

Technology Scouting to Accelerate Innovation

A two-day executive masterclass on how to identify, find and structure technology partnerships, acquisitions and licenses

June 19 - 20 , 2019 | Shanghai, China

Key Benefits of Attending

- ✓ Identify technologies required to address current or potential customer needs
- ✓ Anticipate emerging technical trends while there is still time to react – the difference between invention and innovation; knowing how to commercialize
- ✓ Set up an effective scouting program and mesh it with other development initiatives
- ✓ Identify the most promising technologies and sources worldwide; how to assess the potential value of IP
- ✓ Tools and techniques you can use to anticipate disruptive technologies
- ✓ Develop a comprehensive sourcing strategy using the Technology Sourcing Matrix
- ✓ Find unexpected technology nuggets; including entrepreneurial, university and government sources
- ✓ Choose and structure the most favorable arrangement (alliance, license, acquisition, joint development, and/or spin-out)
- ✓ Apply new externally-developed technologies for rapid commercialization
- ✓ Best position your firm for the future—how to use competitive intelligence, roadmapping & market forecasting to integrate technology scouting with overall open innovation efforts

LEARN:

- When it is most advantageous to go outside for new technologies versus developing on your own
- How to select the right matches for your specific needs
- What kinds of deals to strike and how to structure agreements
- How to transfer technical know-how once we decide to go forward
- How to establish and manage a formal technology scouting program

WHO SHOULD ATTEND

This workshop is Ideally for VPs, Directors and Managers of Open Innovation, Scouting, Research & Development , Advanced Technology Development, Strategy and Marketing and Business Development.

WORKSHHOP FACILITATOR

Jay E. Paap , Ph.D

Foremost expert on technology scouting, corporate venturing and other approaches to open innovation.

Winner of the 2005 IRI Maurice Holland Award (best article in Research-Technology Management: "Anticipating Disruptive Innovation").



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Why Technology Scouting is Important -- How to Derive Maximum Benefit

Most companies today recognize the importance of open innovation and technology scouting - the challenge is translating the promise into profitable reality. Many begin their journey with the simple goal of filling gaps in their development skill-set, driven primarily by the need to implement approved projects in a timely way. They quickly learn that this tactical perspective, while adding value, limits the potential of external scouting. The **real value** comes from making Open Innovation and techscouting an integral part of a long-term growth strategy and innovation culture.

This *interactive, practical, and example-filled* masterclass is designed to *help those seeking maximum business impact and payback from scouting*. Drawing on Dr. Paap's deep expertise and 40+ years of experience, this highly-rated course is widely considered the definitive one on the subject.

The purpose of this two-day session is to give you **proven tools & planning frameworks** that you can immediately use to accelerate your development efforts and promote a more innovative product portfolio. Our goal is to help you develop the skills that will allow you and your team to **effectively leverage internal technical capabilities by selectively going outside to meet strategic objectives**.

By attending you will come away with a practical guide to forming and managing a world-class scouting program. You will know how to cultivate an open culture, and how to choose & successfully integrate new technologies and opportunities.

Dr. Jay Paap is one of the world's most experienced and respected expert on innovation and product development.

He serves on the faculties of the Industrial Relations Center at Caltech and the Executive Program at The Sloan School (MIT), is a Fellow of The Society of Competitive Intelligence Professional, and a PDMA Certified NPD Professional.

Dr. Paap has been active in the mgmt. of technology for almost 50 years and consulted with major firms globally on innovation, new product and business development, technology strategy, CI and corporate venturing.

His clients have included 3M, Apple, Astra-Zeneca, Boeing, BP, British Telecom, Dow Corning, DuPont, Ford, Gillette, Hewlett-Packard, IBM, Johnson & Johnson, Kraft, Mars, Motorola, Nokia, Procter & Gamble, Reckitt-Benckiser, SC Johnson, Shell, Steelcase, Unilever and Xerox.

Key Deliverables

You will return to your organization with:

- Your own technology sourcing matrix
- Competitive intelligence gathering tools
- Suggested resources to tap for new technologies
- Comparative best practices from leading firms
- Recommendations and advice for your specific situation
- Comprehensive reference materials
- An implementation action plan



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PROGRAM OUTLINE

The Logic of External Sourcing

How it provides value:

- Overcoming challenges to pursuing innovation internally: the three Rs: Resources - Risk - Resistance
- Collecting the intelligence on emerging markets and technologies that fuel innovation
- Stimulating innovation and new ways of thinking within your firm
- Speeding time to market

Technology Scouting

What it is and how it works:

- The three basic elements of scouting
- Organizational approaches – examples of some leading practitioner
- Understanding your 'External Sourcing Posture'
- Keys to effective scouting
- Measuring success – how you know you are providing value

Identifying Technology Requirements

- Developing a Sourcing Strategy to guide the search – the Technology Sourcing Matrix
- Project driven requirements – using creative problem solving to accelerate developments
- Technology forecasting – positioning the firm for the future
- Scenarios and other strategic planning exercises
- Disruptive technologies – what they are and how to protect yourself from being 'disrupted.'
- Using Technology Scouting to stimulate the 'fuzzy front end' of your development process

Identifying Technology Sources

- Sources of information – selected Competitive Technical Intelligence tools geared to the open innovation model
- Mistakes firms make when seeking technical solutions externally
- Unexpected sources of technology – the importance of looking outside one's industry
- The art of thinking generically about your needs
- Assessing the fit – when is a fit a 'good fit'

Managing the Transfer

Key steps in collaborative relationships

- Structural options for leveraging external technology: licenses, alliances, acquisitions, spin-offs, and contracting
- Managing Intellectual property – assigning value, attributing credit, and protecting your interests
- Overcoming internal barriers to collaboration – the importance of managing the culture

TESTIMONIALS

"Best workshop I've been to in years."

Director Technology and Innovation
Dana Corporation

"This is a valuable tool for corporate planning & an essential competition tool. In two days, an exceptional amount of valuable material was presented and explained."

VP Technology Development
Crown Technology

"Excellent job of providing insights on how a tech scout can contribute. "

Technology Scout
Kimberly-Clark

"Session provided key elements of tech scouting and outsourcing needed in our R&D program."

Engineering Manager
Blount Inc.



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