

2017 Strategic Technology & Innovation Management Programme

Mapping corporate innovation projects and ventures

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Industrial / managerial need addressed

Navigating corporate innovation projects and ventures towards successful technology commercialisation and business development is challenging. It involves planning, building and navigation of the innovation systems, underpinned by appropriately identified market and business drivers, resources and capabilities, and applications. Failure to do so can lead to undesired consequences in the realisation of customer value creation and capture. This project aims to design a light-touch strategy tool and process to efficiently support strategic planning of corporate innovation projects and ventures, aiming to influence better customer value creation and capture.

Expected deliverables

- Recommendation note with a proposed set of strategy tool and process.

Engagement opportunities

- STIM companies are invited to join this project to have discussions regarding improvement and refinement of the mapping template shown below and participate in pilot sessions to explore possible applications.

Approach

This project aims to design a light-touch strategy tool and process to support strategic planning of corporate innovation projects and ventures. Case studies are proposed, building on mapping methods developed for corporate innovation projects and ventures as part of 2016 STIM project (#8) and a related PhD research project.

