

INNOVATION CARTOGRAPHY 2017

ORIGINAL TECHNOLOGY APPLICATION

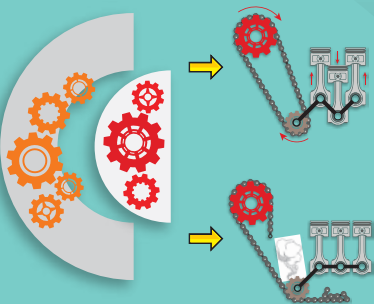
Briefly, what does this technology do? • What applications has it been applied to? • What aspects are patent protected?



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?
How does it do this?
Include other unique or interesting aspects of how it does this.

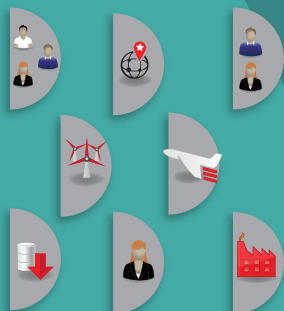


How or when might these aspects be good or be a strength?

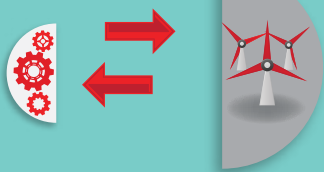
How or when might these aspects be bad or be a weakness?
Can this weakness be turned into a strength?

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

Technology & Market Unknowns

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



WHO ARE STAKEHOLDERS?

Who are the types of people that will be involved in the purchase decision?
Who is the user, are they different from the economic buyer?
Who is the technical buyer, who is the influencer?



WHAT ARE BARRIERS TO ADOPTION?

What are the technical and financial risks/barriers?
What are the operational and market risks/barriers?



HOW WILL YOU ENABLE ADOPTION?

How can you change the components of your business model?
How can you change your revenue model?
What other factors influence adoption?



WHAT OTHER CONSTRAINTS APPLY?

What factors influence the option you select?
Will success come from a new venture or an existing business?
What critical success factors will increase your likelihood of success?

3 MOST PROMISING GO TO MARKET STRATEGIES

