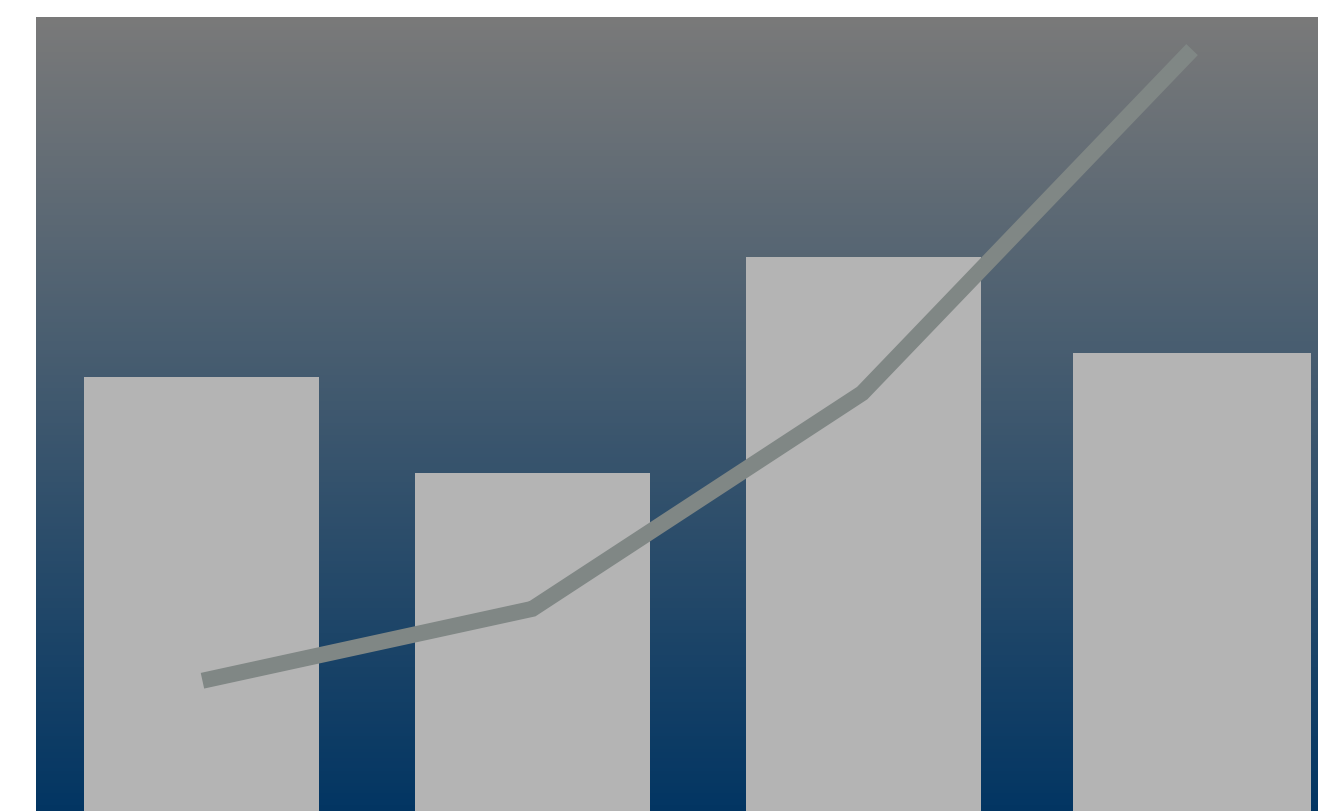




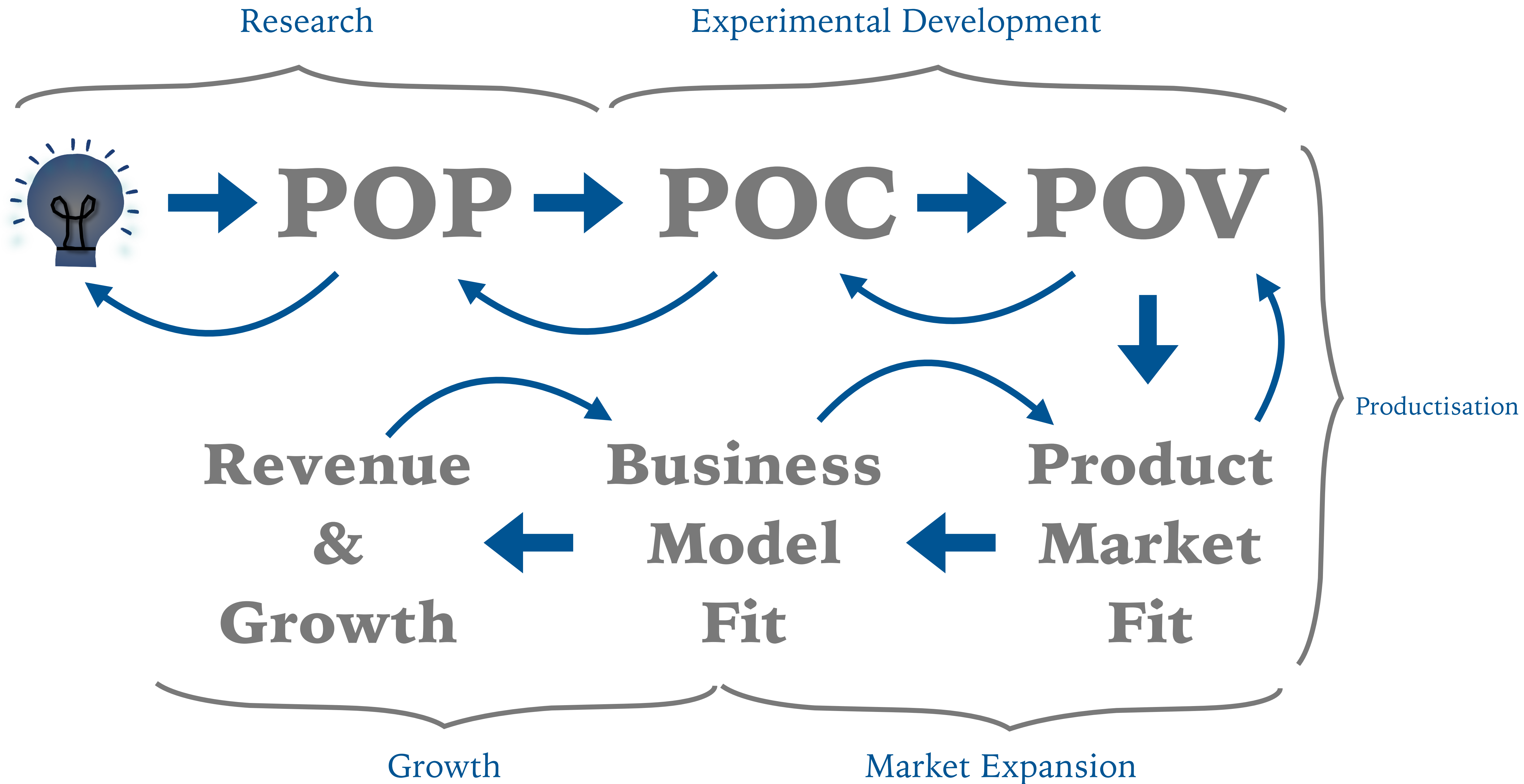
Lab

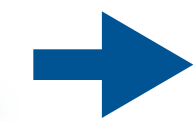


Market

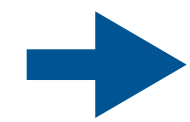
ONLY TECHNOLOGY STRATEGY

Hiran Vedam

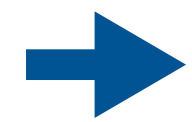




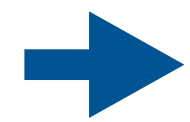
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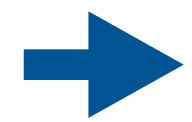
POC



