

ESSENTIAL ASPECTS ON SUSTAINABLE PROJECT CONCEPTION WITH INNOVATIVE CONTENT VIA RELIABLE MODELING OF UNIQUE OFFERS

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Summary: *The paper points out that a more reliable basis for all project implementation of various business and technological interventions is being created (according to the most diverse challenges, acting in an ambience of international cooperation whereby teams achieve a high level of synergy with the rapid acceptance of a single objective, methodology and operation). The expected key market with applications is described (where such results can make that project different from others and it provides the highest added value for potential buyers as “unique offer”). It also describes the main economic benefits for the users who will be in relation to the current state of technology to help users to buy or invest in innovation. Certain attitudes from relevant documentation of authors that confirm the theoretical considerations are presented (project applications under the SME instrument, phase-1 and phase-2 in accordance with [2,3]).*

Keywords: EC, h2020, SMART, MSP, unique offer

1. INTRODUCTION

It is evident that in relation to the establishment, implementation and implementation of research-innovation projects from the group of EC projects (FP6, FP7, h2020) have appropriate positive experience and that, in accordance with the needs, define plans with new calls in order to satisfy the most diverse needs of the EU. Also, it is known that a lot of things are prescribed which are in operational use, there are new discoveries and achievements of theoretical character and statistics, based on the available experience of

creating a reliable foundation for the project realization, various business and technological interventions (according to the most diverse challenges and international cooperation whereby teams achieve a high level of synergy with acceptance of a single objective, methodology and ways of working), the entire organization engages in achieving goals with the risk bureaucratic obstacles that reduce the effects of commercial companies (prolonging deadlines, cost increase, realized often unnecessary tasks, etc.). In the present context, it is possible to overview the relevant aspects and content of research-innovation projects from examples of projects with environmental guidelines, in relation to [1,4,5].

Pairing the possible calls from the EC (h2020) with resources, know-how, general business achievements, organization references (companies, SMEs, universities, NGOs) and researchers; especially project managers; and organization plans are one of the most important issues for profiling project orientation, the choice of themes and the definition of the project.

Evidence of specific assumptions and innovative content, the way of taking care of it and discussion of unique offer is itself a very complex, responsible and delicate task.

Consideration of possible partners in the project and the selection of suitable partners (we get acquainted with each and harmonize) and orderly businesslike expression of the intent on cooperation on the project, which is only the beginning of the operation. Then we analyze all relevant aspects related to partners and project outcomes, while minimizing the risks regarding the project but also regarding the permanent cooperation partners in the project. So: analysis, scoring, presenting the potential consortium with the place and role of partners and other participants (with the negotiation, contracting) is also a very serious task. Potential collaborators and partners are first informed about the preparation of project proposal on the field (eg. In "Innovation in SMEs"), according to the current situation in Serbia and the region (from the perspective of the author). We identify the need for the use of intellectual property, registered patents and their perspectives, as well as the need for activities to come to more commercial products. The aim is to overcome the current situation in Serbia (as well as to improve the situation in the region and Europe) through the provision of a number of new innovative products.

The Intellectual Property Office of Serbia (IPOS) has hundreds of patents with prospects to become new innovative products, but there are several reasons why it is currently not possible [1]:

- Authors of patents do not have adequate capacities (money; designers and researchers; equipment for research, production and control; professionals for the purpose of comprehensive market research, etc.) because they usually work alone, and time is wasted (technology, from day to day, goes beyond the patent achievements);
- Current needs are more pronounced in relation to the time when the patent appeared (patents will also be overcome because of the growing and complex needs of the growing phenomenon of relevant new products);
- There was neither genuine intention nor consistent approach to develop good projects with reliable cooperation with companies from the EU (especially SME) and other institutions, to promote the operationalization of patents;
- There is no adequate cooperation between the Serbian Chamber of Commerce (SCC), universities and SMEs, etc.

We should systematically work to overcome this unacceptable situation! Many of our colleges and institutes can take care of management improvement of these processes, from invention to innovation and commercial products.

We all need new partners and experts to establish the actual innovative projects and the proper operation of the operationalization of patents from Serbia (as well as EU patents), in accordance with the improvement of international cooperation, with the strengthening of correspondent competition group SME (sector, cluster), regional development and fulfilling market needs through the delivery of new products of high quality and reliability. We should always emphasize that we expect an active relationship and response of each partner, with an explanation of potential positions in the respective consortia and guidelines to create a precise definition of proposals for new projects with effective outcome (sustainable development, new product, new service, meeting the needs of high-quality solutions in the long period)!

2. UNIQUE OFFER

Unique offer or Unique selling point (USP) is the marketing concept, viable as a theory that explains the form of the successful advertising campaigns of the early 40s of the last century.

