

7th KACST Technology Incubation Conference

Developing Skills of Technology Entrepreneurs

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SYNERGICS

Accelerated Commercialization®

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For the accelerated development of

Successful businesses, new technologies and solutions

Market Pull Approach Vs. Market Push

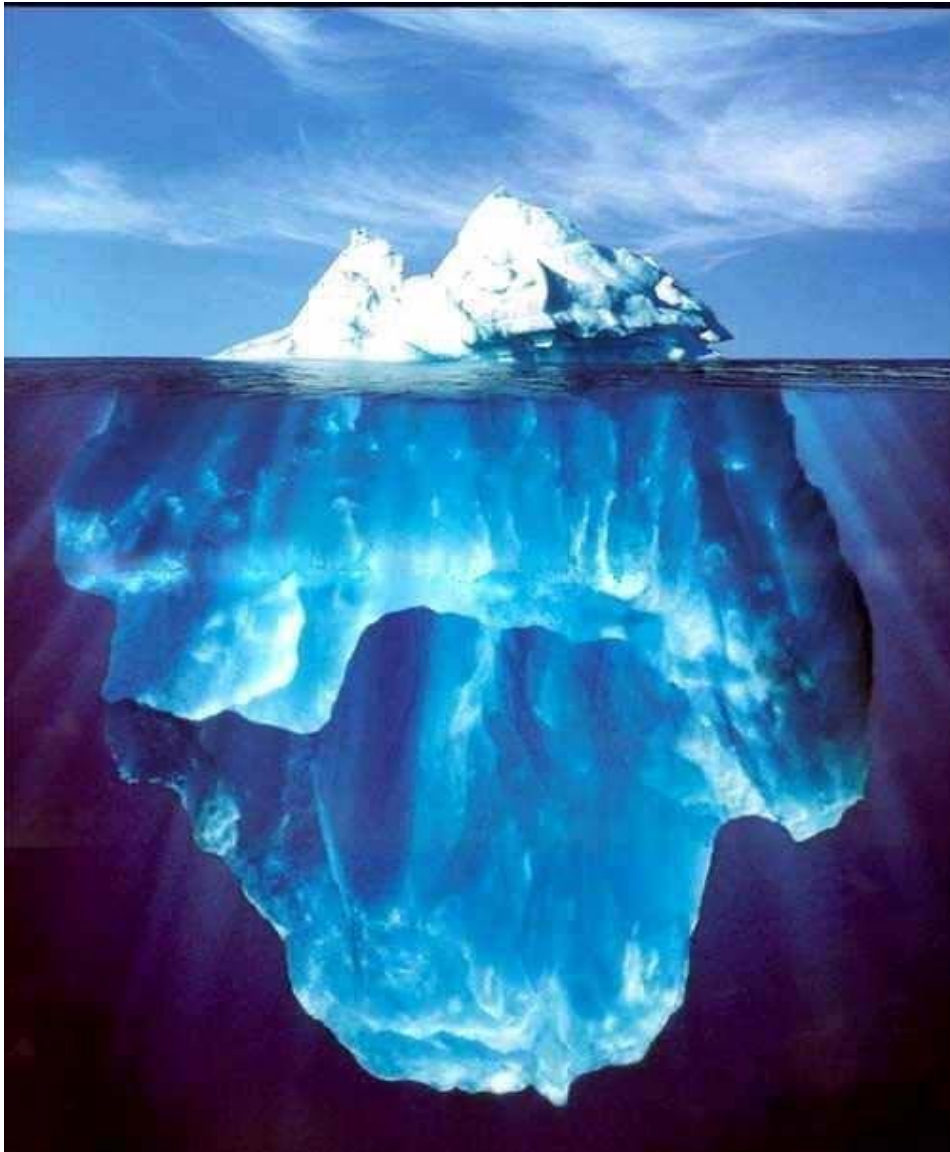
PROVEN... Representative Clients Over The Last 30 Year

UPM
TEIJIN
Human Chemistry, Human Solutions
DOW
SULZER
GORE
Creative Technologies Worldwide
RAISIO
URS
EG&G
Shell
Chemicals
Celanese
ORION
Farmos
Purolator
NOKIA
CONNECTING PEOPLE
Mallefer
kemira
Boliden Kemi
metso
paper
Valmet
ICI
Hormos Medical
Veitsiluoto Oy
GLAVCOSMOS
EVONIK
INDUSTRIES
Degussa-Goldschmidt
AKZO NOBEL
HERTY
Advanced Materials Development Center
lin
BASF
The Chemical Company
ENGELHARD
PERLOS
BAE SYSTEMS
NORSHIPCO
Cargill
dynea
Neste Chemical
VALIO
Krominee
Forbo
REVLON
Benson Optical
Coors
ACX Technologies
Weyerhaeuser
TENCATE
materials that make a difference
Geosynthetics
RENTECH
BioOrbit
Cygnus Group
anton bauer
STORAENSO
Tambox
EAR
ACE Technologies
A BBA Filtration Company
Hoechst
Pinnacle Armor
Océ
Andeno
Sumitomo Corporation
ROHM HAAS
Silbet
DRAPER LABORATORY
SatCon
SatCon Technology Corporation
Honeywell
AlliedSignal
ISOLYSER
Orex Technologies
ExxonMobil
Chemical
GRACE
Rexolin Chemicals