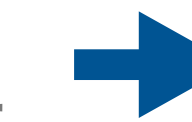
POV



Market



Model



&

Growth

Product

Business

Revenue

Fit

Fit

Technology Risk

Product Risk

Market Risk

Process Risk

Operations Risk

Sales & Marketing Risk

Distribution Risk

Regulatory Risk

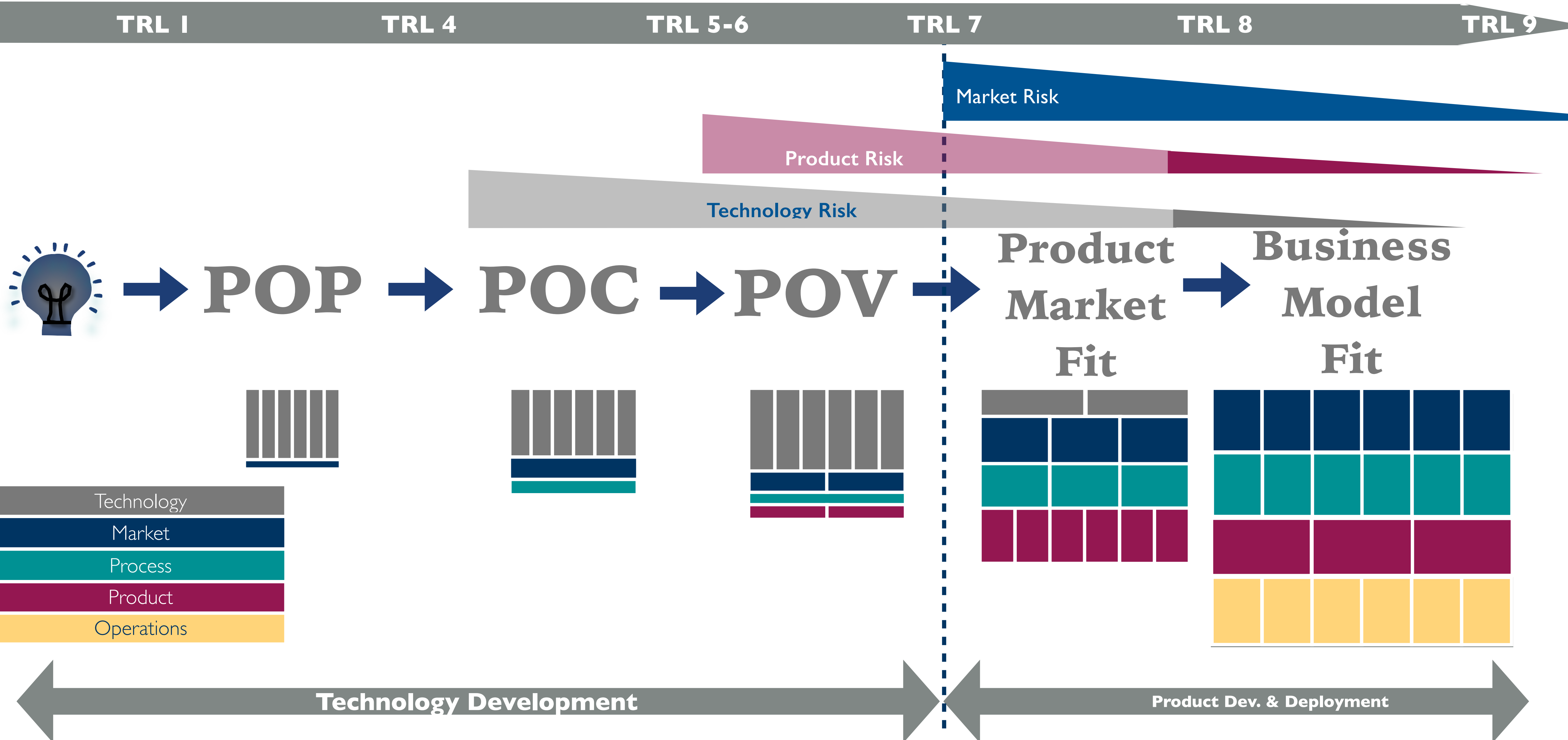
Exit Risk

Financing & Capitalisation Risk

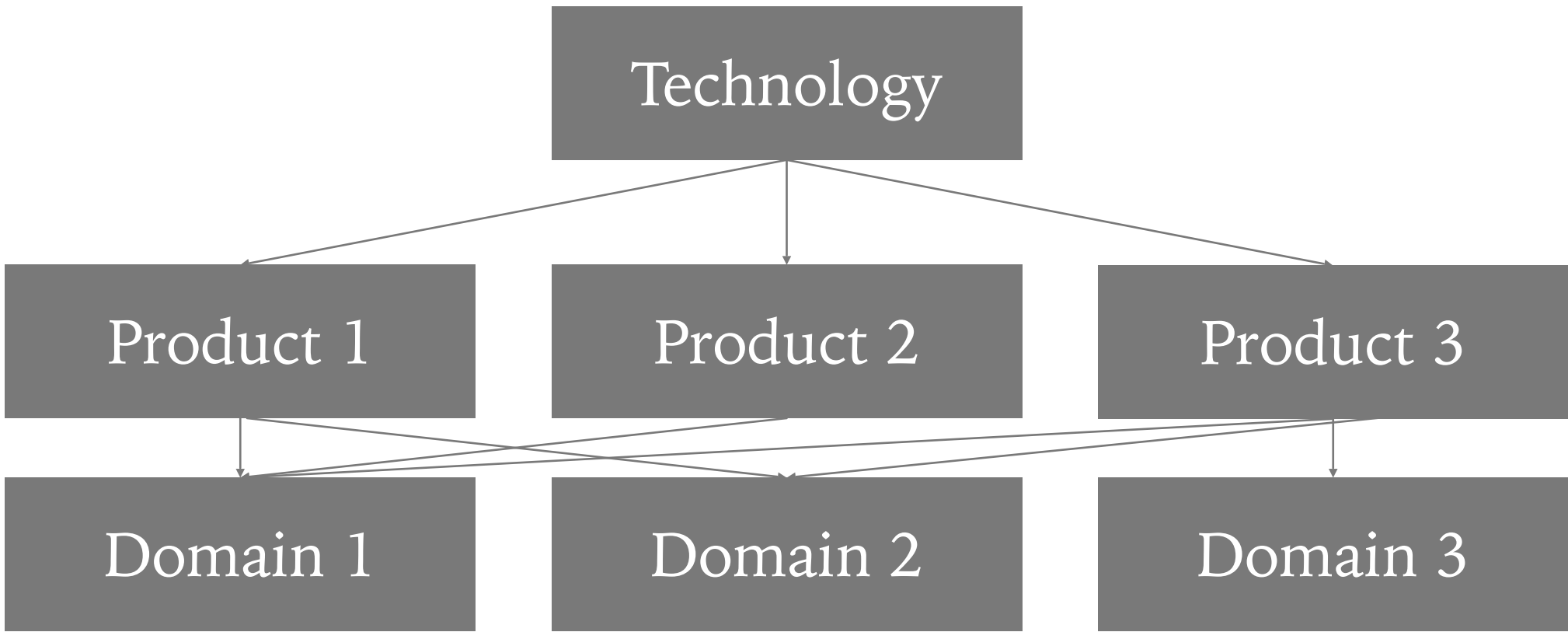
Legal Risk

HR Risk

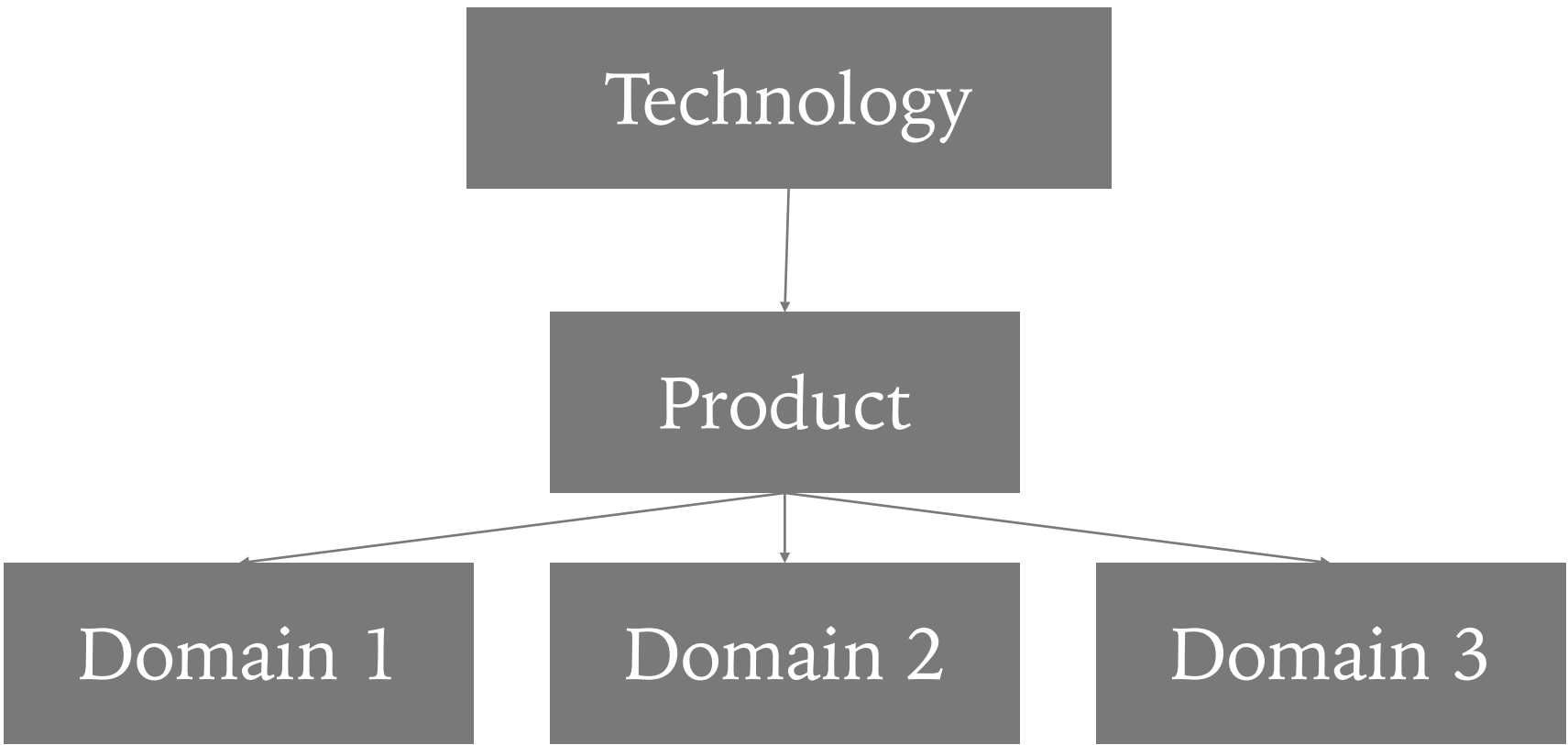
Do you need all the steps for all technologies?