Within h2020 USP has an important place which means that in the application of research-innovation project proposal for USP must be given on the grounds of the relevant novel technical-technological and market aspects (we have something really new for the market with better performance than existing competitive products but we offer it in a new way, in terms of lower prices and payment terms as well as on the basis of reliable delivery of stable quality and environmental acceptability; there are also aspects of energy efficiency and environmental solutions for the product with the benefits of recycling included, etc.). For example, in h2020, SME Instrument (phases 1 and 2), in the appropriate application form there are a couple of important points and views on USP. And here is a part of that content with the assigned positions:

1. Excellence (superiority)

The proposal has to give answers that are relevant to the subject.

1.1 Objectives

It describes the specific objectives for the project, which must be clear, measurable, realistic and achievable within the project (SMART criteria). The objectives must be consistent with the expected market requirements at the level of the advanced use of the product;

- Explain the industrial, economic and social problems which, having been resolved
- Explains how the solution solves this problem or use business opportunities;
- Describe the objectives and expected outcomes of operations in relation to the project innovation.

1.2 Compliance to the agenda

- Identify the agenda related to the topics related to the specific proposal.

1.3 The concept and approach

- Explain the current stage of development of business innovation projects and key milestones that have led to this (eg. A proof of concept has been completed, the start of experiments, development of laboratory prototypes, etc.), also which indicative results have been achieved. The description refers to the results obtained in the feasibility study (Phase-1), or other means, in the case of immediate implementation of research in accordance with the content of the application for phase-2;

- Describe the positioning of business innovation project, for example, where it is in the range of “idea to implementation”. It should be required to determine “the level of technological readiness,” where it is relevant. (See General Annex G of the agenda);
- Describe and explain the concept, approach and activities to be implemented during the project (eg, demonstration, testing, prototyping, pilot lines, models, design, verification models, test-market testing of replicas and encouragement and involvement of end users and potential clients, from research to commercial use, etc.);
- Explain how the concept and objectives of the project fit into the overall plan to achieve good effects on the market;
- Describe how this project intends to develop something new in Europe and how it relates to the broad challenges of the EU;
- where necessary, describe how to take into account the sex and / or gender analysis in content of the project.

1.4 Ambition

- Explain the novelty of the business project with innovative content;
- Describes the expected key market with applications (for what is to be achieved such results to project different and provide the highest added value to potential customers - “unique offer”);
- Describe the expected impact / influence for defined purposes, including improvements of potential over time, provide indicators costs related, environmental benefits, ease of use, and all other relevant benefits and / or added value for end users and / or potential clients in relation to alternative solutions to the same or similar problems. The main advantages of this solution compared to competing solutions.

2. Impact (Impact)

2.1. Expected impacts; a) users / markets:

- Explain the identified needs of users and ways how requirements will be met upon completion of the project;
- Describe the major economic benefits for the users who will be in relation to the current state of technology (state-of-the art) to help users to buy or invest in innovation. It is planned to use optimally-based model for the identification and treatment of the unique selling point (again the interests of the knowledge system USP).
- Describe the type of market (e.g. market or niche market of large-scale). Elements for assessing the total available market size and growth rates are processed, what the market trends are and how such a project deals with European and / or global markets is discussed;
- Create a list of major competitors and describe their competitive solutions;
- Describe the most relevant market segments for the initial introduction of new solutions;
- The most significant market barriers to be overcome and to understand the market strategies;
- Describe the target users of the final solution; in any market segment / geographical areas usually / are potential users, and how we intend to reach them.

3. PRACTICAL ASPECTS THAT PRECEDE THE CORE ACTIVITIES

Making the initial definition and documentation (Project draft) should focus on the goals, topics, tasks and activities. It begins with the formation of the material for the project application (estimates, statistics for similar groups of projects, analyses, concepts, products or services, often with elements of a sub-project or technical project). Project application cannot be defined without partial finalization of the research phase,

only then it is much clearer. The technological, market and ecological concepts of projects with innovative content is the research work that the project team must realize integrally. Preparations for making the project application (Phase-1, feasibility study with the output of such Business Plan-II, or Phase-2, otherwise it's 1 and 2, with outputs as Business Plan-III) also concern the integral evaluation of resources and partner potentials. First, there is the analysis of the existing situation (organization, personnel, equipment, materials, documentation, technological and business processes). Then, we identify challenges, set objectives, analyze the possibilities for setting realistic plans and implementation of activities, assess the possible relevant results, and discuss the appropriate action to achieve those results.

Creating Project Application is a real research and business challenge! The application defines the project team, precisely mixed research team (where typically 66% of the work relating to the joint review and harmonization of concepts and solutions, researchers are working collocated and note down and temporarily freeze, and then go on to the end of the procedure, then iteratively return, where they should fix solutions; experience shows that only 34%, ie, 1/3 of the time available, specialists can be given to do the independent work within a narrow specialization).

Research procedures should be totally reasonable (researchers should do their part, employers and their managers theirs, actively and responsibly, with full faith and support of the project)!

