

Strategic Technology and Innovation Management Programme 2020

# 18. Strategic Roadmapping and Stakeholder Engagement for Technology Venturing

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Roadmapping as a process to support innovation ecosystem building

## Aims

To design and develop a structured roadmapping process with tool integration to support strategy development and stakeholder engagement

## 8 Steps

- 1. Future insight and goal setting
- 2. Prototyping
- 3. Evaluation (Make-or-Buy assessment)
- 4. Market introduction strategy
- 5. Uncertainty consideration
- 6. Implementation
- 7. Evaluation (Performance evaluation)
- 8. Improvement

## Deliverables

- 8-Step Roadmapping (pptx slides)
- Roadmapping Thinking-oriented Idea Generation Method (ECoDePS conference paper)

## Future research

We will examine the potential of roadmapping as a process in innovation ecosystem building

## 8-Step Roadmapping

