



Insights on the 17th session of the INSMEAcademy

It is time for Online Acceleration – New Times Require New Methods

15th of July 2014

A globalized world requires companies and intermediaries to engage customers in the most rapid way on a global scale rather than just a local one.

In the last session of the INSMEAcademy Mr. Mendelson, Managing Director of EAI 360 stated that many of the elements that compose the local eco-system (infrastructure, team, local stakeholders etc.) make it harder to broaden out the company's marketing strategy in favour of a truly global outreach. As a result a growing need has been identified for a platform aggregating entrepreneurs and innovators from different countries and innovation backgrounds in a single place. To meet this need Mr. Mendelson lined out the possibility to benefit from the online semi-automated innovation ecosystem. By using virtual acceleration programmes, companies might:

- reduce time to market;
- improve products' market fit;
- get mentoring services and benefit from different points of view regardless of the location;
- increase funding opportunities outside of the company's scope;
- be engaged in a central location that aggregates worldwide entrepreneurs and innovators to share their experiences, knowledge and ideas;
- benefit from pitching opportunities in front of potential investors.