Strategic Technology and Innovation Management Programme
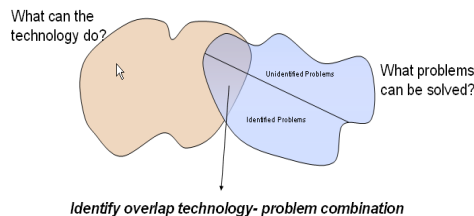
'Marketing' process for technology

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Identifying problems that a technology can solve at an early stage in an innovation project to enhance the exploitation opportunities for the business.

Aims

• Provide a practical approach for engaging both commercial and technical stakeholders in evaluating a technology in order to demonstrate potential impact at an early stage.

• Support and structure workshop discussion by providing easy to use templates and mapping activities.

• Promote a consensual way forward within companies leading to practical action plans.

Identify overlap technology- problem combination

Progress

An exploratory workshop supported by templates has been developed and piloted twice in one STIM company. Two further pilots are in the planning stage and there are on-going discussions with two interested organisations.

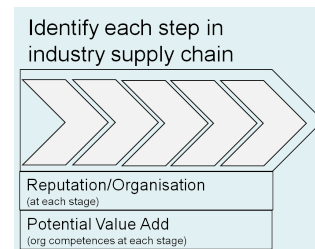Key features of the workshop include:
• Presentation & discussion of technology & commercial views.
• Brainstorming technology-commercial links & possible new markets.
• Mapping activities to explore identified technology application opportunities
• Logging of additional info needed & actions
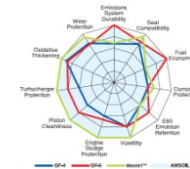
Templates include:

Finding solutions – a business devt focus:

Technology Capability	Benefit, Solution, Tech-Need	Customer / User need or new opp.	Return for Org
HOW	?WHAT?	WHY	WHY

Structure of the industry: (Lubik et al, 2011)

Radar plot/spider web: (www.syntheticmotoroilstoday.com)

Deliverables

• A documented process for gaining a rounded view of an early stage technology opportunity.

• A checklist / workshop to promote implementation of the process, developed and tested in companies.

Future research

Further piloting of the workshop format is planned. Links with the portfolio level view of early stage technologies have potential.

Further work on the mapping techniques is possible. There is company interest in the application of the Linking Grids concept.