

daventryhouse

consultancy in technology management and communication from Neil Rathbone

Technology, innovation and business

Day One

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Welcome by course
leader

Neil Rathbone FIOD

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Round table
introductions

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Outline of the course

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Why is technology
important for
employment?

What is technology?

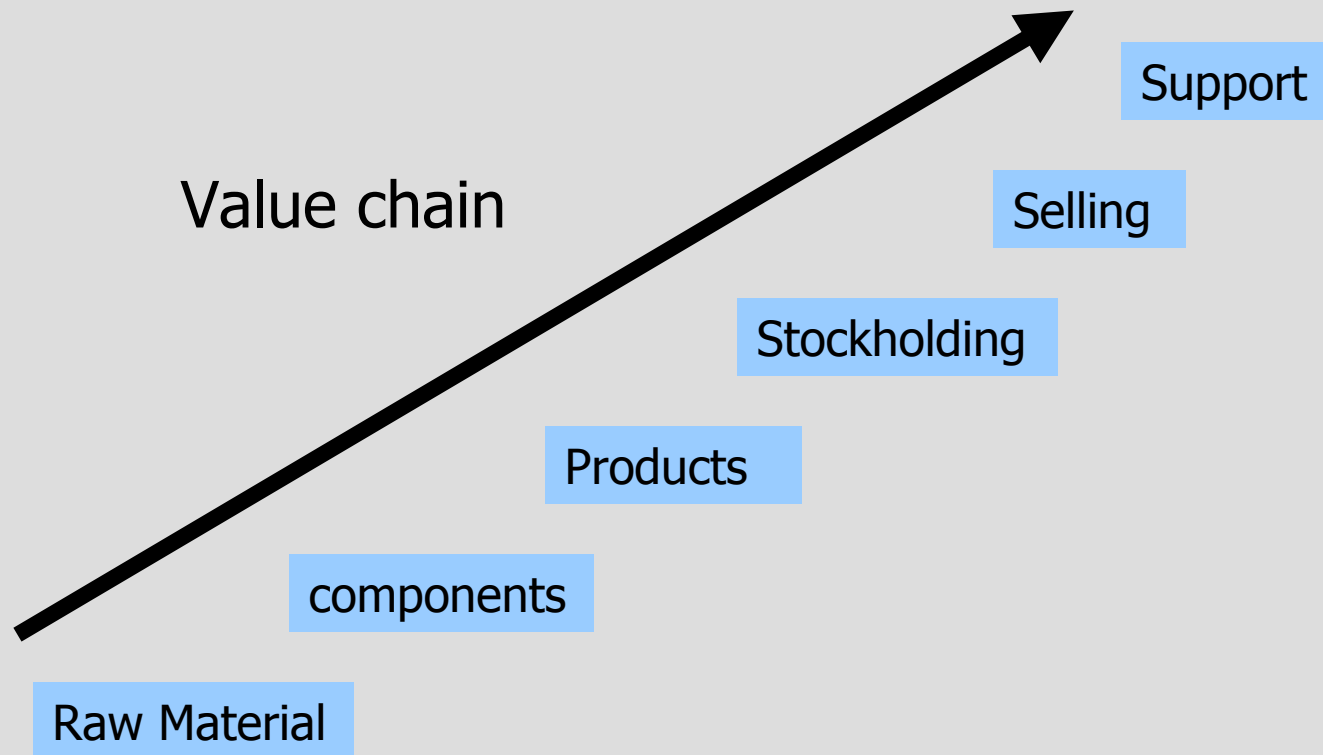
The application
of scientific knowledge
to everyday life.

(^High'-tech = *recent* scientific knowledge)

The role of technology in business

- New/unique products (no competition)
- Adding value
- Reducing cost (+ve and –ve)
- Meeting other requirements
 - o Environment
 - o Quality of life
 - o Speed of delivery

