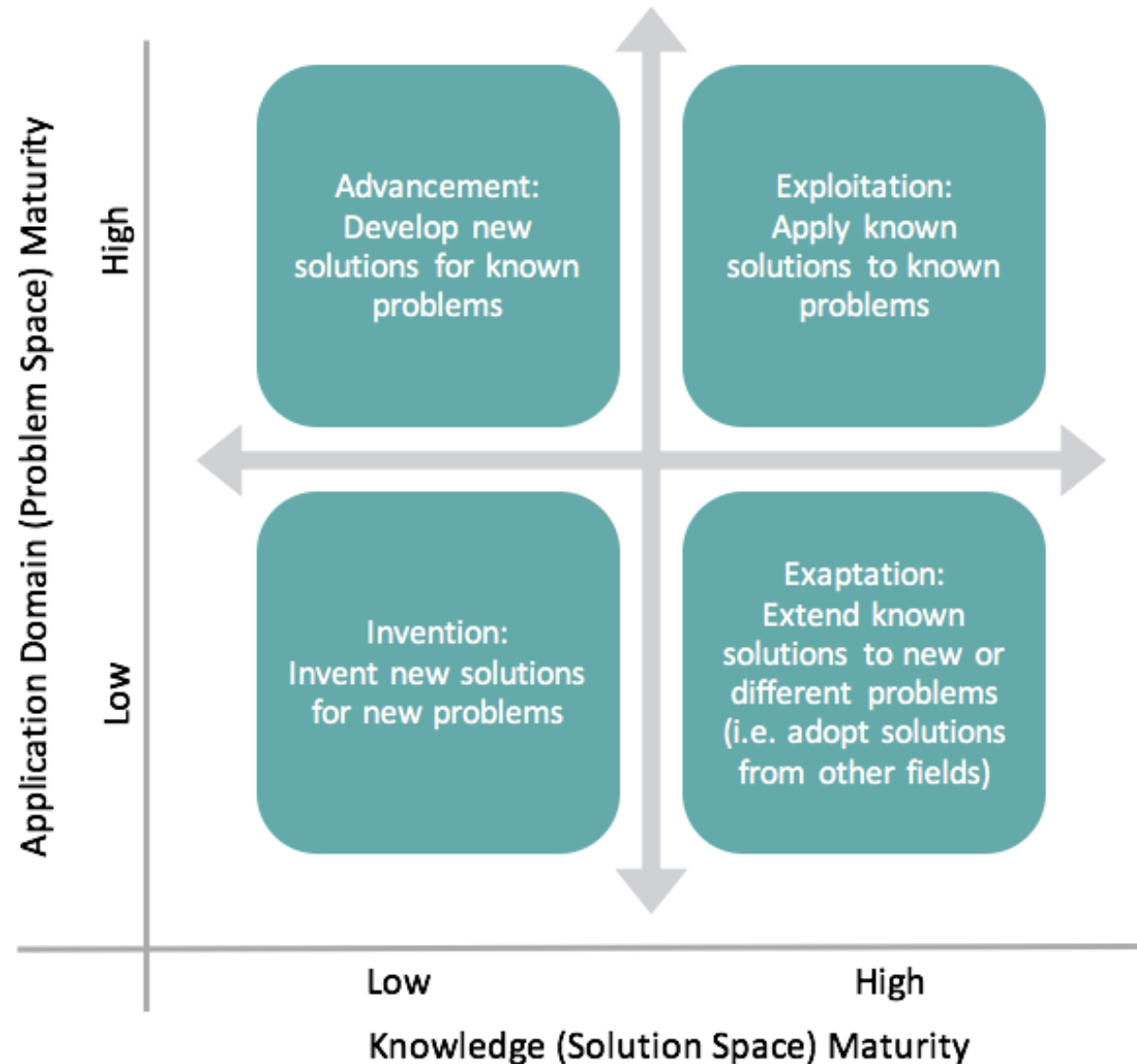
