

# TECHCONNECT 2015

## ORIGINAL TECHNOLOGY APPLICATION

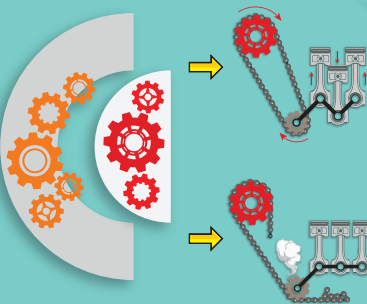
Briefly, what does this technology do? • What applications has it been applied to? • What aspects are patent protected?



## EXPLORE TECHNOLOGY

What does the core technology do?  
Use the 5 How's to explore Technology  
What could it possibly do?  
Attack your assumptions:  
What can't it do? (Why not?)

Under what conditions can it do this?  
In what situations?  
In what locations?  
Include other unique or interesting aspects of how it does this.

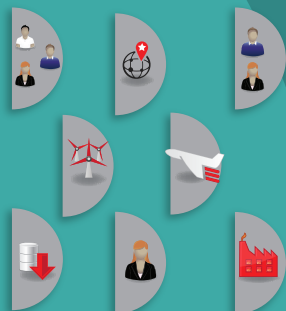


How or when might these aspects be good or be a **strength**?

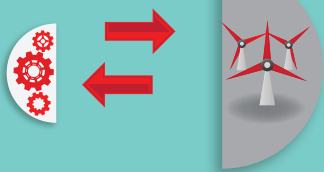
How or when might these aspects be bad or be a **weakness**?  
Can this weakness be turned into a strength?

## EXPLORE ALTERNATE APPLICATIONS/NEEDS/JOB

When do people or orgs need these things done?  
Think about other industries, other contexts, other applications, other types of people, other jobs, etc.  
In each case is this a PAIN or a GAIN?



### Competitors/Alternatives



## COMPETITIVE LANDSCAPE

What competitors or alternatives exist for each application?  
Which needs/jobs are unmet?

## TECH-JOB MATCH ADVANTAGES

What are the advantages of this technology in each job or application?



Sometimes the Technology cannot do the Job well



Sometimes a competitor can do the job better



Sometimes the technology offers a unique advantage in accomplishing the job

## NEW APPLICATION FOR THE COMMERCIALIZATION OF OUR ORIGINAL TECHNOLOGY

### Where do You Add Value?

How does technology add value for user?  
Which customer segment will see the benefit?  
For which user is this benefit most important?



Each new application will have unknowns that can only be tested with experiments or research.

## WHO ARE SEGMENT STAKEHOLDERS?

What types of people are affected by your product?  
How will different stakeholders influence adoption decisions (i.e. user, technical, economic buyer)?  
How important is each stakeholder in these decisions?



## WHAT ARE BARRIERS TO ADOPTION?

What are the risks involved:

- Technical/financial - Performance, costs, waste
- Operational - Reliability, compatibility
- Market - Observability, competitive, reputational



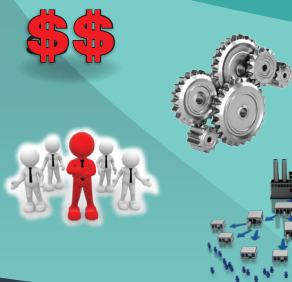
## HOW CAN YOU FACILITATE ADOPTION?

How can you modify business model to encourage adoption?  
How can you increase observability, trialability, compatibility



## WHAT OTHER CONSTRAINTS APPLY?

What internal/external factors affect your decision?  
How does your approach fit the current organization?  
What other barriers are between you and launch?



## 3 MOST PROMISING GO TO MARKET STRATEGIES