Adding value



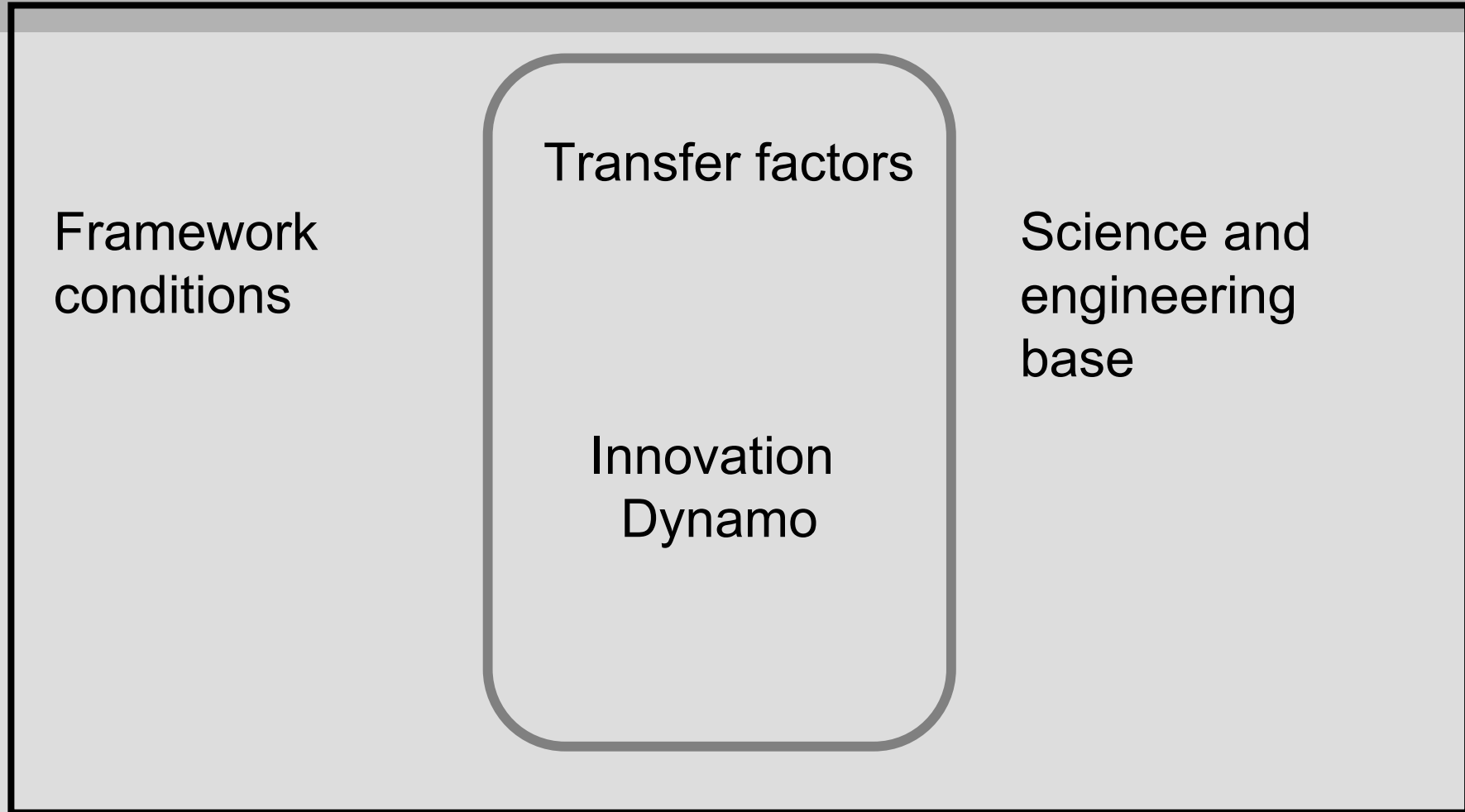
Adding value

$$\text{Value} = \text{Functionality}/\text{cost}$$

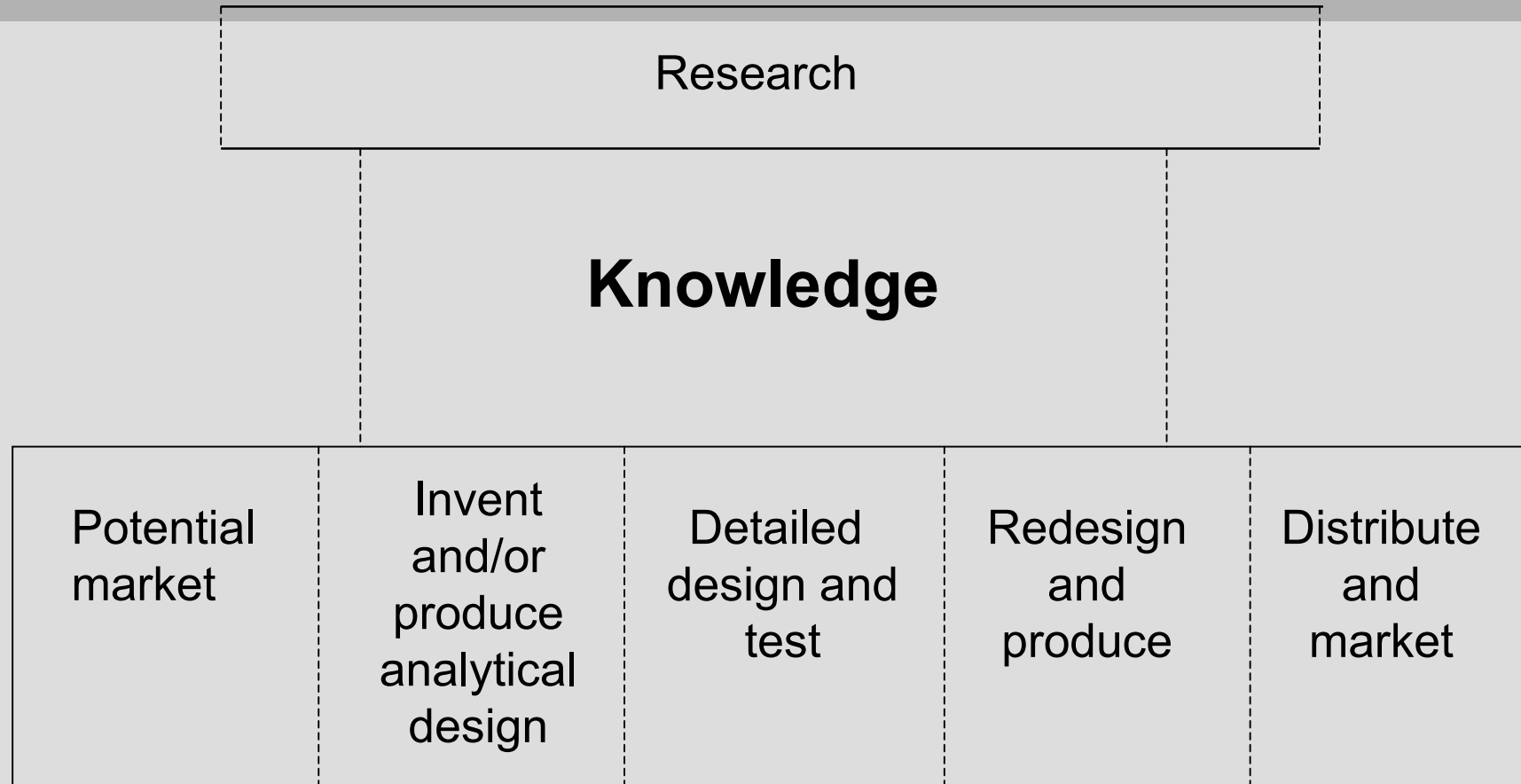
Models of technology transfer

- **Linear model** - pipeline – technology push or market pull
- **Structural model** – institutions, centres
- **Organic model** – networking, cross-fertilisation
- **Environmental model** – entrepreneurial culture, administrative burdens, attitude to failure

