

SWOT analysis and the green Innovation journey

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The green innovation journey is the path to implement the exploitation plan of a climate tech idea. Climate tech journeys requires “patient” capital because during their development need to overcome many barriers such as technical, financial and normative ones. In order to facilitate such journeys, and increasing their success rate, climate companies need to know and implement many innovation management “tools”. SWOT analysis is one of this tool that, during the journey design, can facilitate identifying and overcoming the main barriers. The talk will present companies able to overcome the climate tech barriers thanks to the application of a SWOT analysis.