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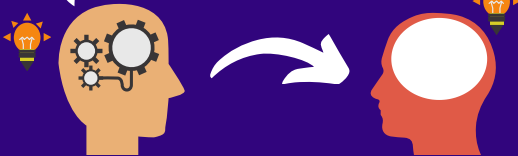
Creating Value through Innovation and Technology Transfer Analytics

How to Identify White
Space for Future
Innovation?

How to Innovate with
Compressed
Timelines?

How to gather
Technology Intelligence
for Innovation?

How to select the
Right Technology
Transfer Strategy?



TO

SEEK FOR ANSWERS,
JOIN OUR MDP

Registration Link:

<https://forms.office.com/r/Qz54szxup4>



14-19 November
2022

3 hrs/day
(5pm to 8pm)

Registration Link:

<https://forms.office.com/r/Qz54szxup4>

Program Code: 1 23 4 71

FEES- Rs 10,620.00 /- (all inclusive)
Group Discounts: 10% (3 and above
of same organization)



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Introduction

The high rate of technological changes is leading to disruptions at an unprecedented scale, transforming the businesses and operations (shift from industry 1.0 to now industry 4.0) connected via multiple technologies across domains. The "Make in India" focus and the current era of COVID-19 has led Indian companies to innovate and move towards building capabilities in various technological areas for self-dependency.

However, for business competitiveness the right technology acquisition and exploitation strategy, timely, is critical for survival and is extremely risky. Technological uncertainty along with market and regulatory uncertainty makes the technology acquisition and innovation decisions more complex and challenging in the current era. Innovation analytic and technology transfer qualitative tools assisted with analytics-based decision models aid in reducing this state of uncertainty fast, giving early warning signs and address where and when trade-offs must be made between uncertain costs, uncertain benefits, and other risk.

Are you boggled up with these triggering questions?

- 1) How to Identify **WHITE SPACES** for Future Innovation?
- 2) How to Innovate with **COMPRESSED Timelines**?
- 3) How to gather Technology **INTELLIGENCE** for Innovation?
- 4) How to select the **RIGHT** Technology Transfer **STRATEGY** Leading to Maximum Gain?



Key Objectives

- To **CREATE VALUE** through technology and innovation for organizations
- To **PRACTICE** the technology and innovation **Intelligence** gathering process through **Analytics**
- To **IDENTIFY** and **EVALUATE** technology assets.
- To **APPLY** data driven models for effective technology transfer decisions and economic gains



Content

- Understanding VUCA and business dilemma – India Vs Global, Challenges and way ahead
- Understanding Innovation concepts and frameworks - lead user
- Modelling your competitive advantage: Monitoring through technology intelligence via technology and innovation analytics.
- Assessing technology, market, and regulatory readiness
- Technology capability assessment and fitness toolkit for tech transfer decisions
- Technology transfer strategy selection- Multi-criterion decision modelling.
- Data driven technology evaluation and licensing mechanism.



Target Group

This course is especially designed for professionals involved in Start-ups, R&D, Innovation projects, Business Development. This course will help not only established organizations but start-ups, and potential entrepreneurs in their start-ups Journey.

For further detail contact

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