Strategic Technology and Innovation Management Programme 2016

Mapping Corporate Innovation Projects and Ventures

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A retrospective visual approach for mapping corporate innovation projects and ventures.

Aims

This project aims to map the evolution of corporate innovation projects and ventures to analyse technology management experience, including both successes and failures, and to explore how the approach used in this project could be utilised for project reviewing and learning. Case studies are proposed, building on methods developed for technology ventures as part of a related PhD research project.

Progress

- Literature and practice review (retrospective roadmapping)
- Seven case studies and analysis
- Publication available upon request
- Development and refinement of retrospective mapping template
- Next step: To draft recommendation note

Deliverables

Recommendation note that explains:

1) Background, steps and procedures of the retrospective visual mapping approach

2) Self-evaluated score sheet for technology and project managers

Retrospective Mapping Template