

# Wojciech Budzianowski Consulting Services

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## Abstract template SSG 2018

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## Title of contribution to digital Proceedings

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### Abstract

This template has been prepared for authors of contributions to be presented at the Sustainable Solutions for Growth (SSG) 2018 conference held in Wrocław, September 17-18, 2018. Abstracts will be published on the digital Proceedings. Authors are requested to follow these guidelines to achieve uniformity of Proceedings. Author presents his/her abstract in one of the following two formats: (1) sustainable solution abstract or (2) research abstract, as briefly characterised below.

#### *(1) sustainable solution abstract*

Provide non-confidential brief description of your sustainable solution, between 0.5 and 2 pages. Describe the nature of your sustainable solution and innovative technology behind. Advertise your skills suitable for developing your proposal. Specify character of your solution - is it innovative product, process, marketing method or organisational method? State Technology Readiness Level (TRL). Explain sustainable character of your solution considering environmental sustainability, social sustainability or economic sustainability. If already available provide basic expected investment metrics for a potential project build up using your solution such as payback time or IRR. Add some other important details that will allow to appreciate your solution. Since your abstract may attract attention of various stakeholders such as investors, enterprises, researchers, NGOs, etc. make it clear for readers with different backgrounds but retain some details able to convince experts in the underlying field. Make sure that your abstract, even if not revealing confidential information, clearly explains the essence and innovative character of your sustainable solution.

Sustainable solution abstract will be advertised via Proceedings together with your contact details and made publicly available in open-access. Various stakeholders interested in commercialisation of your sustainable solution may therefore easily get in touch with you for further details.

In future, for facilitated commercialisation of your sustainable solution, you may wish to reveal to some interested stakeholders some other details. For example, how intellectual property rights can be managed (patent etc.)? What type of support is required from various stakeholders to develop and deploy your sustainable solution, e.g. grant, incubation, equity investment, loan, research on a specific topic, your employment by an investor, your employment by a research institution, consulting services, etc.? What major risks are associated with the implementation of your solution in the business practice and how to manage them? Which country and intended market segment best fit your solution? How your solution can generate revenues and who will be main actors? What is the most appropriate business model for optimal economic performance? SSG conference with its intellectual infrastructure will aim at supporting inventors in advancing the commercialisation potential of their sustainable solutions.

#### *(2) research abstract*

In your research abstract briefly describe your research findings, between 0.3 and 1 page. Give a summary of the most relevant contributions of your research. Indicate your objective, method, main results, and conclusion. Emphasise novelty of findings. Specify how your research findings contribute to innovation management or economic growth and how may advance various existing innovative sustainable solutions? If this is applied research explain how it can be used by stakeholders such as innovators, investors, policymakers, consultants, etc. If this is fundamental research explain how it can be used to develop a sustainable solution in the future.

**Keywords**

please; provide; up to five; keywords; which reflect the content of your contribution; use semicolons as keyword separators

**Acknowledgments**

Please provide a suitable text for your abstract only if absolutely necessary. You will acknowledge in the full manuscript.

**Authors' consent to publish**

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Suggestion for the organisers	Participant's selection
Type of your abstract (sustainable solution/research)	
Type of participation (in-person/virtual)	
Type of presentation (oral lecture/short communication/virtual short communication)	
Name of presenting author (for in-person participants only)	
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