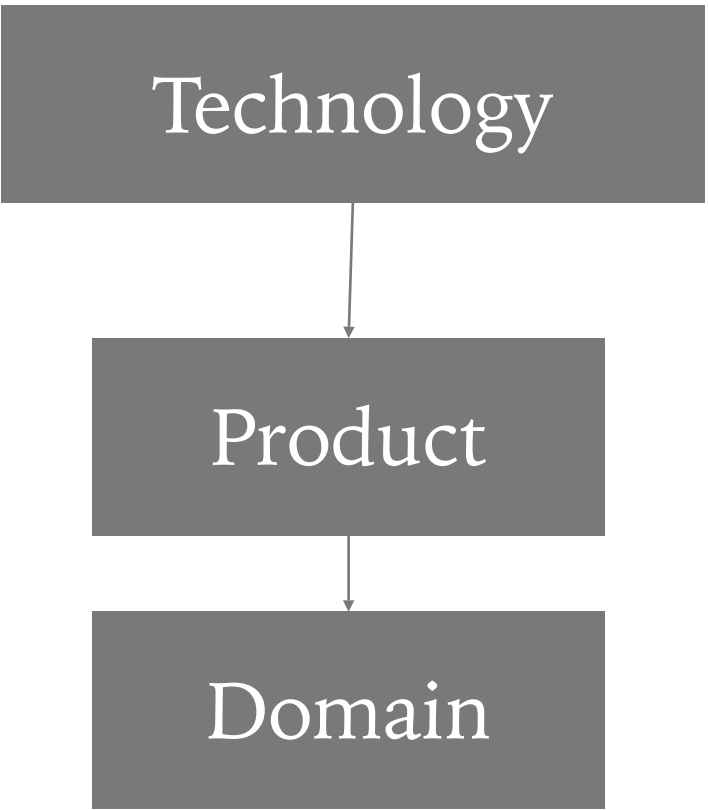
NOT ALL TECHNOLOGIES ARE THE SAME



Ex: Graphene , QD

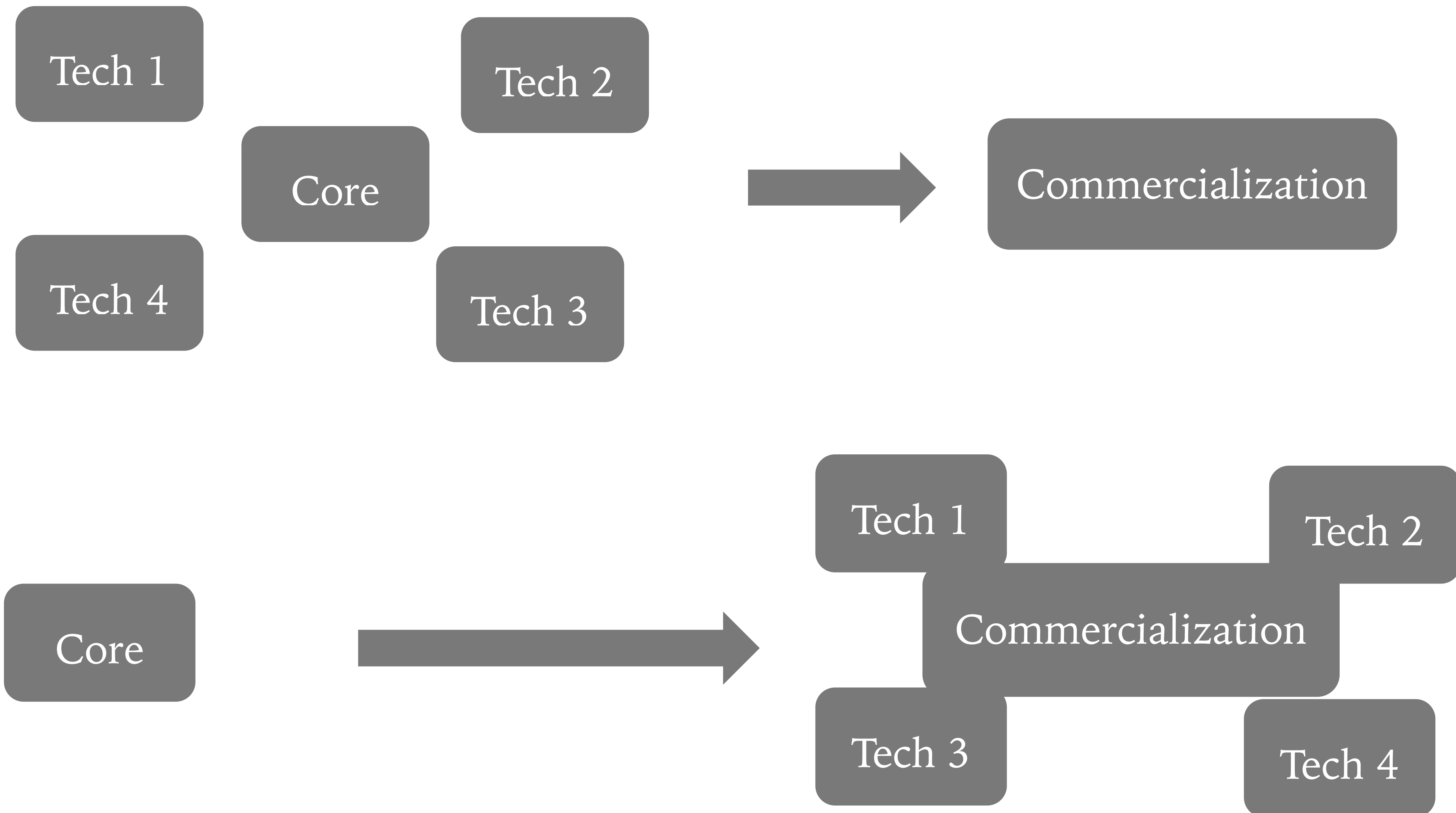


Ex: Drones



Ex: Waste to Concrete

NOT ALL TECHNOLOGIES ARE THE SAME

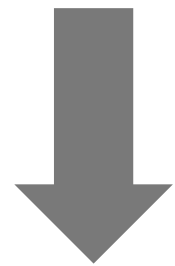


NOT ALL TECHNOLOGIES ARE THE SAME

Core 1



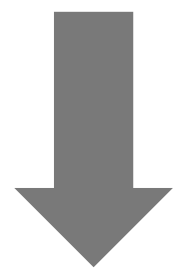
Commercial 1



