

**2017 Strategic Technology & Innovation Management Programme****Translating complex societal challenges into future business opportunities**

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*Industrial / managerial need addressed*

Complex societal challenges such as aging societies, sustainable transportation and resource networks, or global migration are difficult to translate into specific business opportunities. This project aims to make progress with this problem by developing a framework which assists managers and entrepreneurs to deconstruct such challenges and provides a systematic approach to discover new business opportunities.

*Expected deliverables*

A pilot framework to explore complex societal challenges and systematically identify potential business opportunities. Depending on interest by STIM companies, the framework could be tested on a specific challenge and/or with STIM companies, e.g. as part of 0.5-1 day workshop.

*Engagement opportunities*

Participating companies are invited to suggest their own industry or business as cases for the development and application of the framework. STIM companies participating in this project gain first-mover advantages in contributing to the development of the framework and in understanding its application.

*Approach*

The project will build on a practice and literature review of frameworks to complex societal problems and then progress by identifying and selecting a societal challenge and a company / industry test case. This will be followed by the development of a framework prototype and an application to a test case.

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