

**INNOVATION
AGENCY LITHUANIA
2023-2025:
Operational Strategy**





Key facts about Innovation Agency Lithuania

3

Ex-agencies

330+

Talents

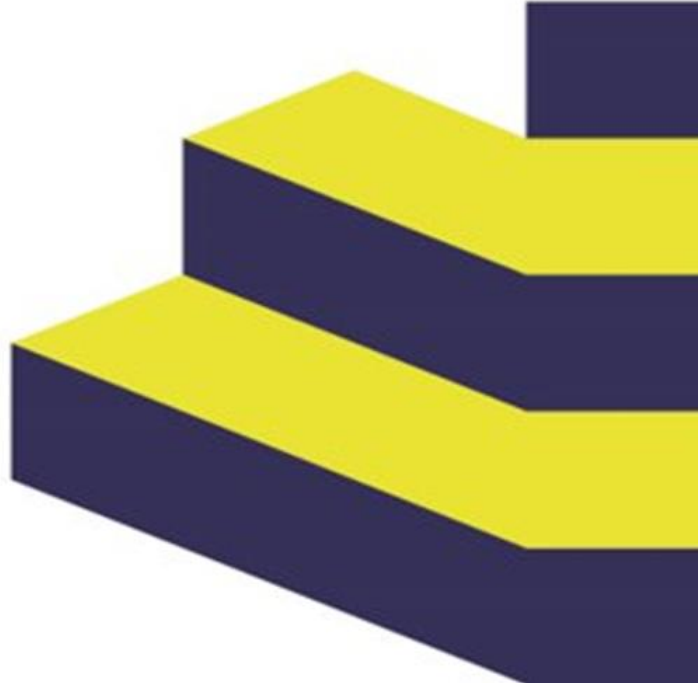
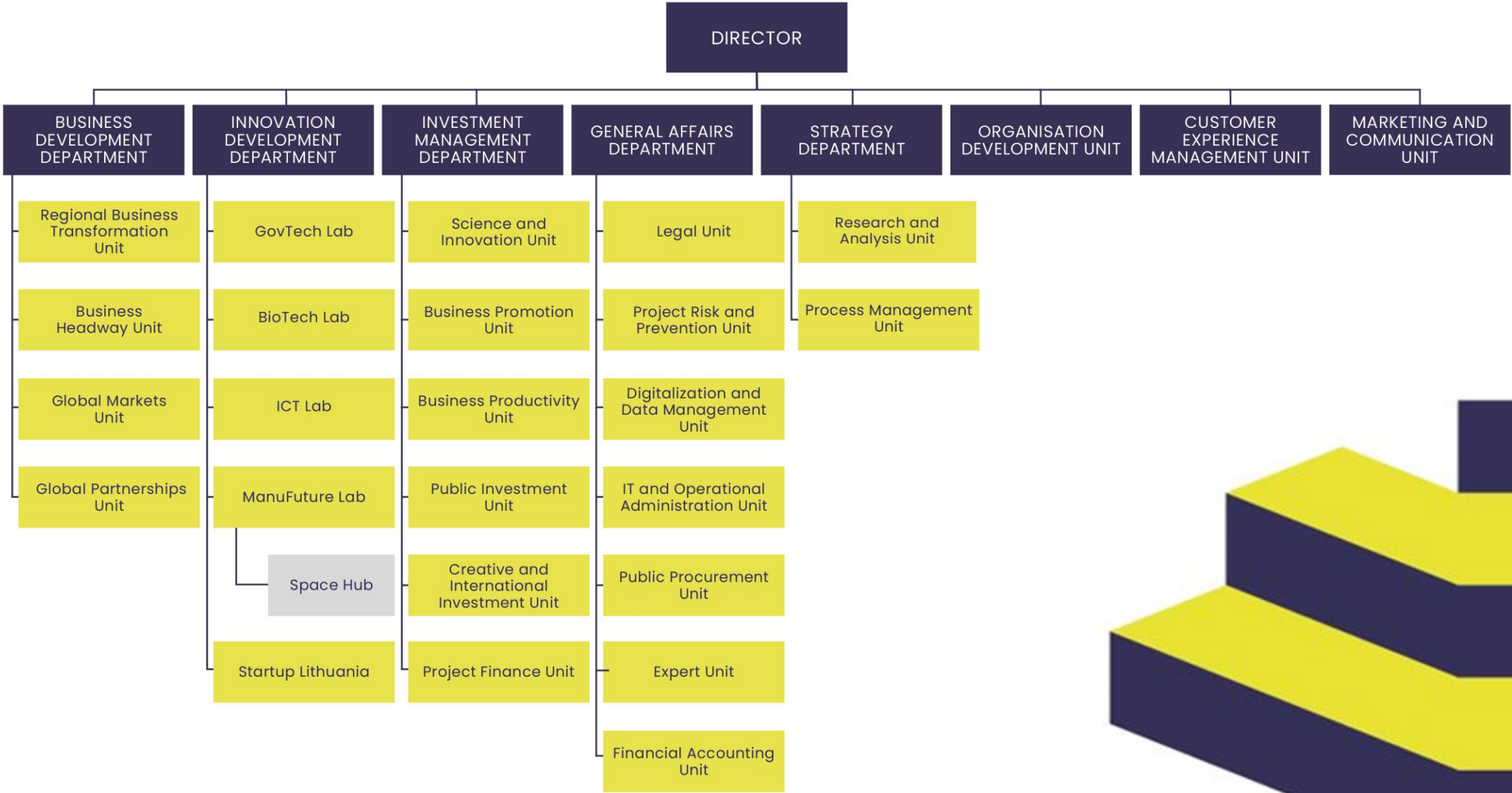
2022