Core 2



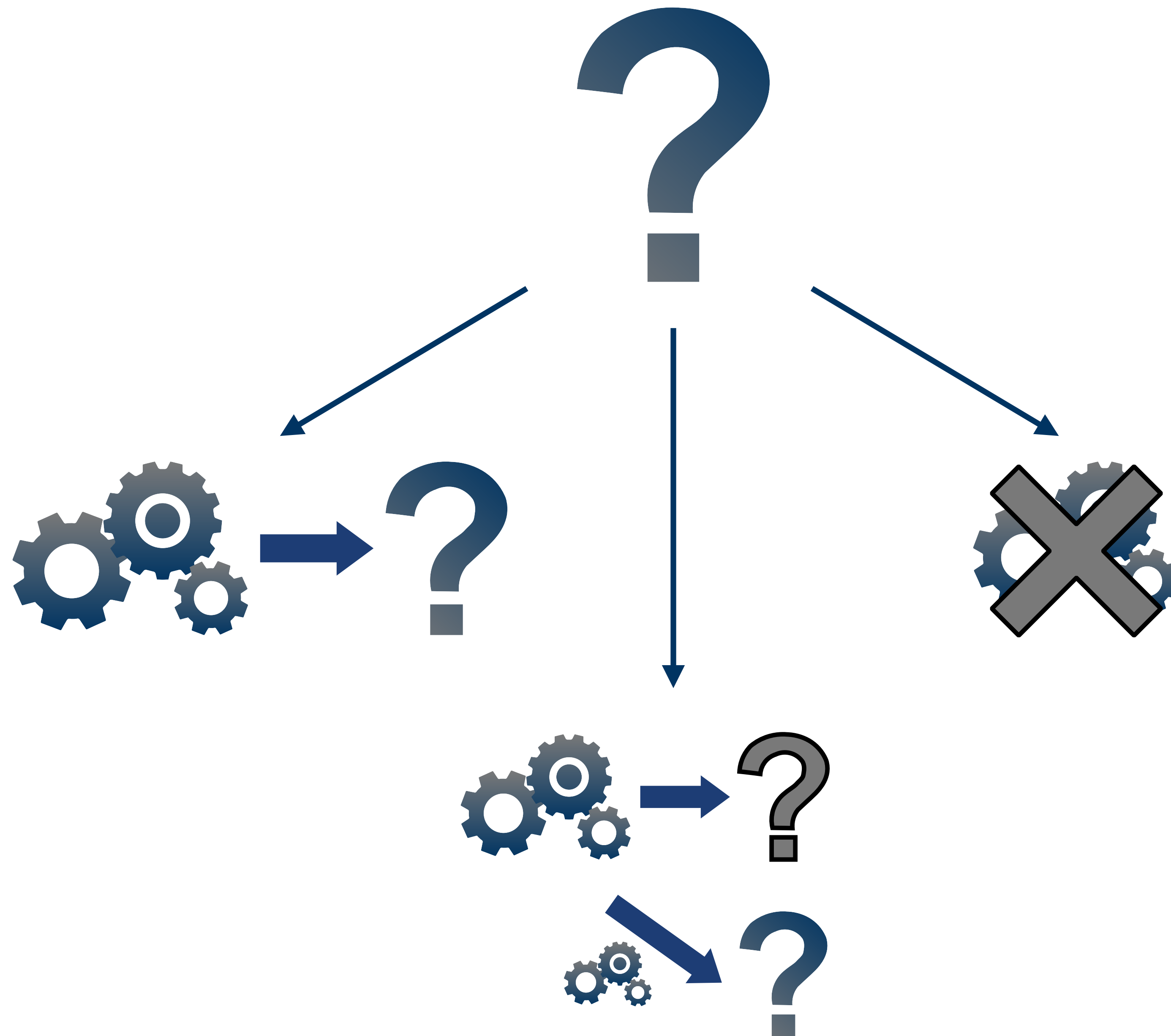
Commercial 2

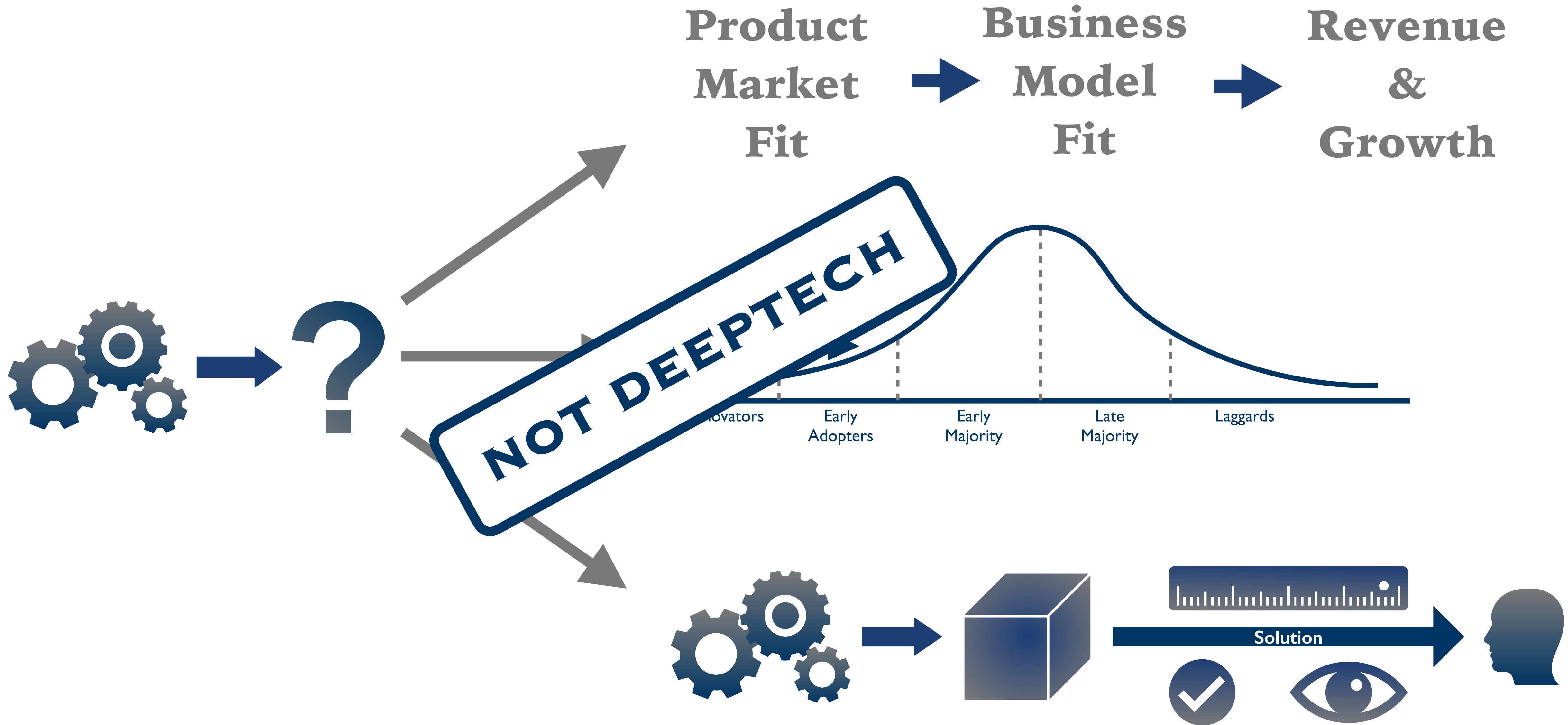


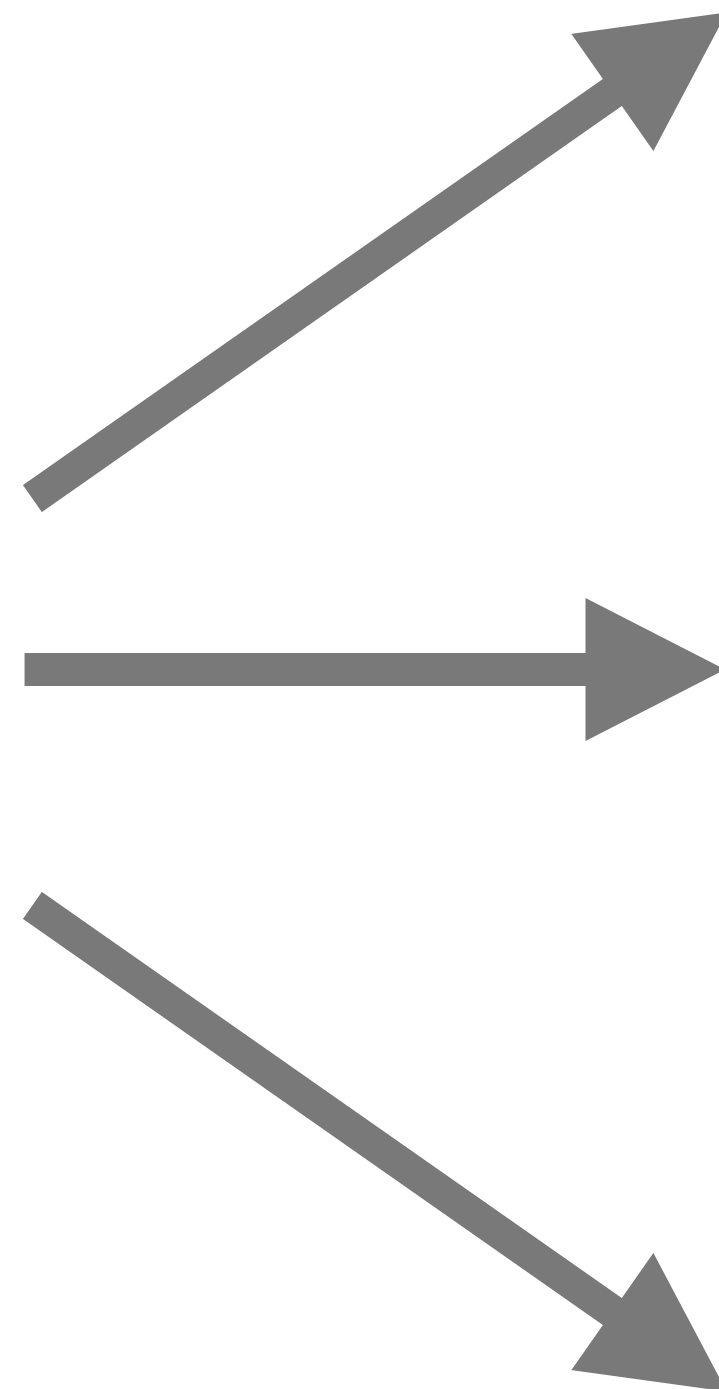
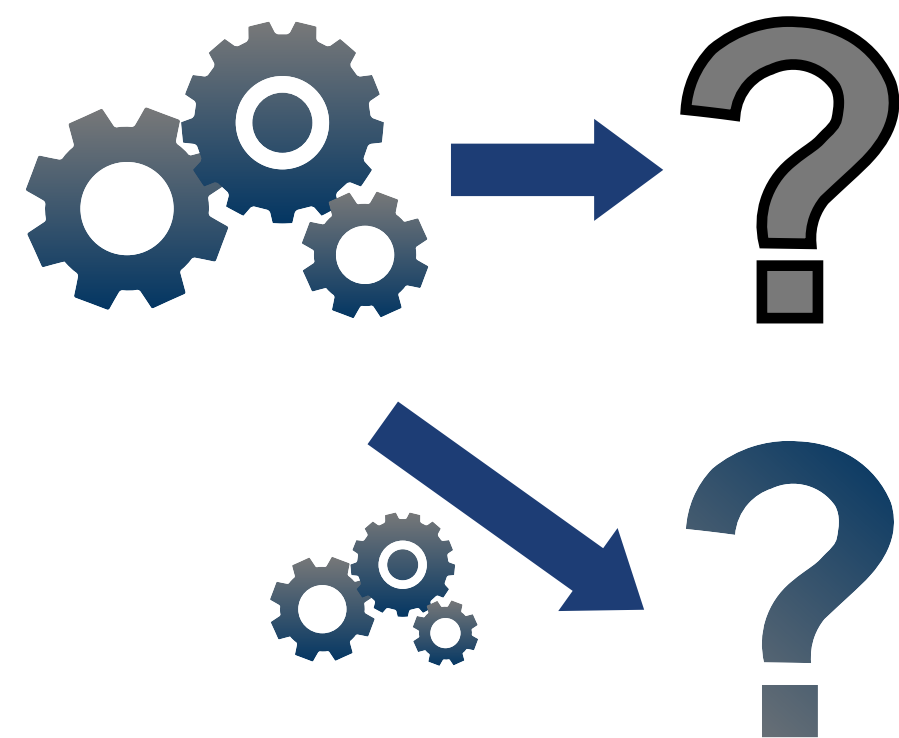
Core 3



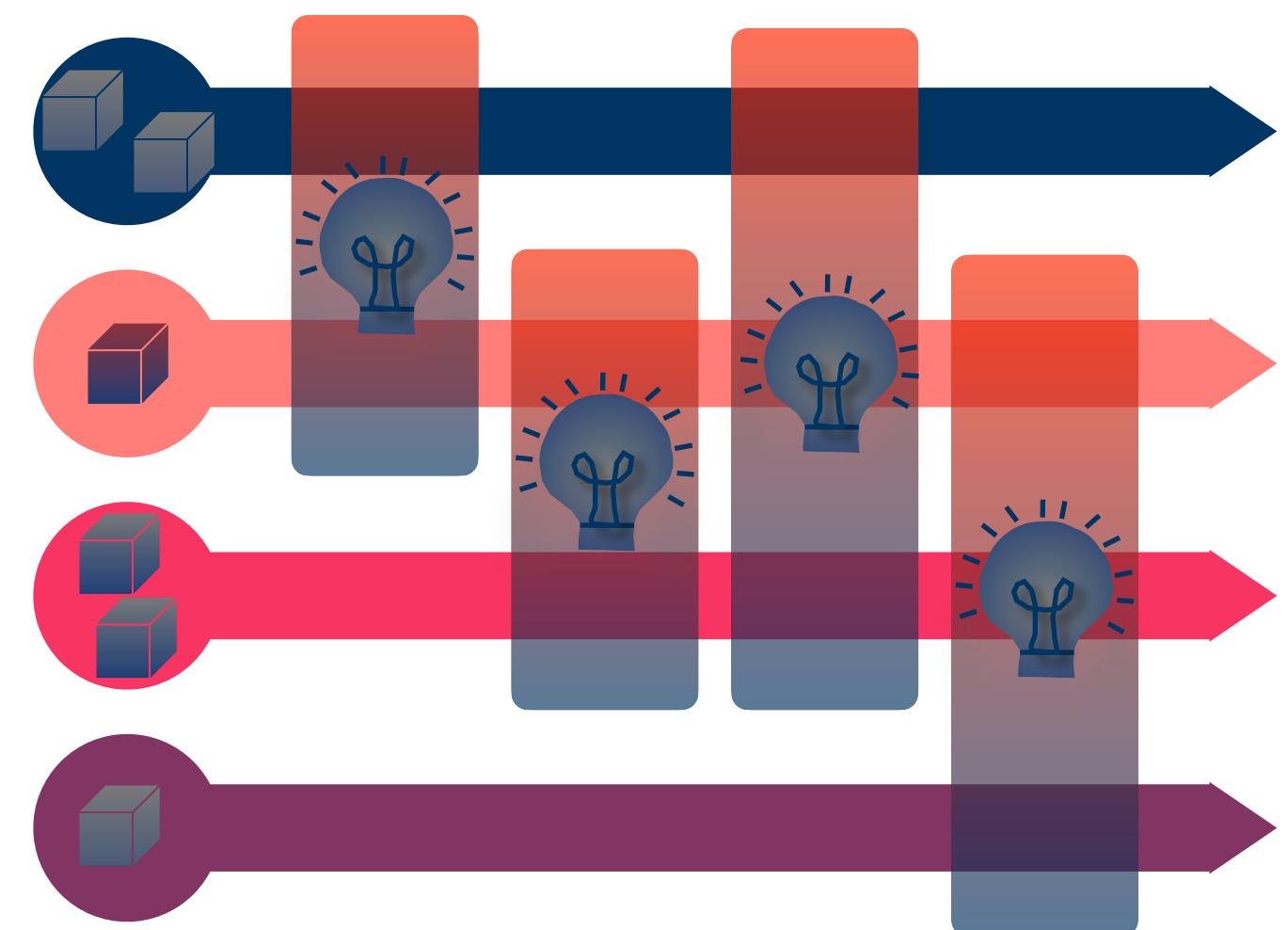
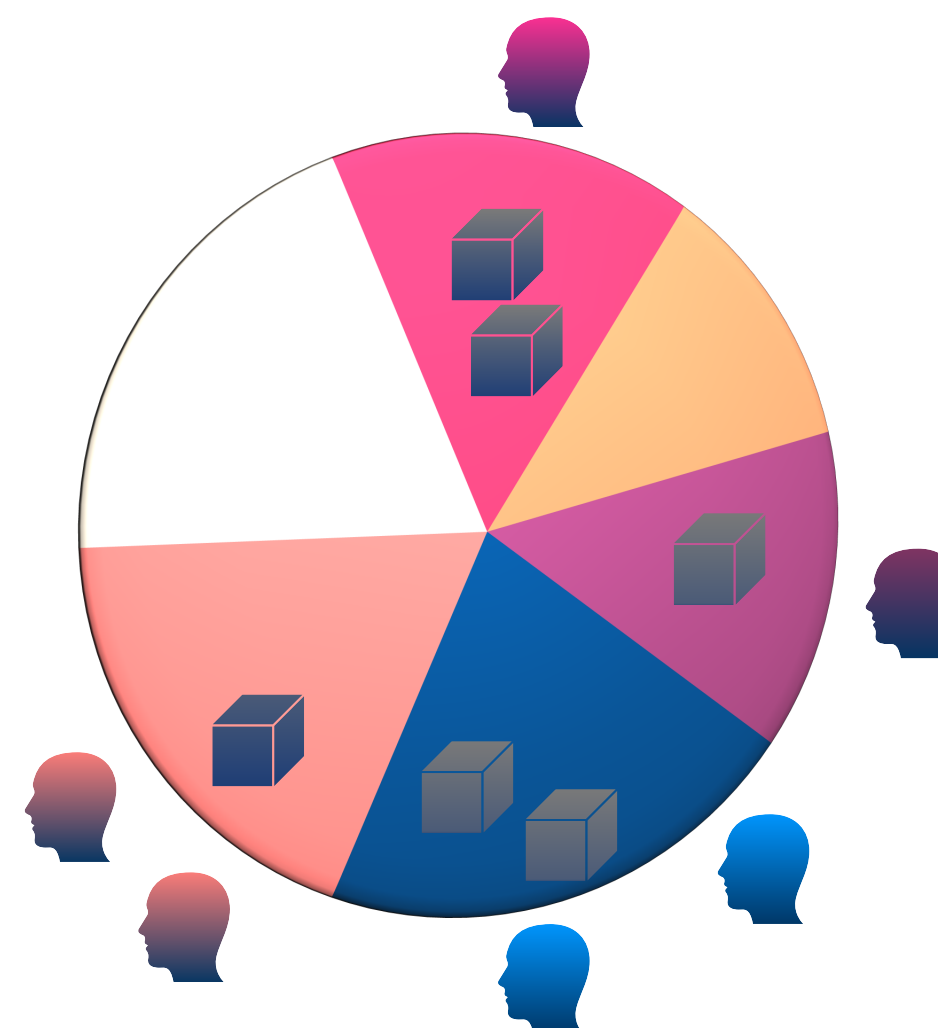
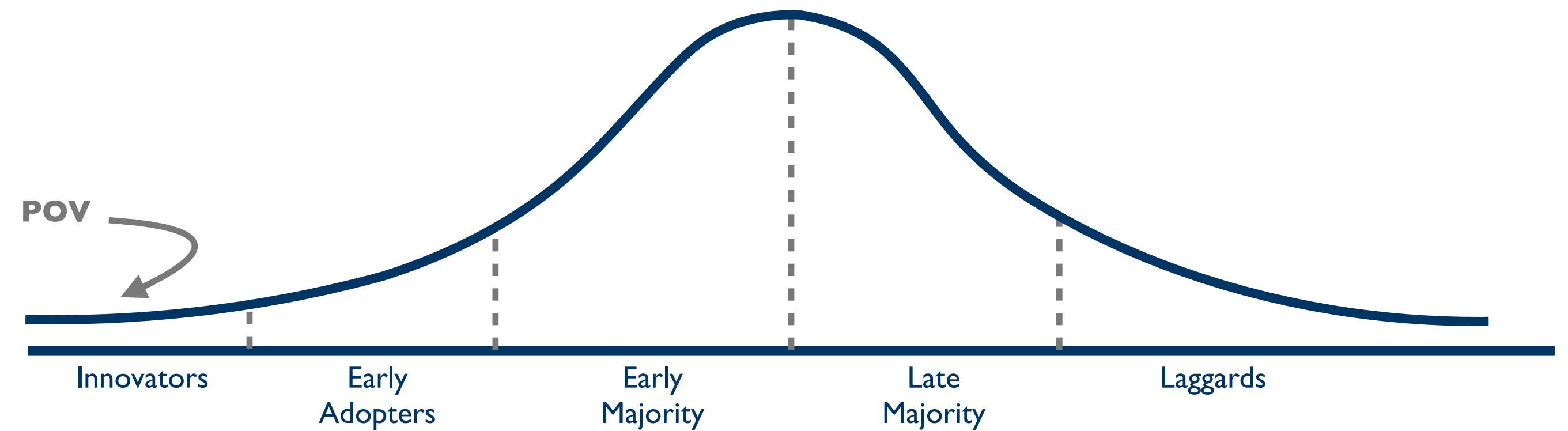
Commercial 3







