Technology to Market…Making it Matter

Cheryl Martin
Harwich Partners

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Topics

- Introduction
- Technology to Market learning
- A few cool new things
- Demonstration keys to success
- Questions
Improving the Yield

Products making an impact in the world

ideas

X

inadequate team

X

Low yield

X

insufficient value

poor implementation
Changing the Model

ideas

+ value
+ team
+ implementation

Products making an impact in the world
Changing the Model

Identify Idea

Create Proposal

Obtain Funding

Execute on Project

Advanced Technology

Technology-to-Market

Markets and Techno-economics (value)

Skills and Resources (implementation)

Stakeholder Engagement (people)
Observations

The Frame Matters

Embracing Information Is Essential

Thinking from the End Is Critical

Relationships Take Time
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FORO

LONG-DISTANCE HIGH-POWER LASERS
GELLED IONIC LIQUID MEMBRANE FOR CO$_2$ CAPTURE
What is a demonstration?

- Single technology
  - New product with improved features
  - Product has similar components, risks, etc as existing installed product

- Multiple technologies and/or new system
  - Enhanced benefit to site but requires system level changes
  - Components may not have been tested together at a system level

- Business model
  - Technology has been demonstrated elsewhere
  - Demonstration will look at new business models, differing roles/responsibilities, new ways of engagement among participants
What do you want from a demonstration?

- Very different perspectives depending on where you sit
  - Technology provider
    - Demonstration of prototype benefits at larger or system level scale; obtain data for certifications, warranties, funding
  - Facilities manager
    - New capabilities desired to drive site or agency/company goals, reduce costs, gain capabilities
  - Funding sponsor
    - Information needed for policy guidance; establish benchmarks as critical part of roadmap development

- Bottom Line
  - Value needs to be defined for all participants
Finding potential partner(s)

- Alignment of interests
  - How does (could) the value chain work?
  - What is my product and what value am I bringing?
  - How does it fit into a system?
  - What problem does it solve? For whom?
  - What is the competition?

- Funding
  - What type / size demo is needed?
  - How much will it cost ($ and time)?
  - Where could funding come from?
  - What is relationship between $ and timing?

- Timing
  - Start looking earlier than you think
  - Plan for contingencies
Planning for success

‣ Agree up front on objectives
  – Meet in person, if possible
  – Write down objectives
    • Be specific
    • Test with everyone who needs to be involved
  – Agree on timing

‣ Risks (yes, there are some)
  – Use Pareto chart or other tools to map risks
  – Test your assumptions
  – Agree on mitigation plan

‣ Metrics
  – Write them down
  – Define the pass/fail as well as the Go/No Go
  – Make them measurable, specific and time-bound
  – Metrics should not be aspirational

‣ Share your learning
Thank You

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