



Strategic Technology and Innovation Management Programme 2016

# Mapping Sustainable Value for New Technology Opportunities

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### **Aims**

- -To provide a structured workshop step and prompts for idea generation around sustainable value in the context of technology assessment.
- -To consider the integration of sustainable value thinking into innovation thinking by linking existing tools: Value Mapping, Marketing Technology and Light Weighting Innovation.

## **Progress**

- -A new workshop structure was designed see illustration.
- -This was piloted on 2<sup>nd</sup> June with two STIM companies and 1 lfM researcher looking to commercialise her ideas.
- -There has been interest from 3 more STIM companies for in-company workshops.

## **Deliverables**

- -A structured workshop to link existing tools: the Cambridge Value Mapping and STIM Marketing Technology approaches.
- -Preliminary illustrations of how technology exploitation is enriched by combining the two tools.

#### INPUT Technology Opportunity



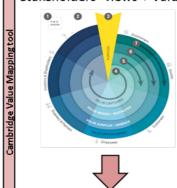
#### Benefit mapping...making the links

Technology Capability	Benefit, Tech · Need	Cust/User Need/Opp	Return for Org
HOW	WHAT?	WHY	WHY

Identify each step in industry supply chain



Stakeholders' views + Value analysis



INTERMEDIATE OUTPUT Value Opportunity

Reputation/Organisation
(at each shape)
Potential Value Add
(org competences at each stage)

FINAL OUTPUT
Technology Assessment