

2018 Strategic Technology & Innovation Management Programme

Assessing technology potential by mapping value – a configurable approach

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Industrial / managerial need addressed

Companies increasingly seek to assess new technologies in a holistic manner to ensure sustainable value for themselves, their customers and a wider range of stakeholders. However the technology potential within a particular company context can take the format of a new technology opportunity, a new technology application or a new technology-enhanced offering. This project builds on work done in STIM 2016 to bring together existing tools in a configurable manner to tackle this challenge.

Expected deliverables

- A tested workshop approach based on a configurable combination of tools
- Practical illustration case studies on how sustainable value thinking can broaden technology assessment in STIM companies
- Further insights into mapping technology potential and commercialisation process
- A conference paper and a journal paper

Engagement opportunities

STIM companies will be encouraged to provide ongoing feedback on the work, to host pilot workshops involving both commercial and technical people, and to contribute to/comment on the final guidance.

Approach

The project aims to further develop an interactive workshop approach that links tools from technology management and industrial sustainability. The four tools used in combination are (1) technology benefits mapping, (2) industry structure analysis, (3) Cambridge value mapping tool, (4) performance dimension mapping (see below).

