



Innovation Project Management

GUIDANCE ON SUSTAINABLE INNOVATION PROCESSES AND MARKET TRANSFER

KEY WORDS

SUSTAINABLE INNOVATION,
DESIGN THINKING,
INNOVATION AND ENTREPRENEURSHIP PROJECT MANAGEMENT

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DESCRIPTION

The Entrepreneurship and Innovation Laboratory (LEIND) has experience implementing innovation project management methodologies in academic, student-led and external engagement projects. Approaches such as Design Thinking, Lean Startup and agile frameworks structure ideation, development and validation processes, integrating sustainability, user-centered design and technical and economic feasibility from early stages

APPLICATIONS

- Development of technological and social innovation projects;
- Training in innovation methodologies for students and organizations;
- Early-stage design and validation of market-oriented solutions;
- Support for university entrepreneurship processes