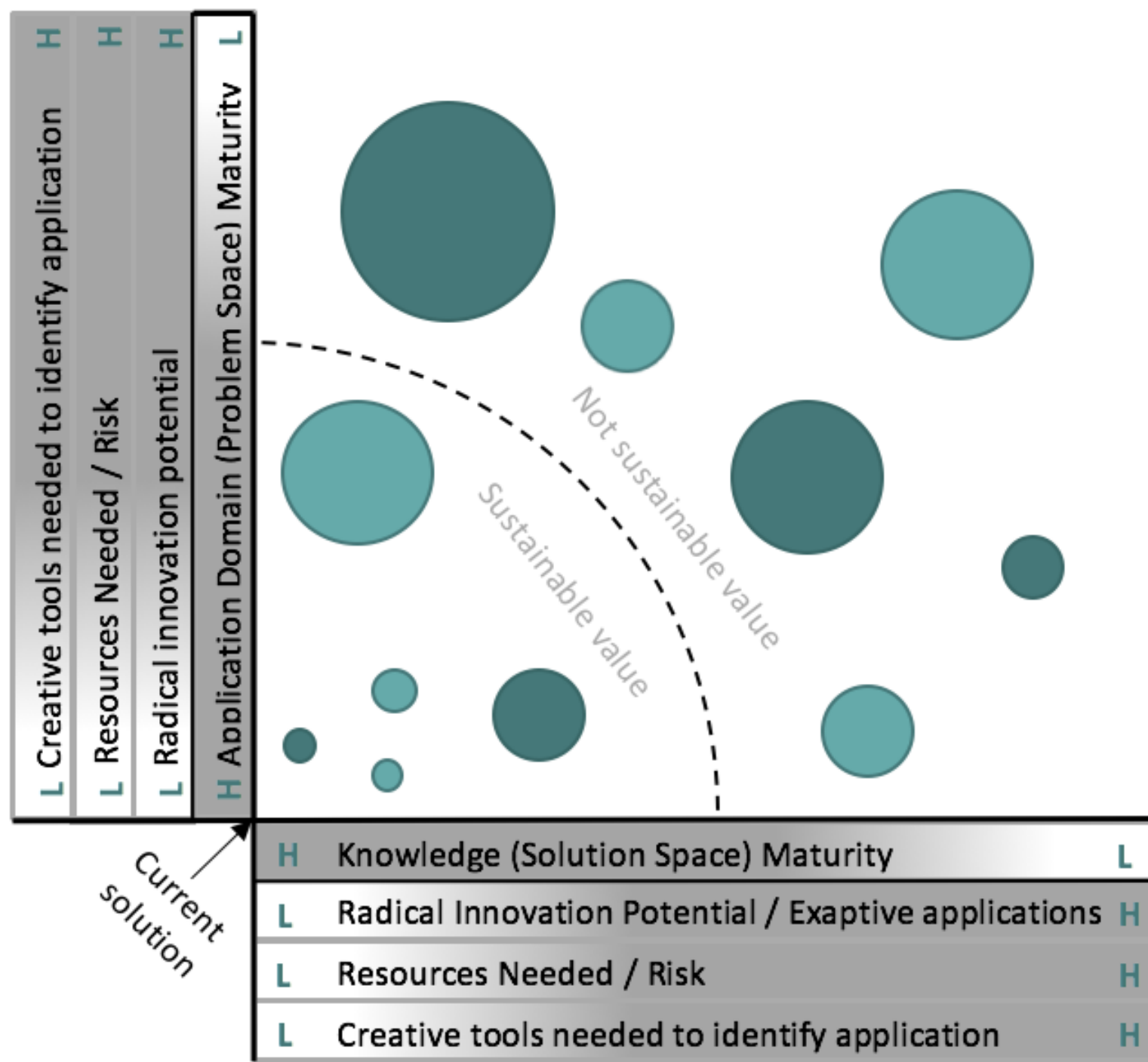


