

*Find business opportunities in
technology-based innovations*

Speed the movement of ideas from basic science labs
to commercial application

Executive Education Seminar

One day



TECHNOSCAN[®] CENTRE

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FIND BUSINESS OPPORTUNITIES IN TECHNOLOGY-BASED INNOVATIONS

"Speed the movement of ideas from basic science labs to commercial application." ⁽¹⁾

The need

Technological progress is the major source of economic growth. It is heavily supported. Every day there is a global outburst of new technologies — new materials, new forms of energy, and new information technology.

But technological progress is erratic. Most innovations fail. Some break even. A few yield positive returns. And poor technological decisions have a big negative impact. Yearly we waste trillions of dollars on bad technological investments. In addition, unfit technology causes pollution that destroys the life supporting forces of nature.

We need to understand technology better. We need to know its impact. We need improved technology guidance.

The solution

This seminar offers procedures to map, track and guide technological progress. It has three unique features.

- Views technology as a distinct field of knowledge (See diagram of innovation chain)
- Offers a uniform language of technology
- Demonstrates an atlas of technology

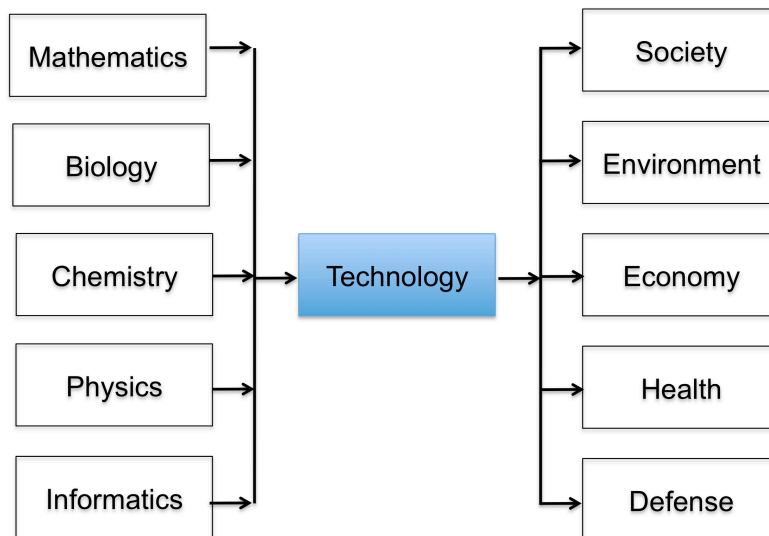


Figure 1: Innovation chain

Participants

The seminar is intended for:

- Management of technology (MOT) practitioners
- Engineers and scientists
- S&T policy makers
- Innovation managers
- Investment professionals

Structure and Content

- The know-how of technology guidance
- The language of technology
- Charting the techno-sphere — the assembly of all technologies
- Evaluating relevance
- Compiling an innovation-opportunity “hotlist”

The seminar uses mini-cases and exercises. These are customized to suit the needs of clients. Each participant receives: (i) A set of handouts. (ii) A manual: *THE LANGUAGE OF TECHNOLOGY (2012)*.

Track record:

Over the past two decades the seminar has had a successful track record. It has been offered in-house to corporate clients. It has been hosted by universities and professional associations.

Corporate clients include multi national companies in chemicals, textiles, diamond mining, electronics, sensors, mobile phone networks, instrumentation and retailing.

Professional associations include the International Association for Management of Technology (IAMOT), Portland International Center for Management of Engineering and Technology (PICMET), and the International Forum on Technology Management (IFTM).

Admission Requirements

Tertiary level education in engineering, science, or management of technology, recommended.

Venue and Date

To be arranged with client companies.

Seminar Leader

Dr Rias van Wyk is the director of Technoscan[®] Centre Minnesota, USA, and serves as President of the Management of Technology Accreditation Board (MOTAB). His consulting specialty is capturing technology-based innovation opportunities. He is a former Director of the Master of Science in the Management of Technology Program (MS-MOT), University of Minnesota. He has qualifications from three universities, including a master's degree from Harvard focusing on science, technology and public policy. He is the author of *Technology: A Unifying Code*, and the editor of *Technoscan[®] Newsbriefs*.

In 2005 he received the Distinguished Achievement Award in the Management of Technology from the International Association for Management of Technology (IAMOT). In 2009 he served on the Jury of the Sustainability Innovation Award of the Globe Forum in Sweden. In 2010 he was a keynote speaker at the launch of the Korean technology foresight report: *Science and Technology Vision for the Future: Towards the year 2040*. In 2011 the Technology Leadership Institute (TLI), College of Science and Engineering, University of Minnesota, implemented an academic award, the *Rias van Wyk Foresight Award* in his honor. For 2011-2012 he was included in the Approved Speakers List of the CFA Institute, a global association of investment professionals. In 2012 he was appointed *Professor Extraordinaire* in the Graduate School of Business, University of Stellenbosch, South Africa.

Fees

To be discussed. Depends on geography and client specified requirements.

Contact

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References

(1) US Department of Commerce, 2012 *The Competitiveness and Innovative Capacity of the United States* p. M-2, Item 3. Department of Commerce, US Government, Washington DC.