ESI 2019 Project Day – Technical and Market Feasibility

Technology Transfer

Is the process of transferring skills, knowledge, technologies, methods of manufacturing, samples of manufacturing and facilities among governments or universities and other institutions to ensure that scientific and technological developments are accessible to a wider range of users who can then further develop and exploit the technology into new products, processes, applications, materials or services.
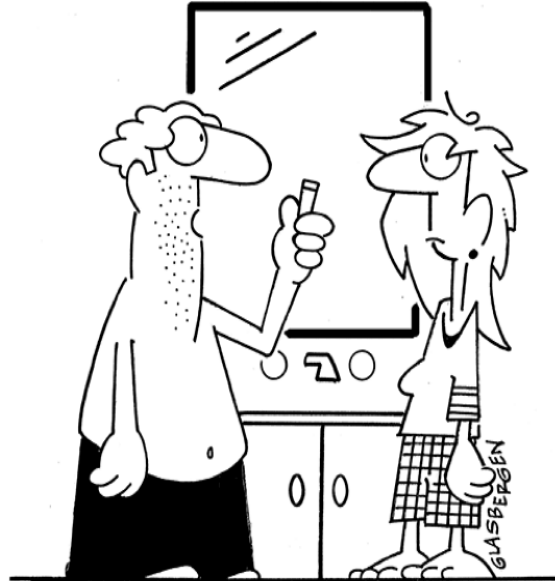
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Technology Transfer & Commercialization

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Technology Push and Market Pull
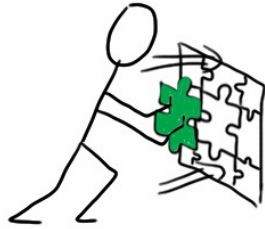
Source: https://newentrepreneurship.files.wordpress.com/2012/07/push-pull-green.jpeg
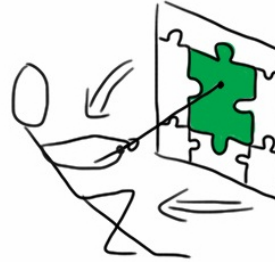
Open Innovation and the importance of TT
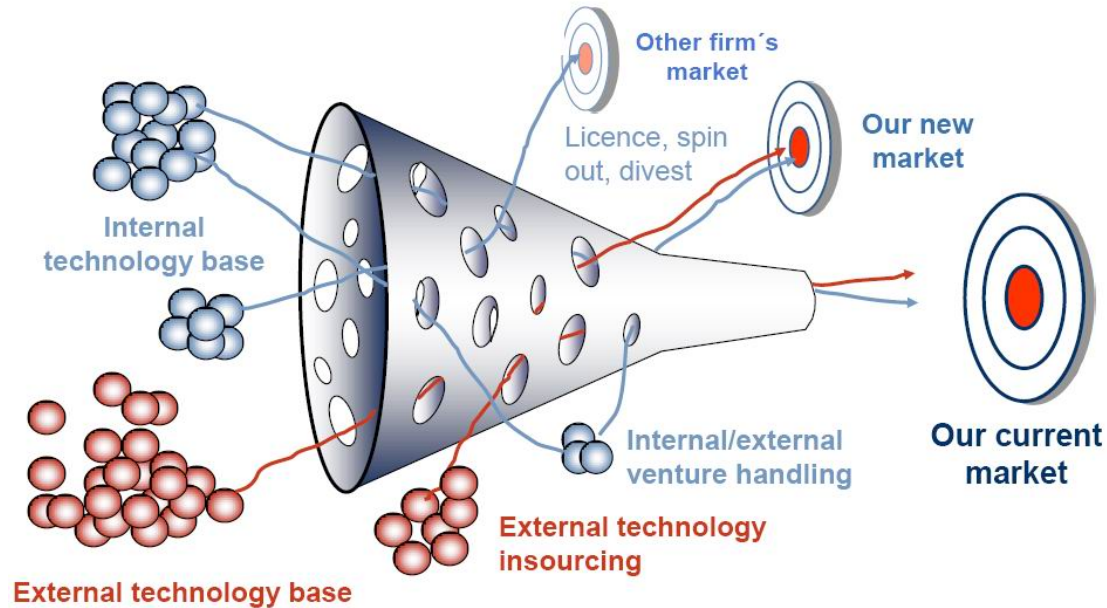
Universities and Research Organizations

Private Companies

Support Organizations

How can we transfer technology into a business?