New start





ORGANIZATIONAL STRUCTURE





1 year

key performance
indicators

- 8** international exhibitions abroad
- 25** foreign partnerships
- 29** Reputation Index
- 40** visits abroad
- 51** NPS indicator
- 61 %** visibility in Lithuania
- 75** presentations at events
- 227** events and training for business
- 488** student training companies
- 1470** new financing agreements
- 3356** business advice
- 7677** clients benefiting from services
- EUR 92 000 000** worth of new investments

Stages of strategy development

2021

Q2

- Order of the minister setting up a working group 05.07

Q1

- Relocation to new common premises in Technopolis

2022

Q2

- Registered as a public enterprise 04.06
- Manager appointed 06.06

Q3

- Board elected
- SWOT analysis carried out

Q4

- Advisory Board elected
- Shared values clarified
- Customer satisfaction survey carried out

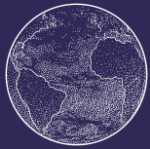
2023

Q1

- New organisational structure approved
- Strategy discussed with the ministry's management

Q2

- Strategy agreed by the board
- Strategy approved by the founder 05.22



MISSION

Growing a globally competitive business



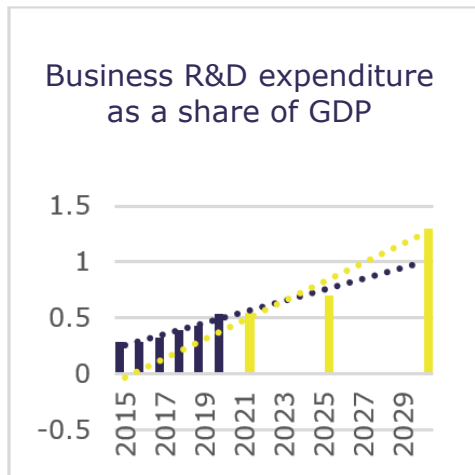
- **FOR CLIENTS:** to provide one-stop-shop professional services
- **FOR THE FOUNDER:** to operate in a transparent, efficient and effective manner
- **FOR THE PUBLIC:** to contribute to the growth of economic prosperity in Lithuania
- **FOR THE CO-CREATORS OF SERVICES:** to mobilise for common action
- **FOR EACH OTHER:** to be a proactive, learning team



