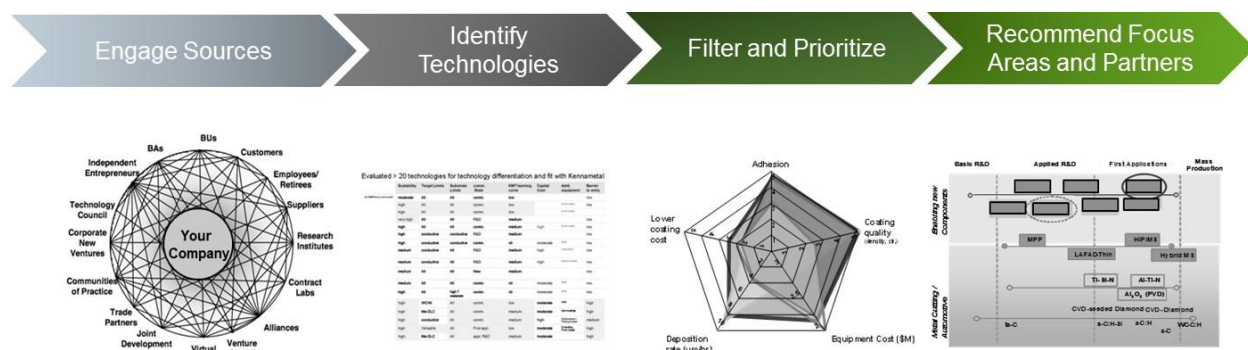InnoVentures

TECHNOLOGY LANDSCAPE

By expanding the focus of the scouting effort from well-defined core needs to a systematic understanding of the related technology space for strategic purposes, the Technology Landscape ™ mapping process identifies strategic technologies that can open new growth opportunities for the company.

Technology Landscape Mapping is a systematic process for proactive scouting which, for a given technology domain, identifies technology drivers, critical technology attributes, related existing and emerging technologies with their commercial readiness levels, and the opportunity space enabled by these technologies. This process addresses a broader set of objectives than targeted technology searches and is versatile enough to be applied to any technology domain.

- Technology Landscape maps depict the status of both internal and external technologies independently of internally defined needs.

- By providing a comprehensive picture of the technology space, the TL maps helps identify near-term technology applications and envision a long-term technology strategy.

- The visual nature and simple outline of the TL maps make it an effective framework to drive cross-functional collaboration between technology and business teams.