itself as dynamic partner keen to have strategic Industrial and Clinical Partnership for large scale pilot deployment and education and marketing joint initiatives.



Solution Development



Business Case + Impact Analysis + R&D



MY VISION and EXPERIENCE

ACADEMIA AND INDUSTRY



MY VISION and EXPERIENCE

ACADEMIA AND INDUSTRY

USERS



IN SUCH A CONTEXT

Be: Pro Active & Collaborative



IN SUCH A CONTEXT

WORK TOGETHER



IN SUCH A CONTEXT

SHARE IDEAS





IN SUCH A CONTEXT

TEAM SPIRIT





IN SUCH A CONTEXT

Be: Critical Creative Cooperative



DAILY ACTIVITIES

I+ TEAM develops and implements effective/strategic business solutions through:

- **Clinical driven research based on specific KPI**
- **Market understanding and impact assessment**
- **Learn the client's business rational and working processes,**
- **Strong understanding of emerging technology and domain trends.**

NEW SOLUTIONS - NEW GOAL



PRIORITIES

HAVE FUN





ANY QUESTION ?

**ANY QUESTION ?
THANK YOU**

c.paggetti@i-piu.it