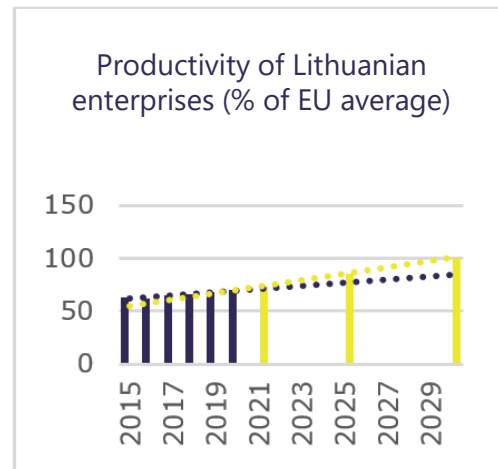
VISION

Globally strong Lithuanian innovation ecosystem

To triple private investment in research and experimental development



One in two companies is more productive than the EU average

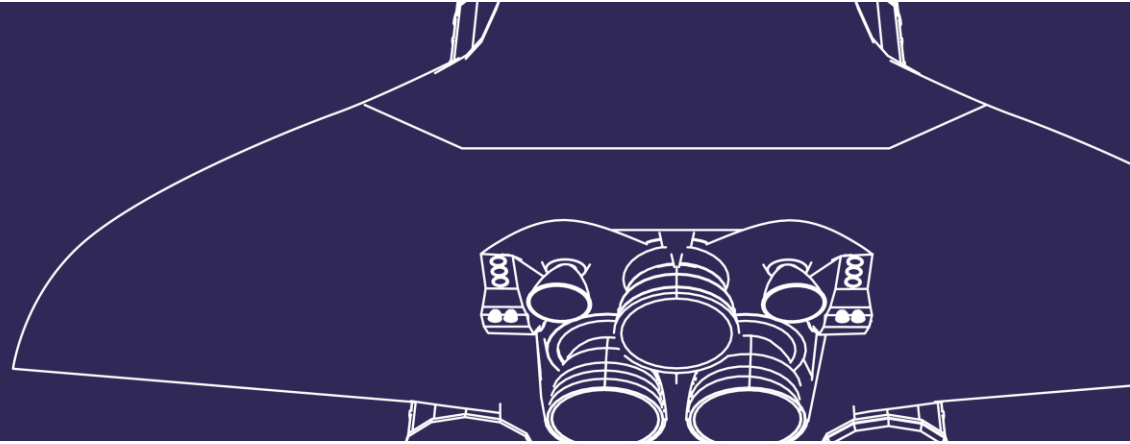
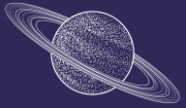


To double the share of high value-added products/services in exports





STRATEGIC GOALS



1. **Development** of the innovation ecosystem
2. **Increase** of business productivity
3. Export **transformation**
4. **Provision** of customer-focused professional services
5. **Growth** into a progressive next-generation organisation

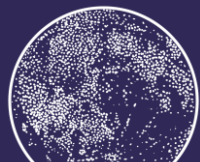


BREAKTHROUGH AREAS

- **Biotech Lab:** health technology and biotechnology
- **Manufuture Lab:** new manufacturing processes, materials and technologies
- **ICT Lab:** information and communication technologies
- **Space Hub:** space sector
- **GovTech:** public innovation