POC → **POV** → **Product Market Fit** → **Business Model Fit** → **Revenue & Growth**

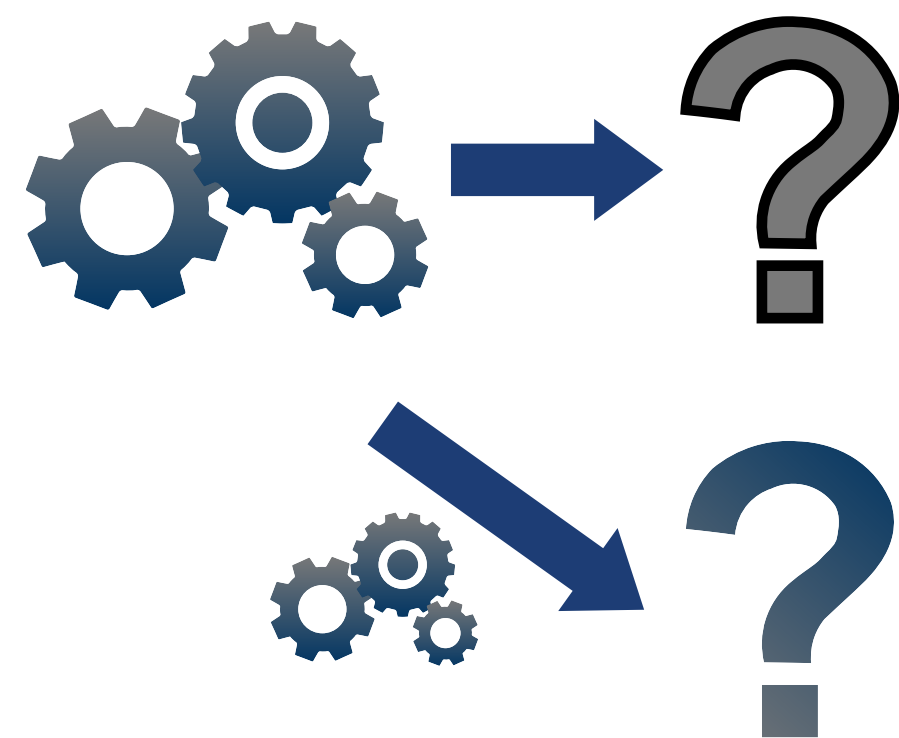


Market / Domain

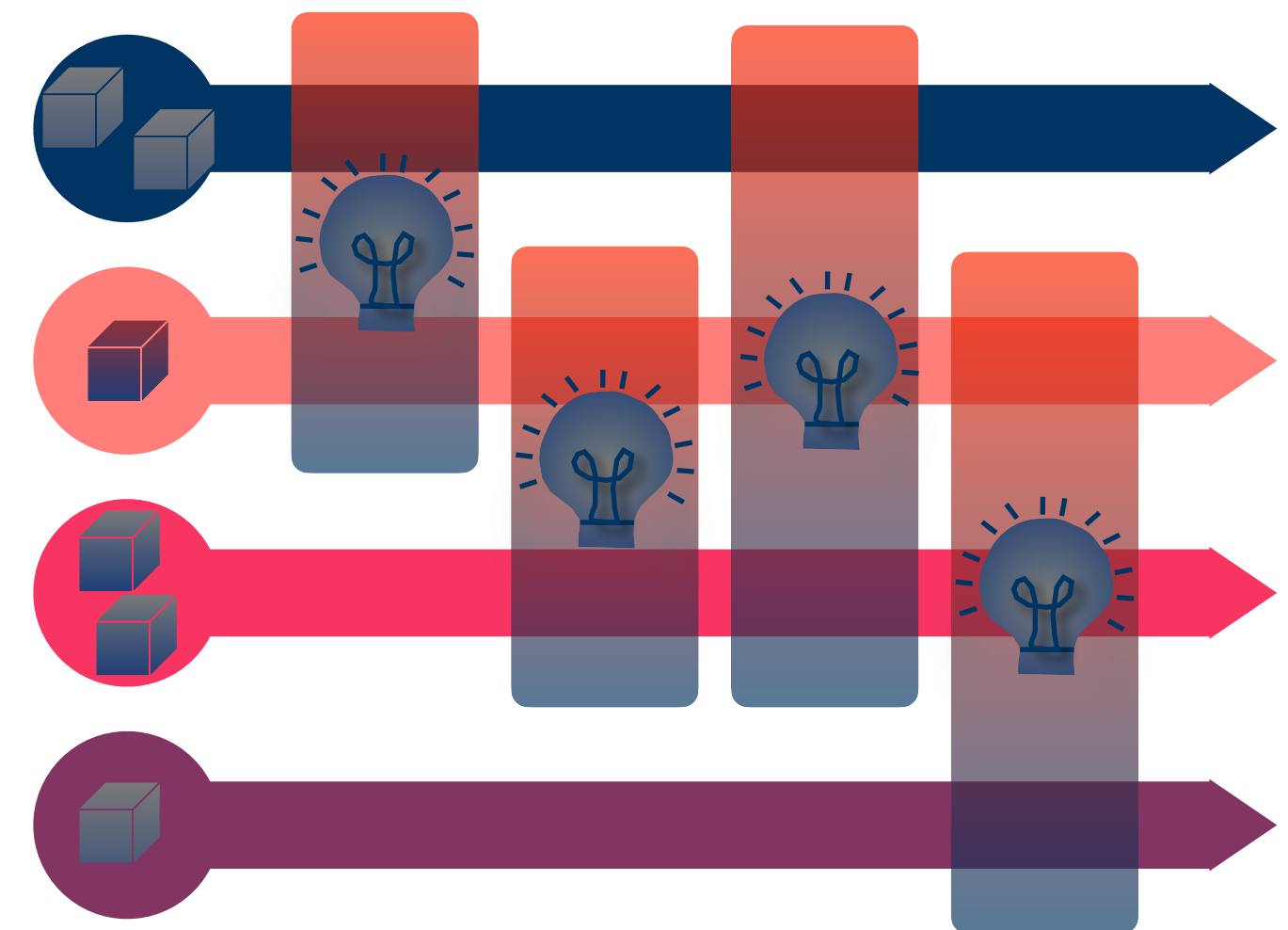
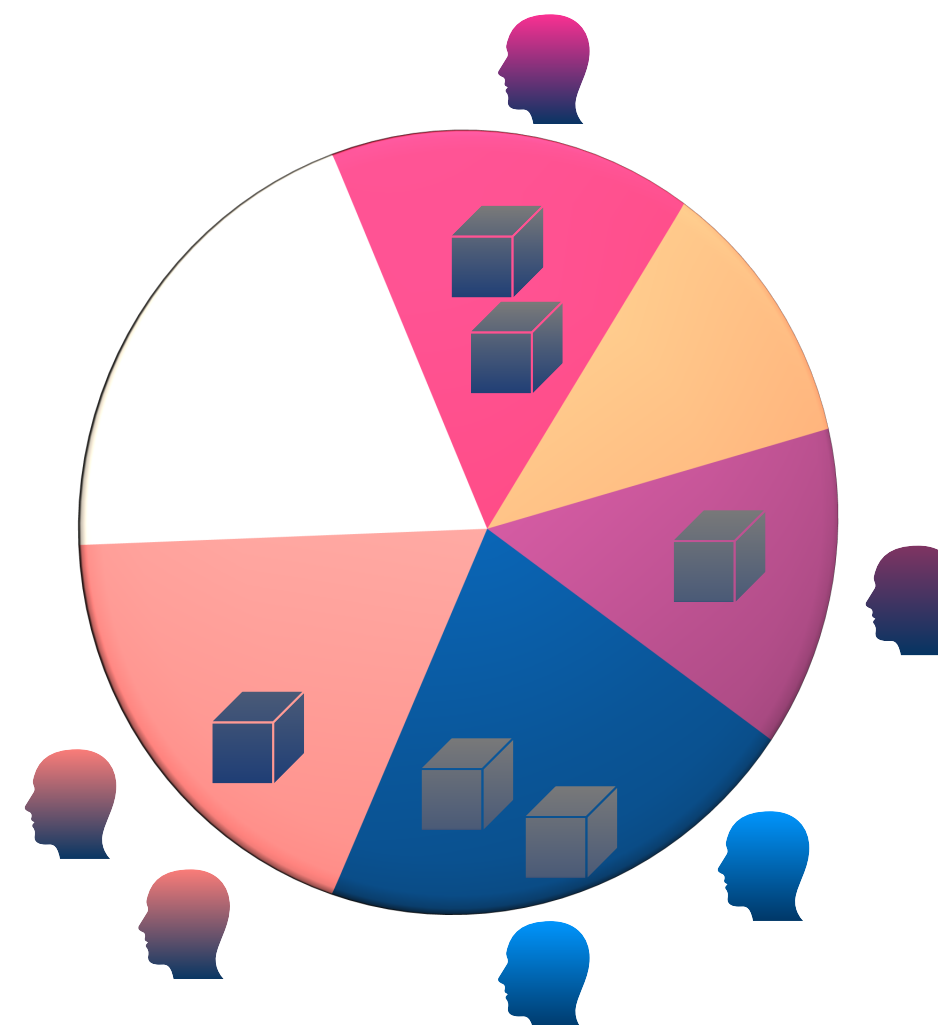
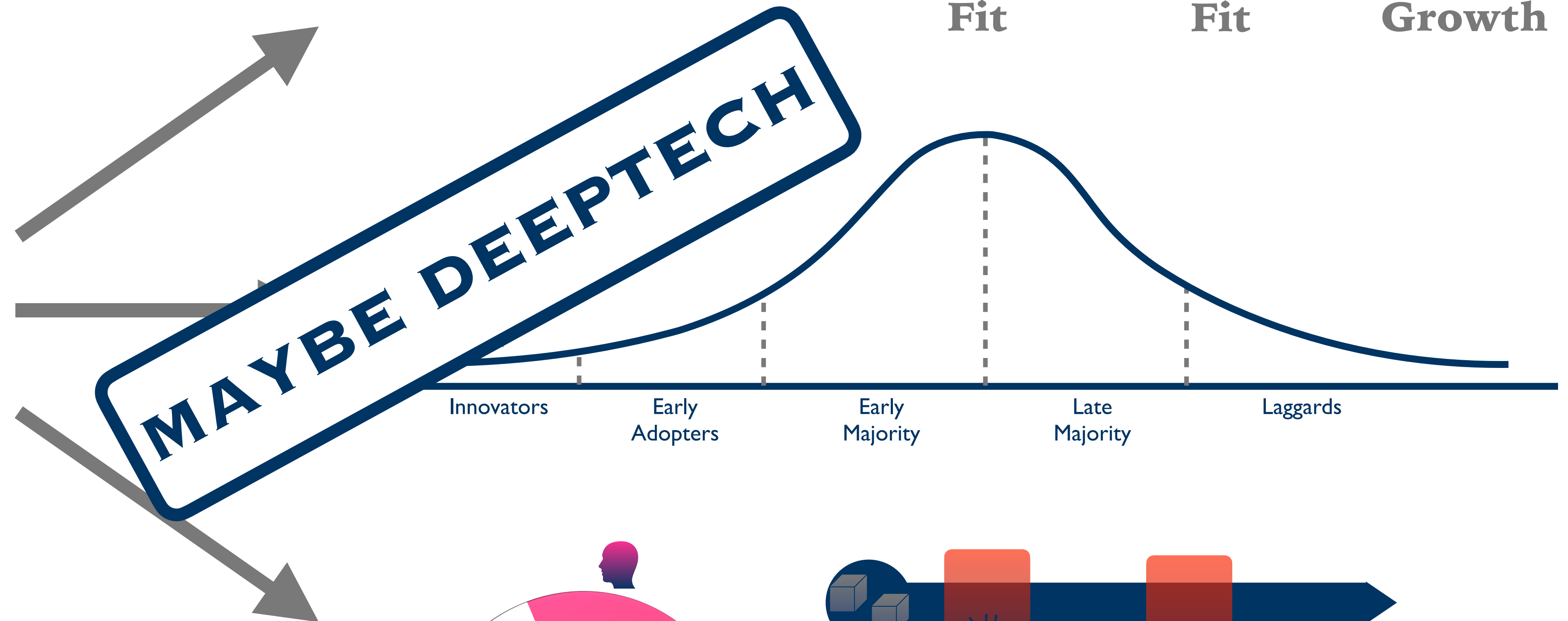
The diagram consists of three stacked rectangular layers. The top layer is dark blue and contains the text 'Market / Domain'. The middle layer is a medium gray and contains the text 'Application'. The bottom layer is a dark gray and contains the text 'Technologies'. All three layers are separated by thin dark blue horizontal lines. The entire stack is outlined by a thin dark blue border.