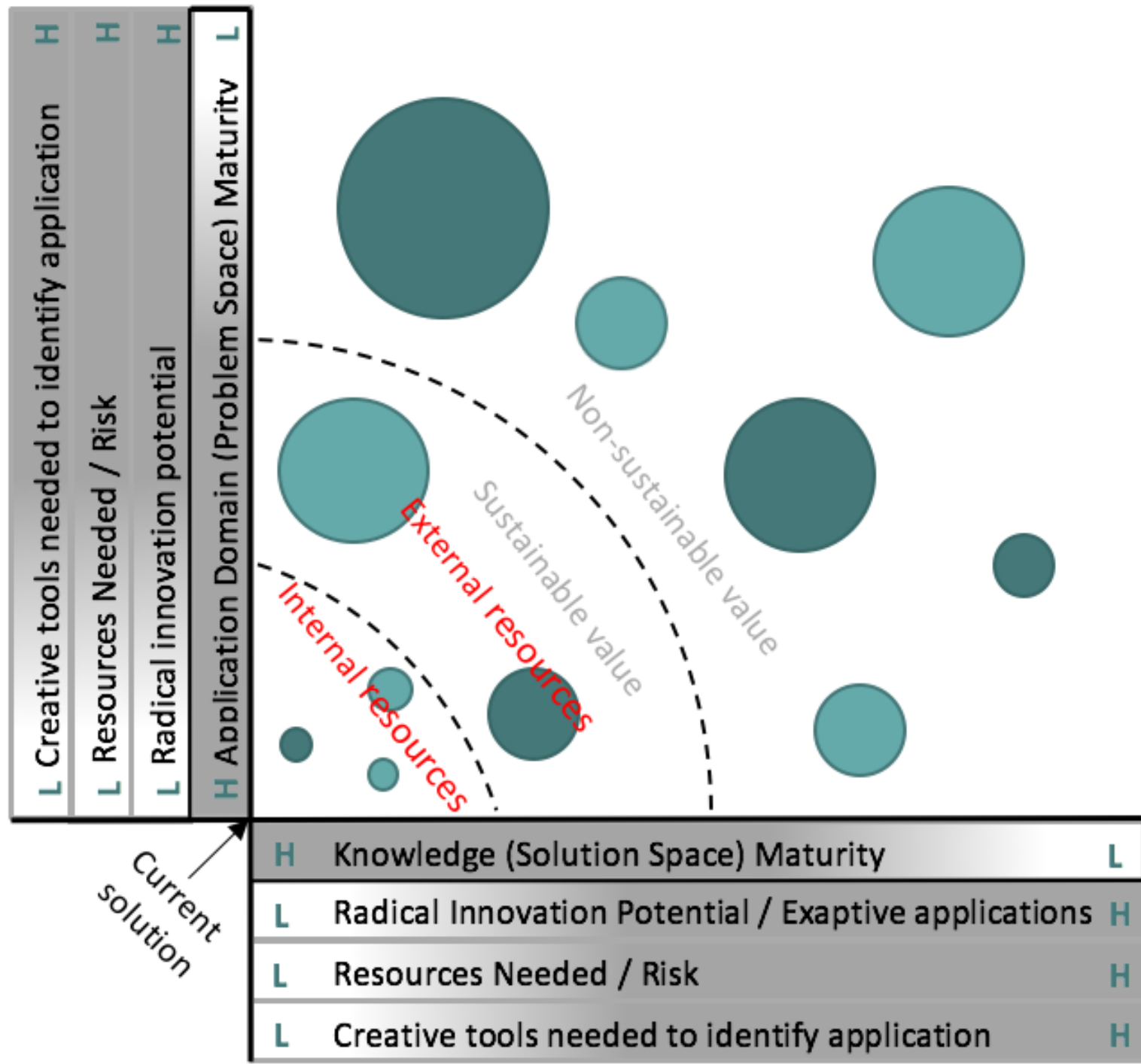
Tech push application identification



Exaptive opportunities

- Another type of opportunities
- More innovative, often bigger potential
- Ways to find such opportunities
 - Brainstorming in heterogeneous groups – needing an open atmosphere
 - Searches based on keywords of functions
 - Related to serendipity





Final notes

- Less likely that experts find exaptive opportunities
- Requires enough information & understanding
- Should rather be commercialized by startups
- In fact, easier to get a license on a more exaptive opportunity
 - See also: Blue sea strategy 😊