Models of technology transfer



Models of technology transfer



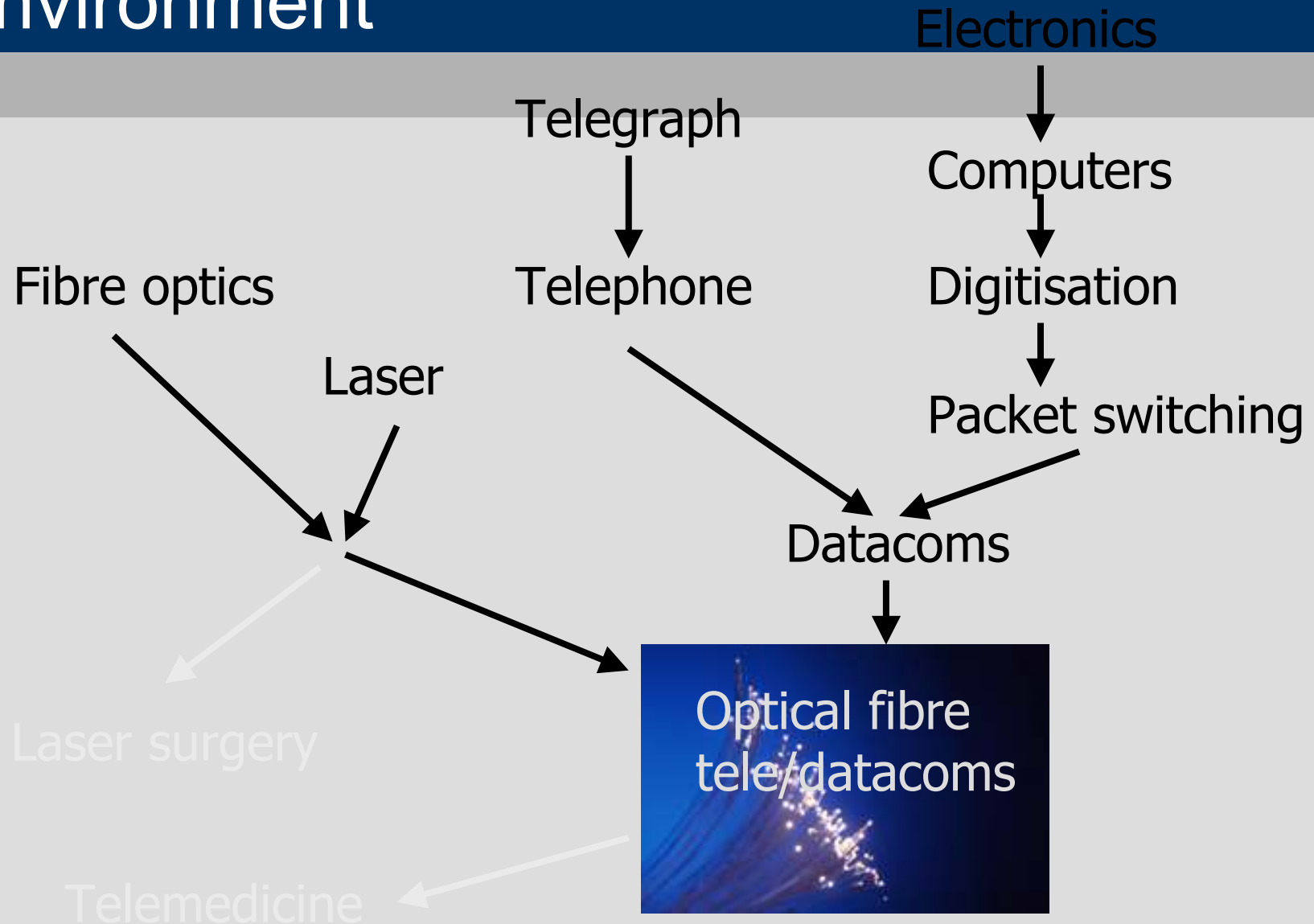
Technology and the economy

$S \neq T$

and

$T \neq I$

The interaction of idea and environment



Foresight exercises

- **Anticipation**
 - What is likely to happen?
- **Coordination**
 - Collective view of ALL players
 - Coordinated actions in anticipation
- **Insight**
 - New perspectives on what will be possible given the views of the participants

Technology watch

- Foresight with a time dimension
- May be specific to a company, sector, region, technology etc.

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How do you protect
your ideas?

IPR protection

- Keep secret
- Copyright
- Patent
 - o National
 - o European
 - o Patent Convention Treaty

Negotiation and licensing

- Outright sale
- Licence
 - Exclusive/non-exclusive
- Joint venture
- Agreement

Barriers to technology-based products

- Cost
- Infrastructure
- Interoperability
- Market factors
 - Education
 - Culture – fashions, perceptions

What is meant by technology transfer?

- Research – application (eg industry)
- Large to small companies
- Developed to developing nations
- Across sectors

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