

TEN TECHNOLOGY TRENDS
and
HOW TO EXPLOIT THEM
for the benefit of
YOU ORGANIZATION

1. Recognize that advances are occurring outside your company and sphere of influence.

Worldwide R&D expenditures are well over \$200 billion a year.

Most new technology advances are coming from others.
2. Realize that these advances are available to you.

The great majority of new technologies are available through licensing, co-ventures, acquisitions, etc.
3. Develop a corporate culture that welcomes outside advances.

You can't begin to use other people's technology until your own people get past the "not Invented Here" syndrome.
4. Set up internal technology tracking system.

This is a full time job, and responsibility should be given to an individual who is aware of the process of commercialization.
5. Monitor the output of government labs and universities around the world.

More than 25% of all R&D comes from government labs and government sponsored research, where technologies are more readily available.
6. Watch for emerging firms with "breakthrough" technologies.

A high percentage of revolutionary technology comes from small firms, weak in capital, marketing, manufacturing, etc.
7. Be aware of universities working in key technology areas.

University research groups are high on talent and low on money, and very approachable for commercialization opportunities.
8. Look beyond the U.S. borders.

A high percentage of the world's technology advances are now coming from small countries, with high motivation.
9. Develop a "long-term strategic plan" and attitude.

Exploiting new technology is not going to increase the next quarter's profits, but is the source of new growth beyond.
10. Hire professionals to assist in seeking and acquiring.

Advances in databases and information systems can provide great insight into the sources of tomorrow's technologies.

MOST OF THE HIGH-TECH COMPANIES OF THE '70S AND 80S AND EARLY
'90S, ARE NO LONGER IN BUSINESS. THEY WERE EITHER WEAK AND
ACQUIRED, OR THEY FELL OFF THE COMPETITIVE HIGHWAY TO SUCCESS
AND AMRKET SHARE

YOUR FUTURE DOES NOT HAVE TO BE AN ACCIDENT

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