

ASSISTANCE IN DEVELOPING NEW PRODUCTS AND SERVICES

Developing a new product or service is a risk for a company. However, the greatest risk for a modern business is the lack of innovation capability. A company's reluctance or inability to improve its products or services can lead to an inability to compete, diversify or simply create novelty in the market.

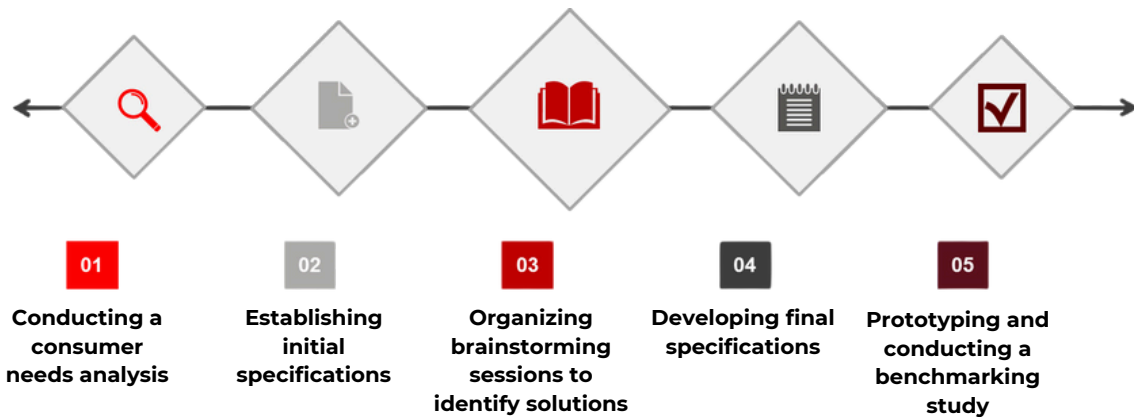
RESEARCH LIAISON OFFICE CONNECT@HYGIA



1. INITIAL EVALUATION / PROCESS PLANNING (L1)

- Evaluation of TRL (Technology Readiness Level) and DRL (Demand Readiness Level)
- Assistance in using tools/methodologies for planning

2. CONCEPT DEVELOPMENT (L1-L2)



3. STEP-BY-STEP DESIGN (L3)

- Identifying components - modular and integral structure
- Developing the structure
- Creating the financial model of the project

4. DETAILED DESIGN (L3-L4)

- Establishing all technical details
- Planning the process / necessary resources
- Facilitating access to high-performance laboratories

5. TESTING (L2-L5)

- Support in testing products under laboratory conditions
- Final checks
- Integrating consumer feedback
- Product/service validation

6. LAUNCH (L6)

- Launch planning
- Preparing the actual delivery



THE ROLE OF CONNECT@HYGIA:

- 01** Presentation and implementation of the process
- 02** Assistance throughout the entire process
- 03** Support in obtaining the necessary funding at various stages
- 04** Facilitating access to specialized laboratories
- 05** Conducting relevant studies, analyses, and reports (market analysis, benchmarking, TRL, DRL)
- 06** Promotion and awareness activities (related to innovation and associated processes)



The average development period for a new product or service is 6 months.

Depending on the associated complexity, the time frame may vary between a minimum of 3 months and a maximum of 12 months.

Additionally, Connect@Hygia's activities related to this service include the creation of relevant studies, analyses, and reports (market analysis, benchmarking, TRL, DRL), complementing the promotion and awareness activities (related to innovation and associated processes).

This is a key service offered by the Connect@Hygia Research Liaison Office and falls under the following category of services: f) Assistance and consultancy for innovation and technology transfer.




IOAN CIONCA, with over 11 years of experience in research, development, and innovation at one of the largest furniture manufacturing companies in Romania, Ioan Cionca is a professional with consistent and relevant experience in the technical field and business in general. His qualifications include being a graduate of "Risk Evaluator in Occupational Health and Safety" and "Trainer" courses; he holds a master's degree in "Business Management and Administration" from the University of North Baia Mare; and he earned a bachelor's degree in "Mathematics and Computer Science" from the University of North Baia Mare in 2002.

MĂDĂLINA TANTANĂ joined the Hygia team in 2019 and is part of the internal team specialized in assisting companies in the development of new products. She has experience and engages in specific activities related to quality management as well as organizing relationships between the team and clients.




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