

Holken Consultants & Partners

Hadmut HOLKEN

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Strategic and marketing oriented business consulting Social Innovation and Media

We give our customers strategic, factual and operational support
in global and local markets.


Our clients range from TV channels to network operators, industries, Internet players, start-ups in
the digital economy, communication groups, ministries, government agencies, research centers,
standardization bodies.

Bring together stakeholders and experts who do not speak the same language is our goals.



- Holken Consultants belong to the NEM Steering Board & Executive Group

media4D
meeting place for social innovation

HBB
**all**
Connected TV Accessibility

**MOSAIC**

Cooperation with Mediterranean Partners to build Opportunities
around ICT and Societal and Industrial Challenges of Horizon 2020

 Le lecteur média **accessible** à tous

Activities in collaborative projects

- Dissemination activities
- Advisory Board Set-up
- Go-to-the-market of innovations
- Innovation is **technology** driven, but not only:
 - It is about future products & services, socio-economics,
 - It is incremental and open.
- Content Background
- Cross sectorial approach
- User feedback (focus groups and beta tests)
- SRIA set-up / strategic planning



The European Venture Platform

● What we bring:

- ▶ Market Analysis
- ▶ BP
- ▶ Consulting resources to set the project
- ▶ Partner search
- ▶ Expertise to bring innovation to the market
- ▶ Partner selection proposal
- ▶ Integration of user participation + use cases
 - Technological partner(s)
 - Content Providers & Distributors
 - Players in Tourism, Educational and Cultural spheres (companies and/or foundations)
 - Others
- ▶ Cross sectorial approaches through media and ICT
- ▶ Project & Concept
- ▶ Demo system

● What we need:

- ▶ Technological project leaders:
 - Smart and Sustainable Cities
 - Circular Economy
 - Energy Efficient Buildings
 - Factories of The Future
 - Sustainable Process Industries
 - The European Green Vehicles Initiative
- ▶ New business definition
- ▶ Market Analysis Extension

Next steps

Let's connect and design together a future success story

Thank you !



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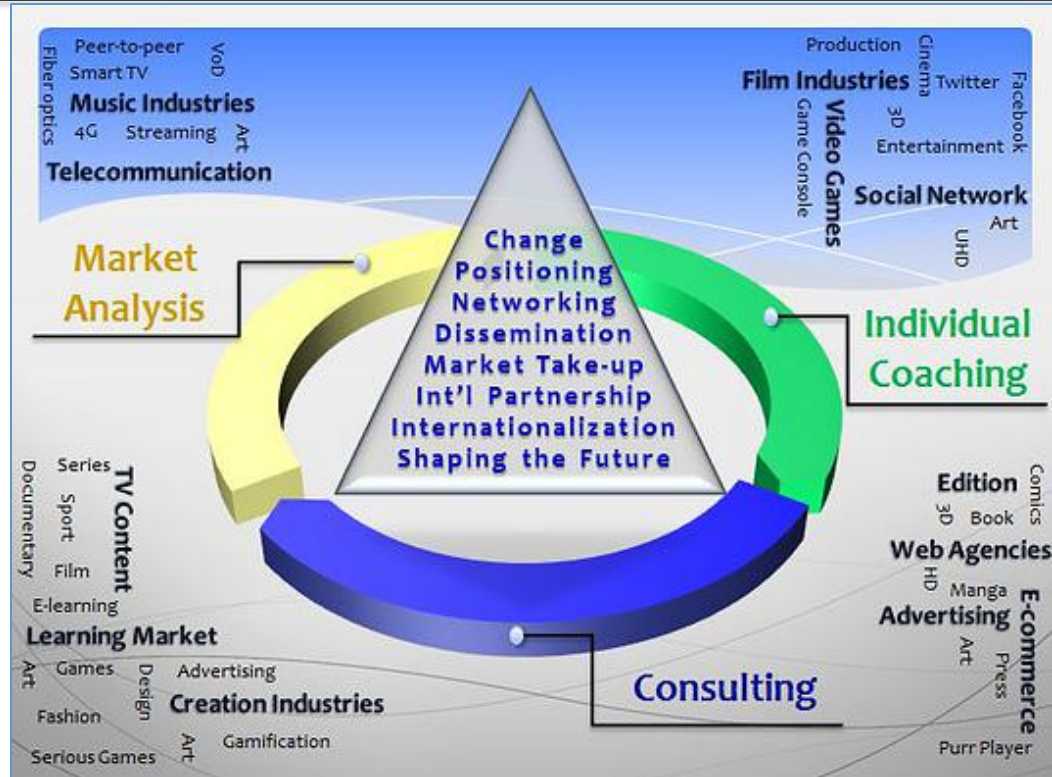
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More about us

- +20 years of experience:
 - strategic market analysis and custom tailored consulting,
 - strong academic experience.
- In-depth market analysis:
 - targeted understanding,
 - consulting as accelerator for innovation market take-up and internationalization.
 - Example:



- ▶ Cultural & Creative Industries going towards digital models or digital industries investigating traditional sectors need to act knowingly.
- ▶ Start-ups and researchers who want to bring their innovation to the market need to know their market potential and environment to set up and succeed their business plan.

More detailed activities

- Market studies in ICT sectors and media & content environments

- Partner Selection & Negotiation, Training/ Coaching

- Dissemination & Communication Actions

- Project Support for Market Take-up

• **Market Studies**

- Qualitative analyses of international markets
- Economic and socio-economic studies
- Feasibility studies
- Benchmarks
- Competition and positioning analysis
- Customer satisfaction evaluation
- Analyses prior to mergers/ acquisitions
- Business-to-Business
- Business-to-consumer

● **Battlefields**

- ▶ Connected TV
- ▶ Accessibility & media
- ▶ Social innovation
- ▶ Interactive advertising
- ▶ Open/big data...
- ▶ International Cooperation

- We intervene where technologies provoke changes.
- We intervene for new usage analysis and behaviour, new markets, the re-composition of companies, new business models, unsolved questions and “go-to-market”.

Recommendations

- The presentation **has to** last up to **4 minutes (maximum)**
- Do not overload your slides
- Provide weblinks to additional material
- Slides should be in English
- Do not use videos etc. – they might be not supported by the Infoday IT system
- Send your presentations in PDF format to: CoF@turkeyinh2020.eu until 23 September 2016.