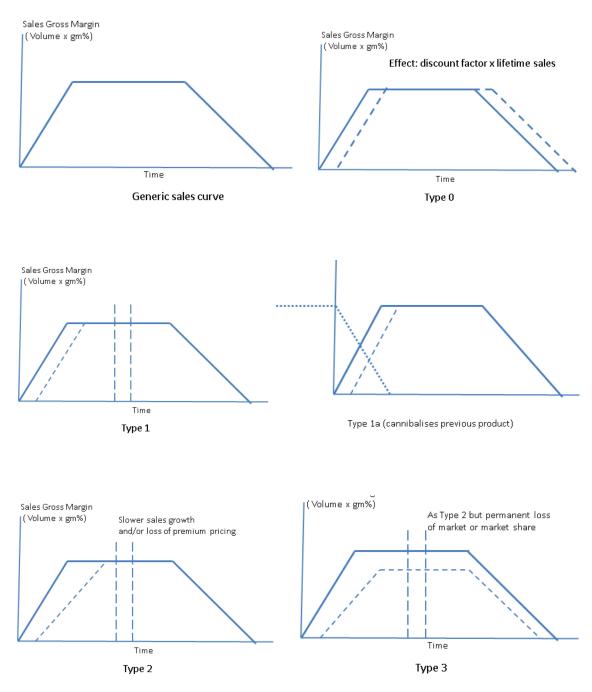




Strategic Technology and Innovation Management Programme 2016

## Value of time in R&D projects

Rick Mitchell rfm26@cam.ac.uk The main predictable effect of R&D projects running late is a reduction in the resulting sales value. There are a number of cases:



## Also to be considered is the opportunity cost of any wasted R&D resource.