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Abstract

The present book explores the relationship between knowledge, innovation, and entrepreneurship, with a particular focus on the characteristics and development of innovative entrepreneurship within an economic context such as the Greek one. The starting point is the empirical evidence of the strategic significance of technology and innovation for both businesses and society, which is supplemented by the requisite theoretical constructs for a comprehensive understanding of the multifaceted process of innovation management for established or new firms. In this vein, the fundamental types of entrepreneurship are discussed, with an emphasis on innovative knowledge-intensive entrepreneurship. This refers to enterprises, irrespective of industry, that leverage knowledge and technology to engage in innovative activities, thereby making a substantial contribution to economic growth and societal welfare. The book also covers issues such as value creation from innovation, the protection of intellectual property rights, the investigation of

financing sources and tools, and the pursuit of competitive advantage through the evaluation of technical, financial, and operational data. In addition, the book offers a practical guide for business plan development, with a focus on its key contents and information that must be included and presented in a comprehensive manner. It thoroughly presents the entire cycle of business development, from the evaluation of opportunities, the conception of the business idea, the assessment of its feasibility, the exploration of the appropriate financing scheme, as well as the formation and composition of the business team, to the initial phase of the investment plan implementation. In the same context, the book presents and elucidates the key features of the Business Model Canvas methodology, which is one of the current go-to methods for mentoring and guiding the development of a new knowledge-intensive venture. Finally, the manuscript presents case studies of innovative, knowledge-intensive business ventures from both Greece and abroad.

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