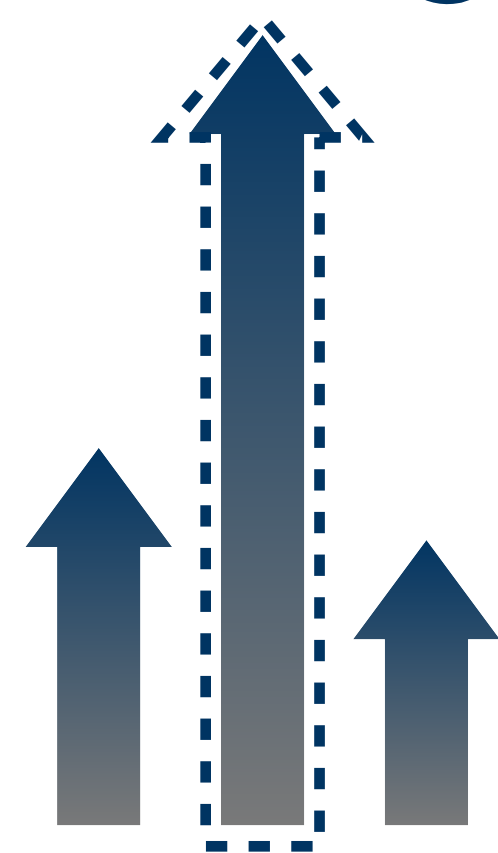
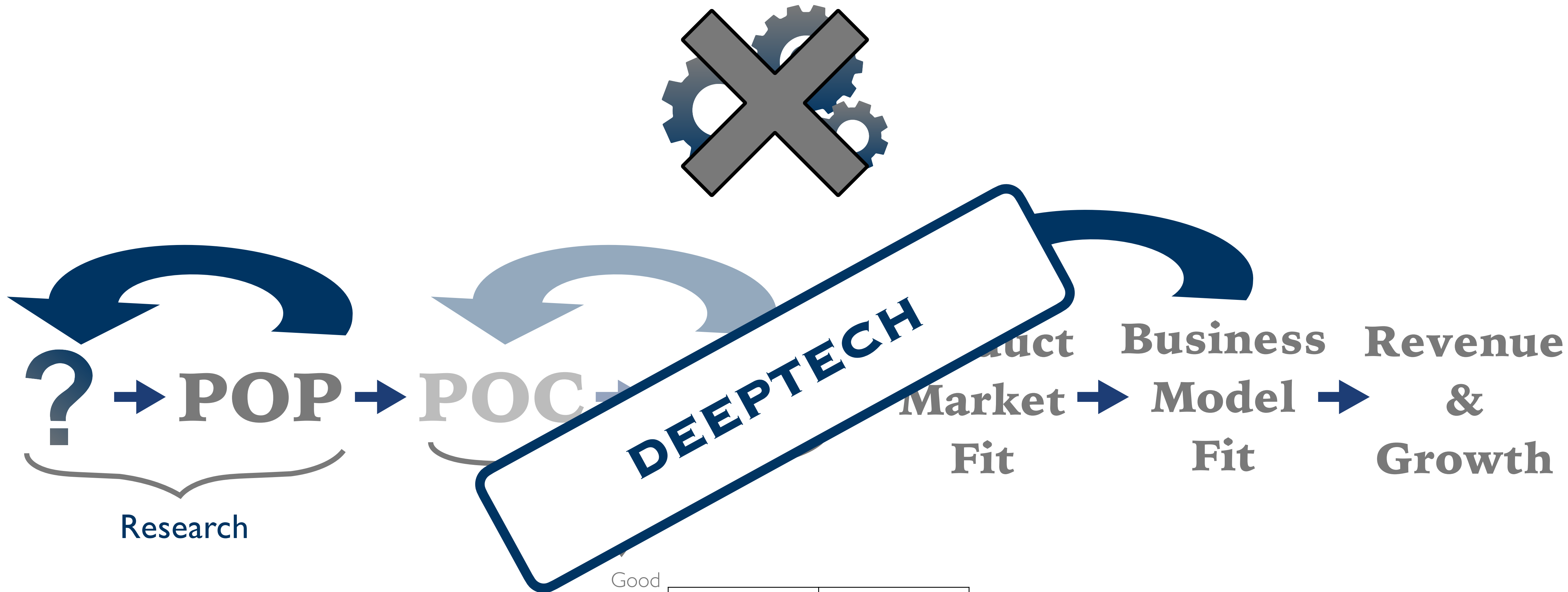
Application

Technologies

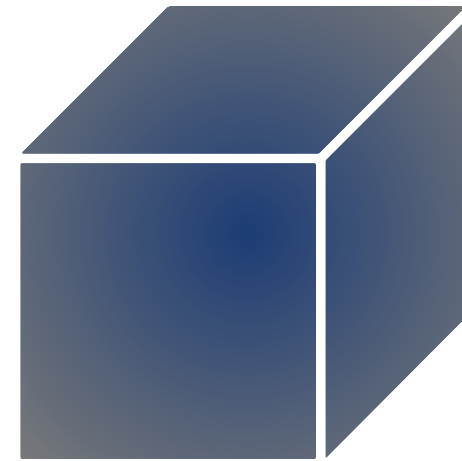
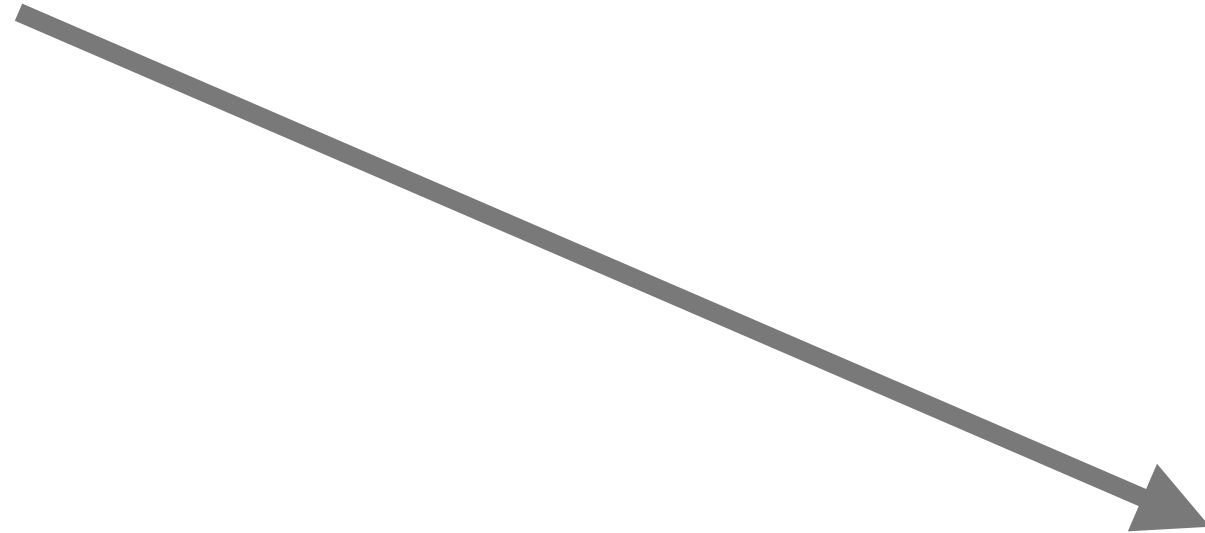









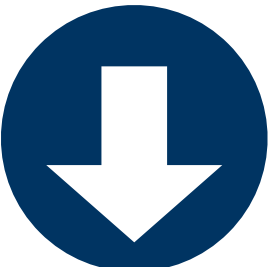
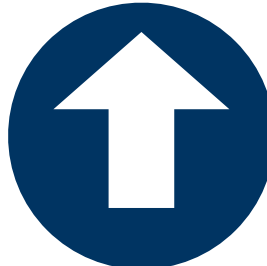
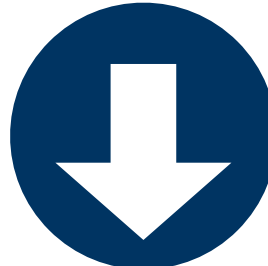
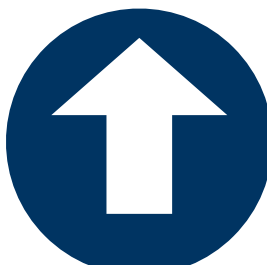
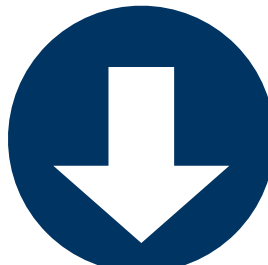
POC → POV → Product Market Fit → Business Model Fit → Revenue & Growth

