

Strategic Technology and Innovation Management Programme

Innovation Simulation

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Acquiring new technology is an important part of the innovation process, while protecting this technology is essential to capturing value. This project aims to help educate practitioners on this topic through the mechanism of an innovation simulation.

Aims

The aim of this project was to develop an innovation simulation that helps people gain a better understanding of the challenges of acquiring and protecting new technologies. As a training tool, the simulation provides a means for participants to:

- Reflect on the technology acquisition options available
- Practice decision-making under resource-constrained conditions
- Understand the issues involved in establishing technology acquisition partnerships
- Appreciate the importance of protecting intellectual property to ensure competitive position

Progress

The simulation has been developed through internal pilot sessions at IfM and at STIM research engagement days on 10th June and 15th October. Thanks go to all the games testers who participated at these sessions and provided valuable feedback which has enabled the mechanics of the simulation to be refined.

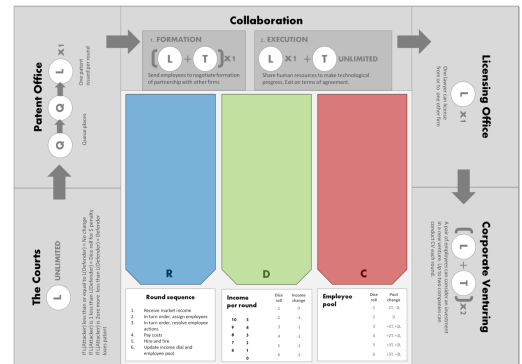


Figure 1 Main simulation gameboard

Deliverables

Following the pilot sessions a core set of gameboards, components and rules has been created. Some further refinement to these is still required but the main elements have been established.

In the simulation participants compete as companies. The simulation is designed to be conducted with 4-6 companies. 1-3 people can be part of each of these companies meaning that the simulation can be played by 4-18 people in any one session.

The full set of instructions and components will be provided to STIM members, along with facilitation guidelines for running the simulation in-company.



Figure 2 The simulation during gameplay