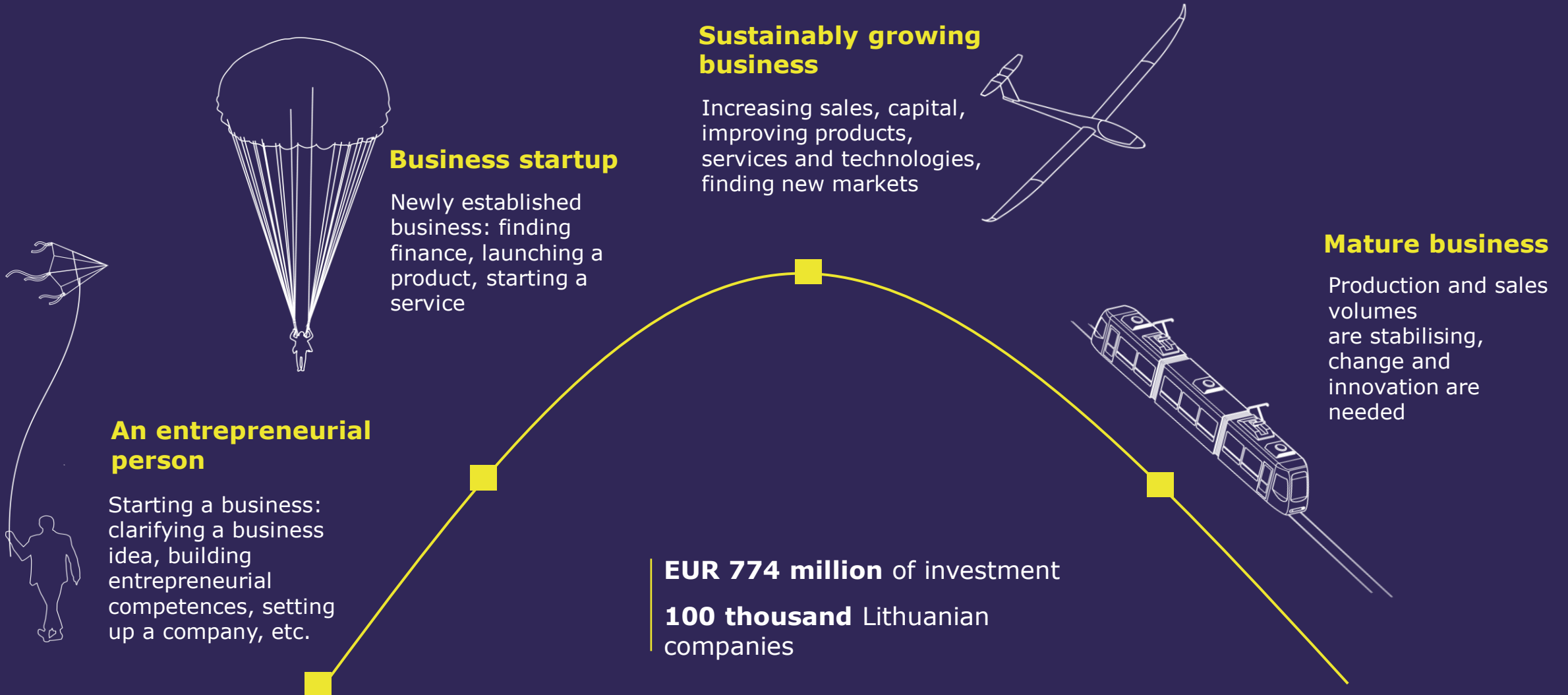
VALUE PROPOSITION FOR CLIENT



- **INNOVATION FACILITATION:** creating new opportunities for innovation
- **COMPETENCES:** we build business competences for consistent business creation and progress
- **INTERNATIONALITY:** we open new markets for sustainable business development
- **INVESTMENTS:** we provide investment for business start-up and growth
- **BUSINESS NETWORKING:** we help you establish targeted business relationships in domestic and foreign markets



Support at all stages of business maturity





OUR VALUES

CO-CREATION

Together, we create an inclusive environment for bold experimentation to deliver value to the customer.

IMPROVEMENT

We cultivate expertise, share experiences and embrace innovation to stay one step ahead.

RESPONSIBILITY

We are proactive, we stick to agreements and deliver results because we care about long-term impact.

OPEN COMMUNICATION

We build trust by communicating in a professional, friendly and transparent manner.