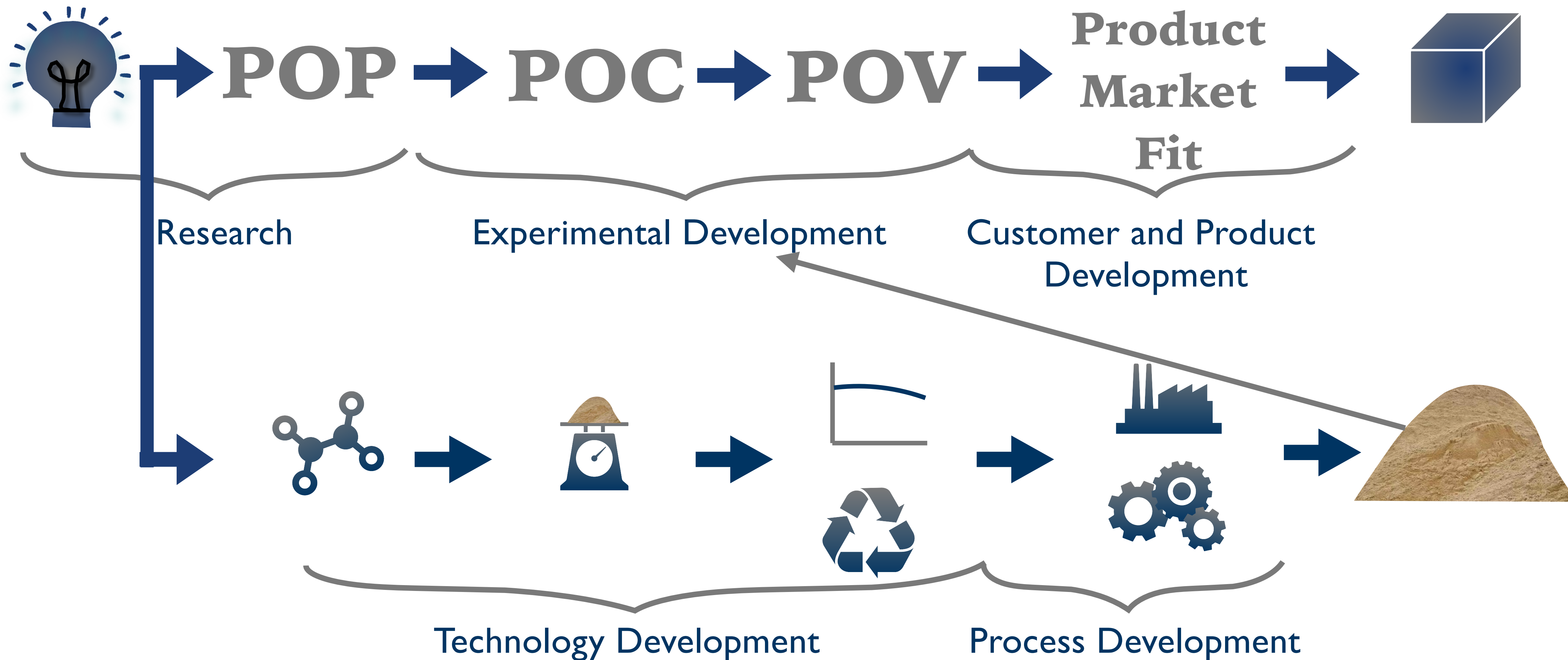


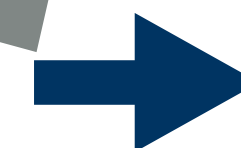
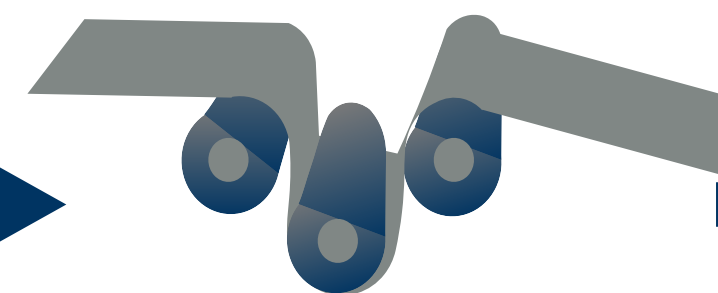
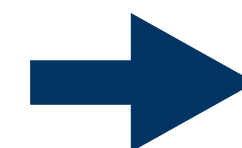
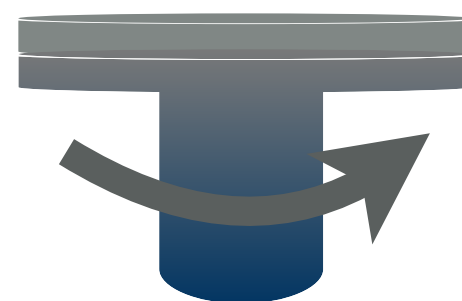
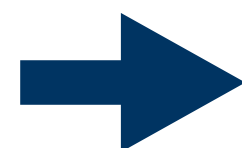
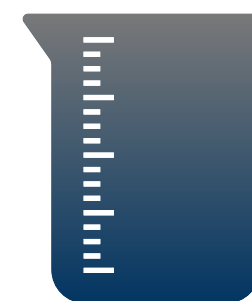
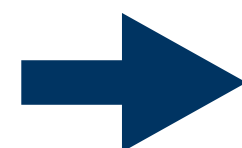
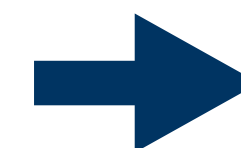
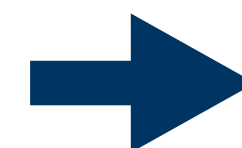
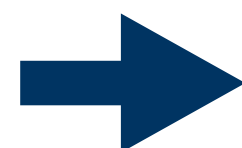
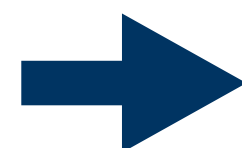


Problem Definition	Good	Breakthrough Innovation	Sustaining Innovation
	Poor	Basic Research	Disruptive Innovation
Market Definition		Poor	Good