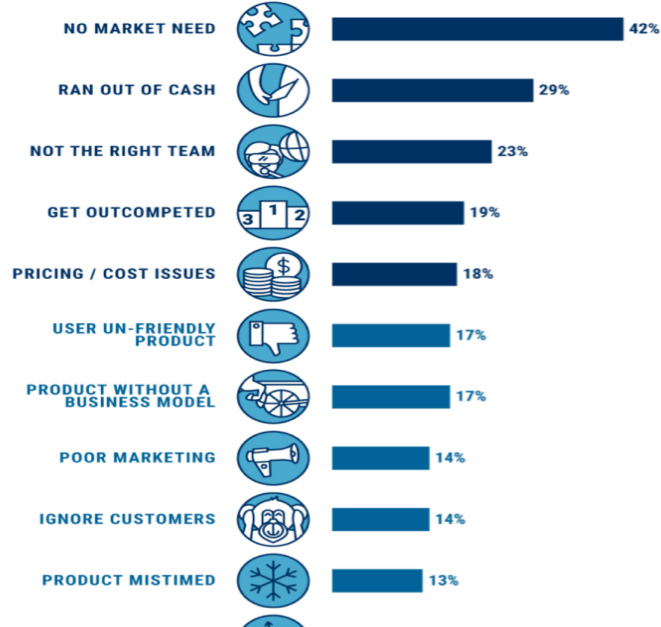- Licensing between established entities
- New venturing: ENTREPRENEURSHIP

Start-up Development Phases

Main reason for failure?

Go to Kahoot.it again!

EIRO forum

Start-up Development Phases

BASED ON ANALYSIS OF 101 STARTUP POSTMORTEMS
Top 20 Reasons Startups Fail

Reason	Percentage
NO MARKET NEED	42%
RAN OUT OF CASH	29%
NOT THE RIGHT TEAM	23%
GET OUTCOMPETED	19%
PRICING / COST ISSUES	18%
USER UN-FRIENDLY PRODUCT	17%
PRODUCT WITHOUT A BUSINESS MODEL	17%
POOR MARKETING	14%
IGNORE CUSTOMERS	14%
PRODUCT MISTIMED	13%

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Problem-Solution Fit

- Translate problems into solutions that will be adopted

Product-Market Fit

- Translate solutions in products that will be acquired by your customers

The Product-Market Fit Pyramid

Product:
- UX
- Feature Set
- Value Proposition

Product-Market Fit

Market:
- Underserved Needs
- Target Customer

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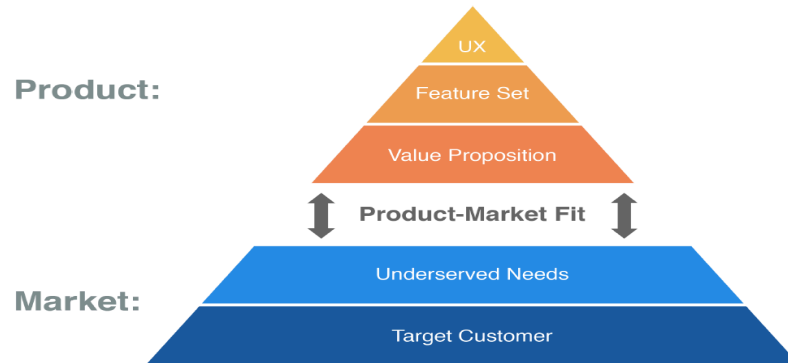
Product-Market Fit

People don't want a quarter-inch drill

They want a quarter-inch hole

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Product-Market Fit

- Problem space vs solutions space

Problem Space	Solution Space
A costumer problem or benefit that the product should address A well-written user story: "As a_, I want to_, so I can_."	A specific implementation or design to address the customer need

Product-Market Fit

Product-Market Fit

Product-Market Fit

Product-Market Fit

Product-Market Fit

Problem vs Solution

Problem space (user benefits)

Book an accommodation

- 1. Define specific problems-benefits.
- 2. Group by topics
- 3. Define specific solutions

Solution Space (product)

Booking

airbnb

Next step

1. Explore the different applications identified (solutions/products/services)

2. Implement an initial technical feasibility of the technology. Clearly identify the added value of your technology (what is the main value in the technology?)

3. Understand the market:
   1. Identify main Stakeholders (internal and external for the commercialization)
   2. Identify main potential receivers (your clients) and users (the final clients)
   3. Identify main barriers of the market

4. Consider the need to agree on the license of the technology to your company:
   1. Steps to achieve a successful transfer of the technology (development needed?, funding needed?)
   2. Foresee critical negotiation points

Consider the IP aspects

Exclusivity and duration

Geographical coverage

Sectorial coverage

Remuneration: Patent maintenance costs, Royalties and other payments. Consider initial investment of the company for the integration in the remuneration

Any IP developed during technology integration?

Use of other image rights

Thank you

Lluc Diaz (ESA)
IMKTT WG Chair EIROforum