Operational Strategy 2023–2025

MISSION | Grow a globally competitive business

VISION 2030 | Globally strong Lithuanian innovation ecosystem

Value proposition to the client

- Competences
- Investments
- Networking
- Internationality
- Innovation facilitation

STRATEGIC GOALS

1. Development of an innovation ecosystem
2. Increase of business productivity
3. Export transformation
4. Provision of customer-focused professional services
5. Growth into a progressive next-generation organisation

Support at all stages of business maturity

An entrepreneurial business

Business startup

Sustainably growing business

Mature business

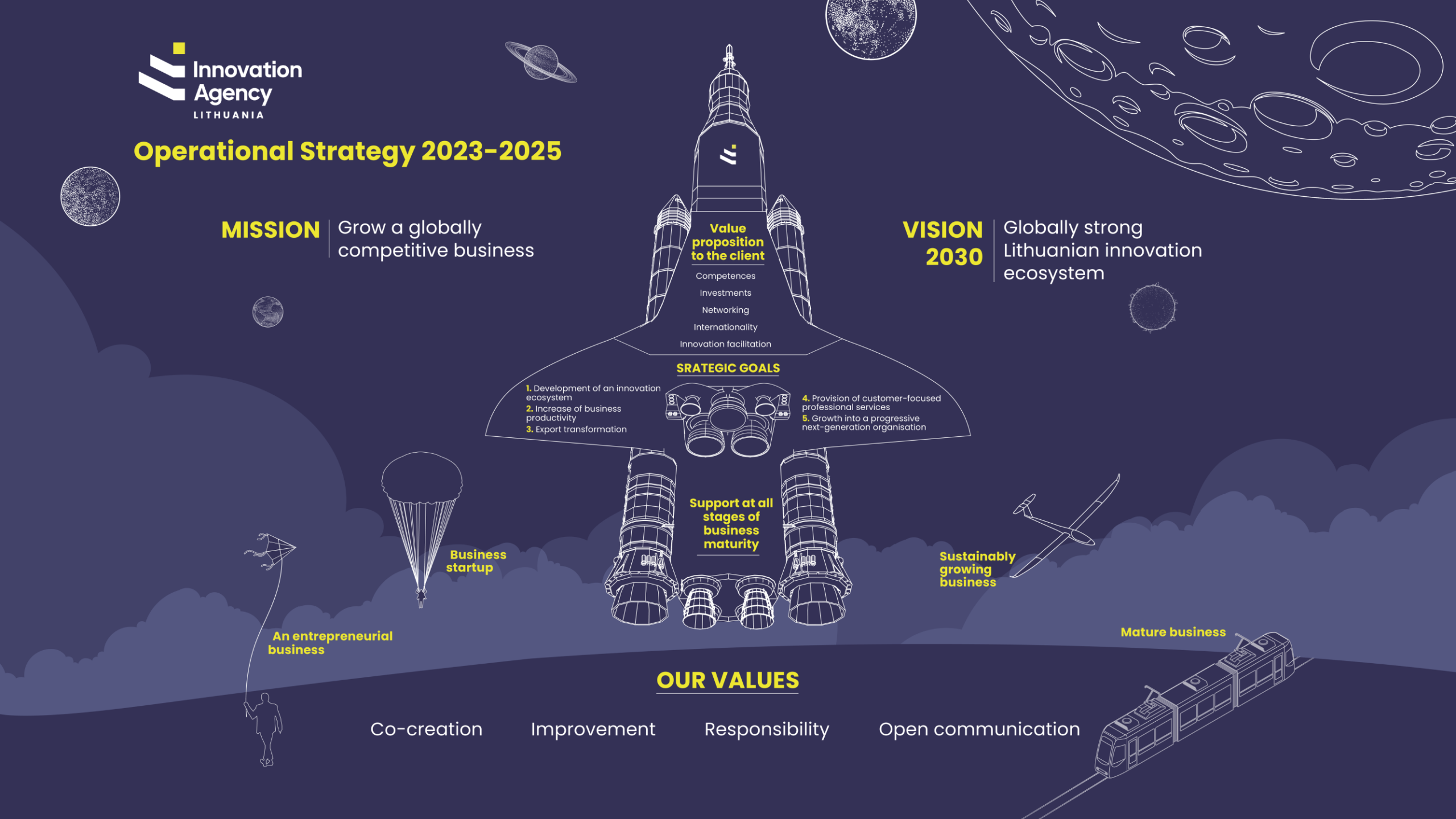
OUR VALUES

Co-creation

Improvement

Responsibility

Open communication





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