Typically, in relation to the consortium, there are at least two companies from two different EU countries, which in addition to Serbia must be involved in the project (ie, that guarantees that it will be possible to achieve the maximum good results, to increase the chances of Serbia in the presence of the international dimension of work). Simultaneously cooperation on other projects can be realized with commercial dimension, all that guarantees the expansion of cooperation between the partners, which initially gathered around the proposal of EC project!

To achieve the initial research results it is necessary to provide adequate initial budget project-IBP (the funds can then be displayed as participation in the project)!

The authors believe that it is best to present here some excerpts from relevant documents (project application under the SME instrument, phase-1 and phase-2, an excerpt from the documentation, according to [2,3], the authors engaged in this project as a researcher).

The case studies (essential thing of the project) remain temporarily aside, let's focus just on the methodology and methods of addressing the project team for those who need to be convinced that this is a new thing towards the new result to be essential to be supported and financed by the EC funds.

(1) Phase-1: Impact 2.1 Expected Impacts a) Users/Market. According to [2]: The applicant INSA JSC-Zemun (applicant-manufacturer) always respects current trends in Science and

professional work, with respect demand of customers and users as input from market needs. According to the above mentioned requests, INSA has continuous upgrading of its own product development and permanently improves company competitiveness.

The action was established with a high level of coherence in order to provide a valid, reliable and sustainable answer to the referent questions from relevant Call H2020; it was directed to the development of a new, system (whose constituent elements are: devices, indicators, transmitters, instruments, interface and software) which is completely integrally innovative and includes original solutions that today's level of technological development is not familiar with. It is worth investing, because the market needs are going to expand, also consequently, the delivered quantity of devices, i.e. system outputs, which contributes to a better investment efficiency and progressive pay rise in due period accompanied with a profitable production. Today's market needs are fulfilled with the present and standardized equipment, but the market needs are innovated through the solution improvement in reference to the measurement precision, reflection reliability and collected data processing. In order to re-engineer the system, new equipment will be implemented on existing systems. Predominantly new equipment will be installed on existing solutions, and to a lesser extent, directly implemented new equipment within new systems, which is substantiated with loss research on various locations, according to [2].

(2)Phase-2: Impact 2.1 Expected Impacts a) Users/Market. According to [3]: Today's market needs are fulfilled (at level of Former Yugoslavia-Serbia, Bosnia and Herzegovina, Macedonia, Montenegro, Croatia, Slovenia) with the present and standardized equipment, but the market needs are innovated through the solution improvement in reference to the measurement precision, reflection reliability and collected data processing. In order to re-engineer the system, new equipment will be implemented on existing systems, having in mind the omnipresent imperative of expanding the product life cycle. Predominantly new equipment will be installed on existing solutions, and to a lesser extent, directly implemented new equipment within new systems, which is substantiated with loss research on various locations. Analysis of the key systematic parameters of interest for the realization of the main planned economic benefits is represented according to contains in graphic and tabular forms. Analyzed results indicating the loss reduction with users after the installation of the new system as the integral solution [3].

At the moment of the new product appearance, the existing products of decreased performance will also be placed onto the market; INSA (applicant-manufacturer) will controllably be removing the existing products and the placement will be assigned to new products of increased performance. Type of market which will be entered is a high-volume, with many competitors, with diversified supply and unstandardized quality, spanning over Europe, Africa, Asia and South America.

Business of agricultural machinery manufacturers, as well as the entire metal and electrical industry in Serbia are characterized by low and poor product placement, high foreign trade deficit, lack of own working capital for the preparation of production, inability to obtain credit, liquidity problem, long terms of product certification, insufficient capacity utilization, high costs of production. The causes of such situation are numerous: lack of long-term strategy for the development of the Serbian economy, slow reorganization and troubleshooting of non-privatized large enterprises, premature liberalization of the market, undeveloped system of non-tariff protection, the lack of standards, measures and

technical regulations harmonized with the EU. Africa is the most promising export market for tractors and agricultural machinery produced in Serbia, therefore INSA gauging devices used by the working machines. INSA has worked with African countries, such as Egypt, Cameroon and Algeria. Export program that went to the markets of Africa are measuring instruments used for working machines and water meters, but in very small quantities.

4. CONCLUSION

Making the initial definition and documentation (Project draft) should be focused on the objectives, topics, tasks and activities. It begins with the formation of the material for the project application (estimates, statistics for similar groups of projects, analysis, concepts, products or services, often represented serious elements of the definition and solution-level outline or technical project). Project application can not be defined without advancing the research phase. The process must not skip any stage of development of new products, processes or services.

Solutions must be iteratively refined, there are the reasons for the possible penetration of costs (budget item is normally planned). But if the cost of additional research is really needed, the imperative should not be only limitation of expenses and the research should not be left unfinished. The research should be correctly finalized in order to obtain optimal solutions and revise the budget (either the recognition of the cost of the investor or to accept the costs as our own; good research results keep the firm-supplier for the future ventures).

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