

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