Company's Technological Development and Research Productivity

How to Translate Research or Technological Development Results from the Hazy Initial Phase through Testing to Productization? Research opportunities often remain confined to research projects and, in the worst case, result in purely academic outcomes. There are solution models for this highly complex challenge.

Technology Requires Strategy and Development Persistence

The paths of technology development can begin with basic research or applied research, as well as testing ideas. The maturity of technology is described in TRL levels (Technology Readiness Level), which ensures the right actions at the right time. Too often, there is a rush ahead of maturity, leading to setbacks in the market. Research and technology development require a multi-year vision of the future and persistent development work to achieve it.

How can research and testing paths be directed towards productization?

Our offering is based on expertise in both research and technology productization, as well as profitability monitoring throughout the entire product or product family lifecycle. We have found a useful framework for managing the lifecycle in our technology strategy. However, at the practical development level, we act as an integrator of research networks between the company and research. Our knowledge of the operating methods of universities and research institutions, combined with international research branches, along with our practical approach, enable profitable innovations

Innovations emerge through the management of technology productization

In our context, innovation refers to a productized success product and related services that can be utilized cost-effectively and scaled while managing potential customer management issues. Such innovations arise from collaboration among different stakeholders and through the research or testing process. The path to innovation is not just a triumphant march of technology but also requires a robust product management process combined with a genuine interpretation of customer needs and cost management processes, all while considering attractiveness through design and the balanced protection of our own technology.

Many technology-related innovations require an extensive network because a company's own capacity is limited. Collaboration in various forms can shape the future business environment. The business environment just needs to be defined correctly and segmented, bringing out the entire business potential.

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OUR MODEL OFFERING

Technology development in business and research networks

1. **Needs Assessment**
2. **Examination of Technology Readiness Level**
3. **Alignment of New Initiatives with Technology Strategy or Updating the Technology Strategy**
4. **Organization of Research and Testing Networks**
5. **Potential External Funding Support (especially in content creation for applications and reporting)**
6. **Network Management Support for the Company**
7. **Progression through TRL Levels from Research Roots to Product Maturity**

Possible Next Steps for SMEs (large companies have established productization processes)

8. **Identification and Prioritization of Customer Features**
9. **Productization Planning and Product Management Organization**
10. **Building Profitability for the Product or Associated Services**
11. **Optional: The Power of Design in the Development Process and as a Market Price Premium**
12. **Methods of Technology Protection at the SME Scale**