**DRIVERS OF INNOVATION**

* **MARKETS**
  + Domestic customers
  + Access to international markets
  + Suppliers and value chains
  + Availability or cost of skills
  + Availability of cost of finance
  + Competitors
  + Technical or Voluntary Consensus Standards
  + Markets for knowledge
  + Digital platforms
* **PUBLIC POLICY**
  + Regulations
  + Functioning of courts and rules enforcement
  + Taxation
  + Public spending (level and priorities)
  + Government support for innovation
  + Government demand for innovation
  + Public infrastructure
  + General policy stability
* **SOCIETY**
  + Consumer responsiveness to innovation
  + Favorable public opinion towards innovation
  + Level of trust among economic actors

**BarriERS OF INNOVATION**

* Lack of internal finance for innovation
* Lack of credit or private equity
* Difficulties in obtaining public grants or subsidies
* Costs too high
* Lack of skilled employees within your enterprise
* Lack of collaboration partners
* Lack of access to external knowledge
* Uncertain market demand for your ideas
* Too much competition in your market
* Different priorities within your enterprise