Outline

1. Business skills
2. Technology skills
3. Map of Business & Technology Needs
4. Recommendation

Market Intelligence Vs. Market Research/Feasibility



Explicit Knowledge

- Plans and Studies
- Market research
- Observer (NO risk)

Tacit Knowledge

- Experience
- Players (at risk)
- Visions
- Hunches
- Intuitions
- Feelings & Insights
- Commitment
- Can we do and with whom (Risk)

Business Skills

- **SWOT analysis**
- **Business gaps analysis**
- **Cost elements analysis**
- **Early market validation**
- **Market pull or market push**
- **Business model for success**
- **Business development skills**

Patents citation

- Number of citation of Patent A by other patents
- Newer technology builds on existing technology and part of this is reflected in citation information

- Benefites
 - Landscape of a technology, clusters of patents
 - Identifying key/high intensity of patents
 - Technology trail, from process to applications
 - R&D strategy and management
 - Economic evaluation

Technology Intelligence

- Capturing technological information needed for strategic planning and decision making
- Technological opportunities and threats that could affect the future growth and survival of a business

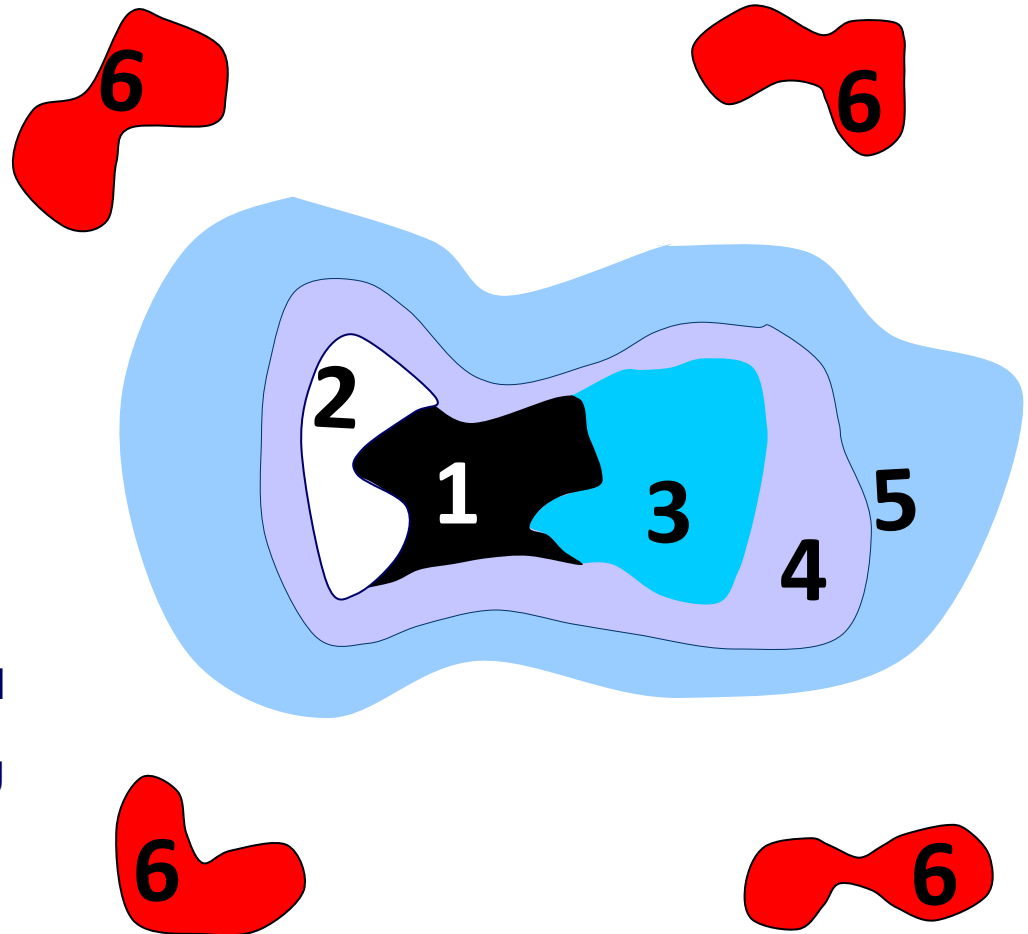
SWOT Analysis

Strengths	Weakness
Opportunities	Threats

Mapping of Business and Technology Needs

Business Skills + Technology Skills

- 1** Firm's basic technological field
- 2** Recognized zone of technological lag
- 3** Unrecognized zone of technological lag
- 4** Zone of alliances or skills
- 5** Competition zone for the firm, but unrecognized
- 6** Field of new and emerging technologies



Recommendation

Training Program

Develop Innovation Ecosystem-Based Business Development Professionals

- Technology entrepreneurs
- Investment professionals
- Marketing professionals
- Regulating agencies



Sector/industry based

Training Components

- Ideation, R&D management, seeding, incentives, market access, etc.
- Business skills
- Technology skills
- Technology development and commercialization
- Investment
- Business model

- Do you think there are a required set of skills for all entrepreneurs and specifically technology entrepreneurs?
- If the enterprise founder is a technologist or scientist with no business background, would you suggest they focus on training to develop the necessary business skills they need or suggest they have a business partner?
- For technology start-ups what is the first priority focus? Is it the product development or business development?
- I am interested to hear your views on what makes any technology idea a commercial technology idea and how do you train entrepreneurs to be able to make this judgement or assessment?

Market Pull Vs. Market Push

