

The innovative proposition

to attract investors and buyers

1. Name of innovation

MARKETING RESEARCH AND GOODS AND SERVICES PROMOTION

2. Intellectual Property

Select the appropriate position, put the mark «+». *Write relevant information.*

- Patented Innovation countries: _____
- Filed for a patent countries: _____
- License agreement or Exclusive rights.
- + Other (specify) The information received as a result of research and developed strategies

3. Type of innovation

Select the icon by replacing from "-" to "+"

-	Product
-	Technology

+	Result of R&D
-	Other (discussed separately)

4. Areas of innovation

Select one or more applications innovation by replacing from "-" to "+" .

-	Automobiles, transport and logistics
+	Agriculture and food technology
-	Aerial and space technology
-	Biochemical technology
-	Building
-	Military Industrial and Safety
-	Energy and Energy Saving
-	IT-technology, ICT industry and services
-	Light industry
-	Marine industry and services
-	Environment
-	Nano- and Micro Technology
-	New materials
-	Medicine and Health
-	Creative industry
-	Tourism and cultural heritage
-	Other. <i>(Please specify below the scope)</i>

5. Novelty

What does innovation superior (in digits or qualitatively) already existing? (The answer should be clear and concise - three main arguments in support of the use of promising innovations in domestic and/or foreign markets)

Market research conducted to obtain the necessary information on the market - customers, competitors, substitutes. Market research performed in order to reduce risk, optimize investment process in these cases: the creation of the enterprise; the development and developing new products existing businesses; the deterioration of economic and non-economic indicators of the company.

As a result of market research investor receives such indicators:

- assessment of competitive products;
- the size of target market;
- expedient price range for the product;
- the size of the market demand for the product;
- forecasted sales.

Effective use of modern methods of analysis provides the basis for developing the strategy of positioning and promotion.

6. Stage of Innovation

What is innovation's stage of development? Select the icon by replacing from "-" to "+"

+	The concept, proof of concept
-	The prototype, which tested and available for demonstration
+	The technologies for small-scale production
+	The technology is ready for industrial application
-	Commercialized

7. The presentation innovations

Select one or more forms by replacing badge from «-» to «+»

-	The demonstration model
+	Multimedia presentation
-	Report

8. Information about the participants, which apply innovation

	<i>If innovation is filed away</i>
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