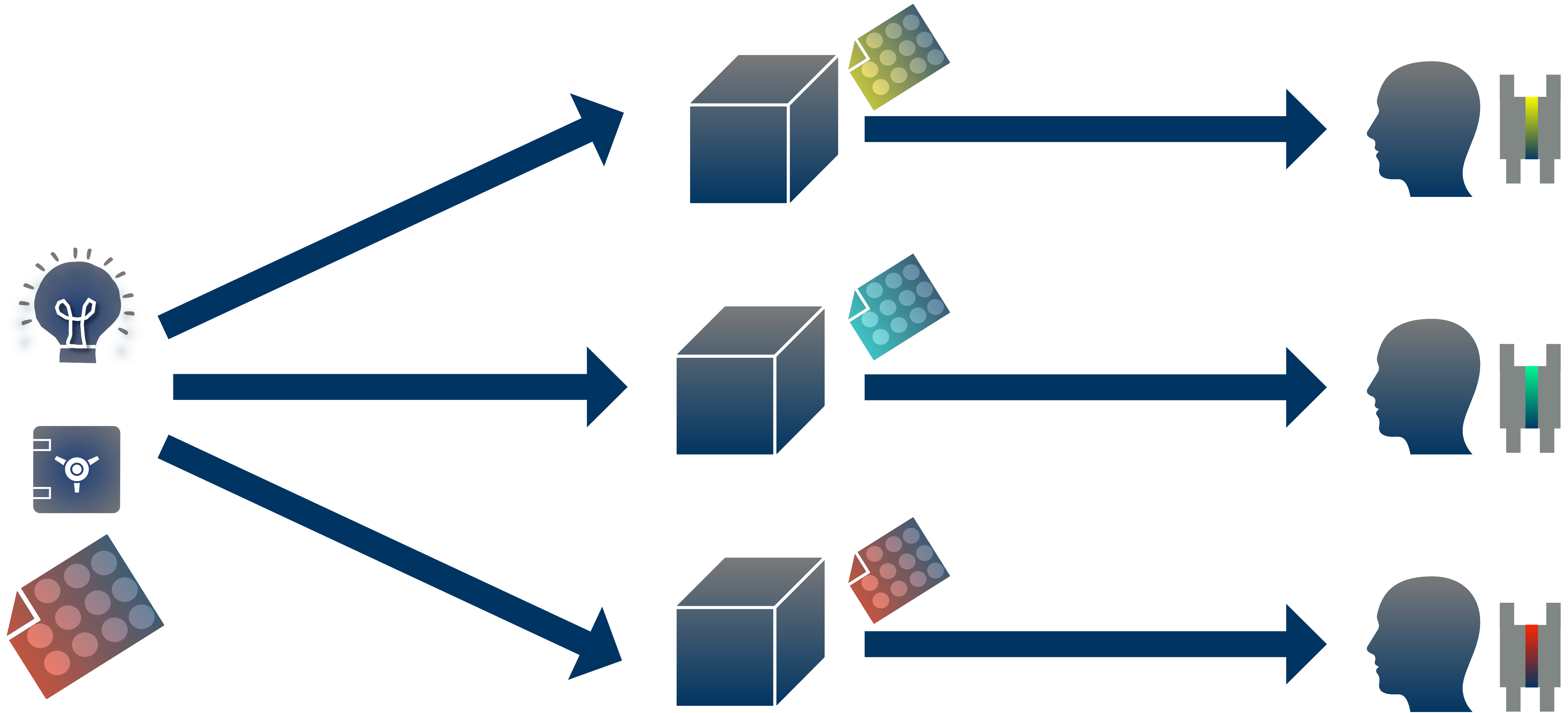


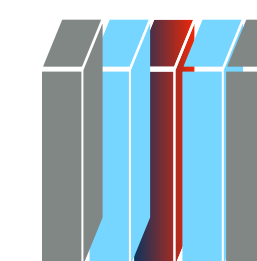
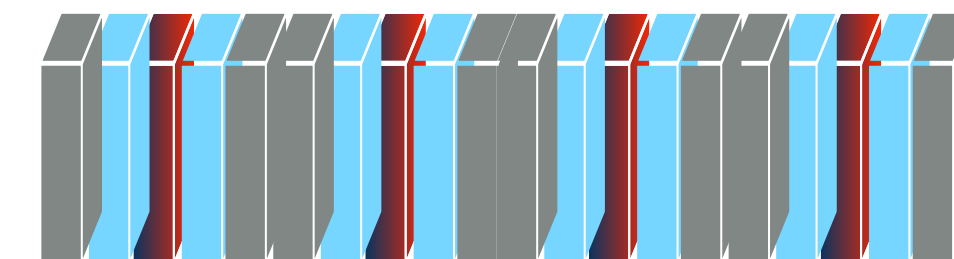
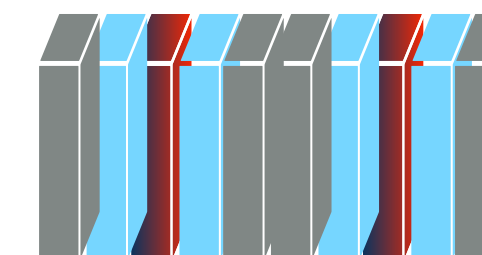
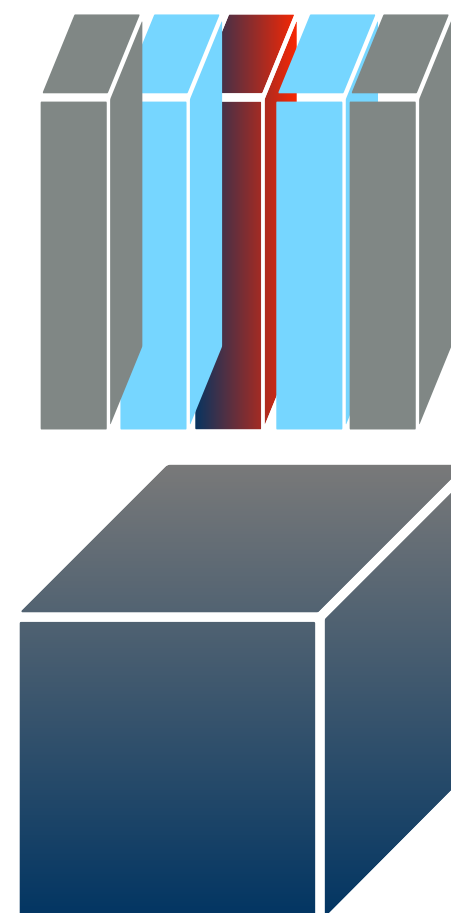
	Licensing	Spin-Off	Pause	
Inventor Interest				
Packageability				
Technology Readiness Level				
Absorption Capacity				
Market Value	Clear	Unproven	Unproven	Low
Performance vs. Incumbent				
Market	Existing	New		
Funding		Available	Unavailable	

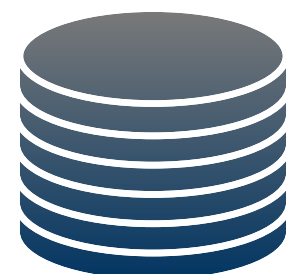


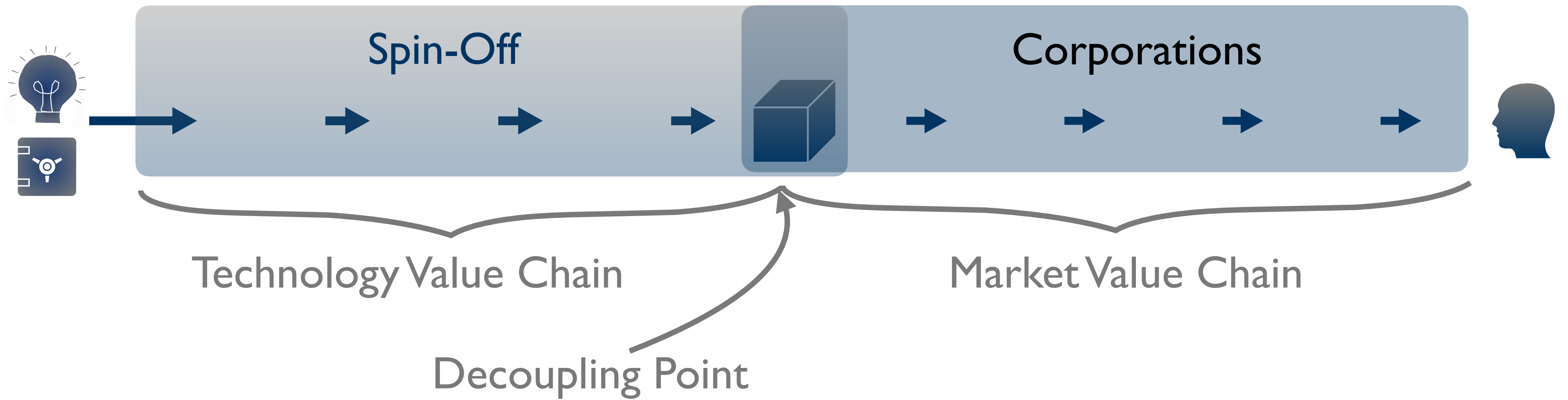


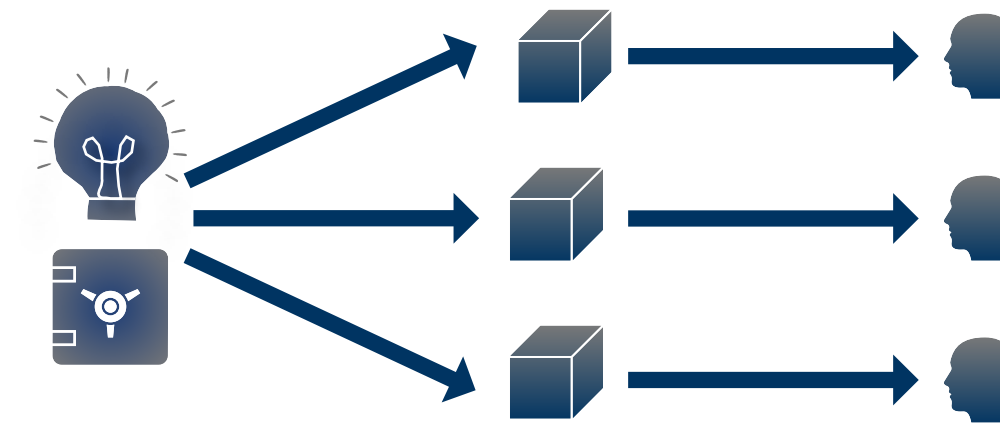
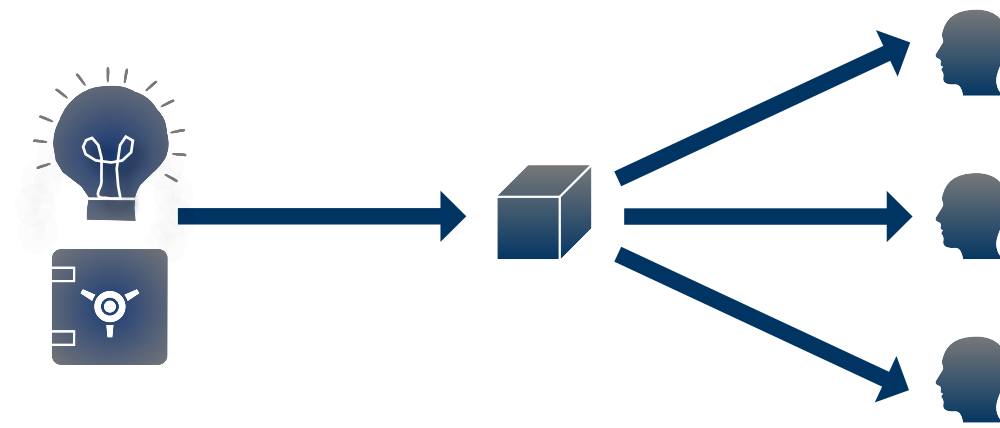
Auxiliary Technologies











Resource
Intensive

Risky

Multiple
Markets

Multiple
Licensing

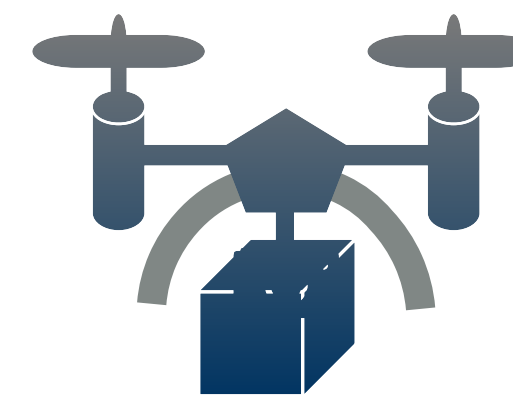
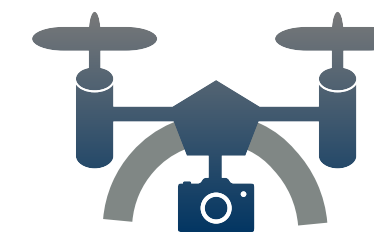
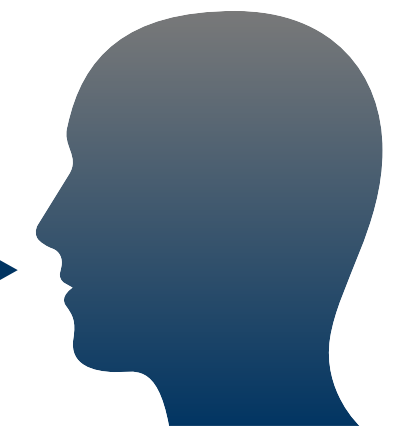
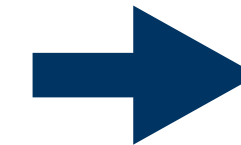
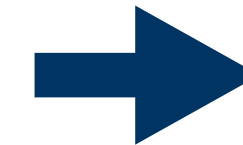
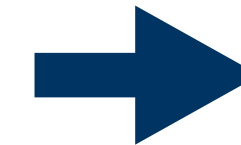
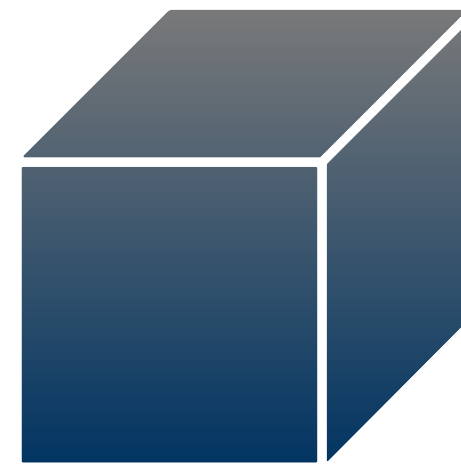
Low Revenue

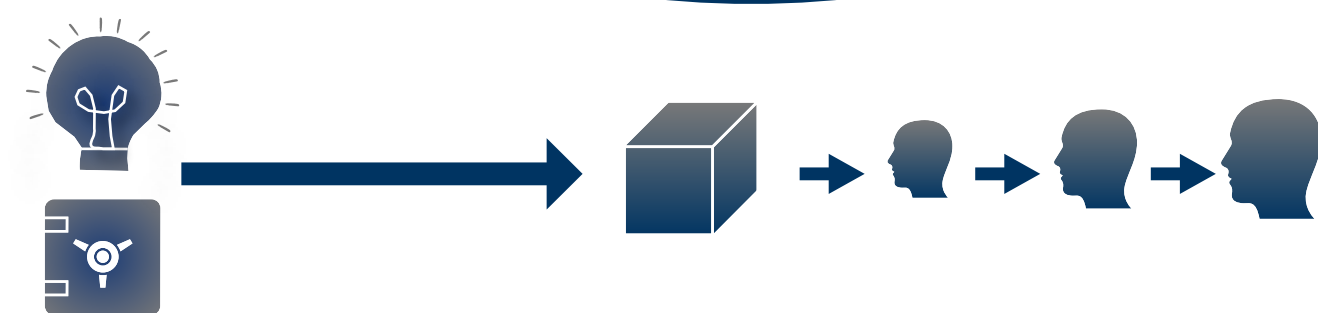
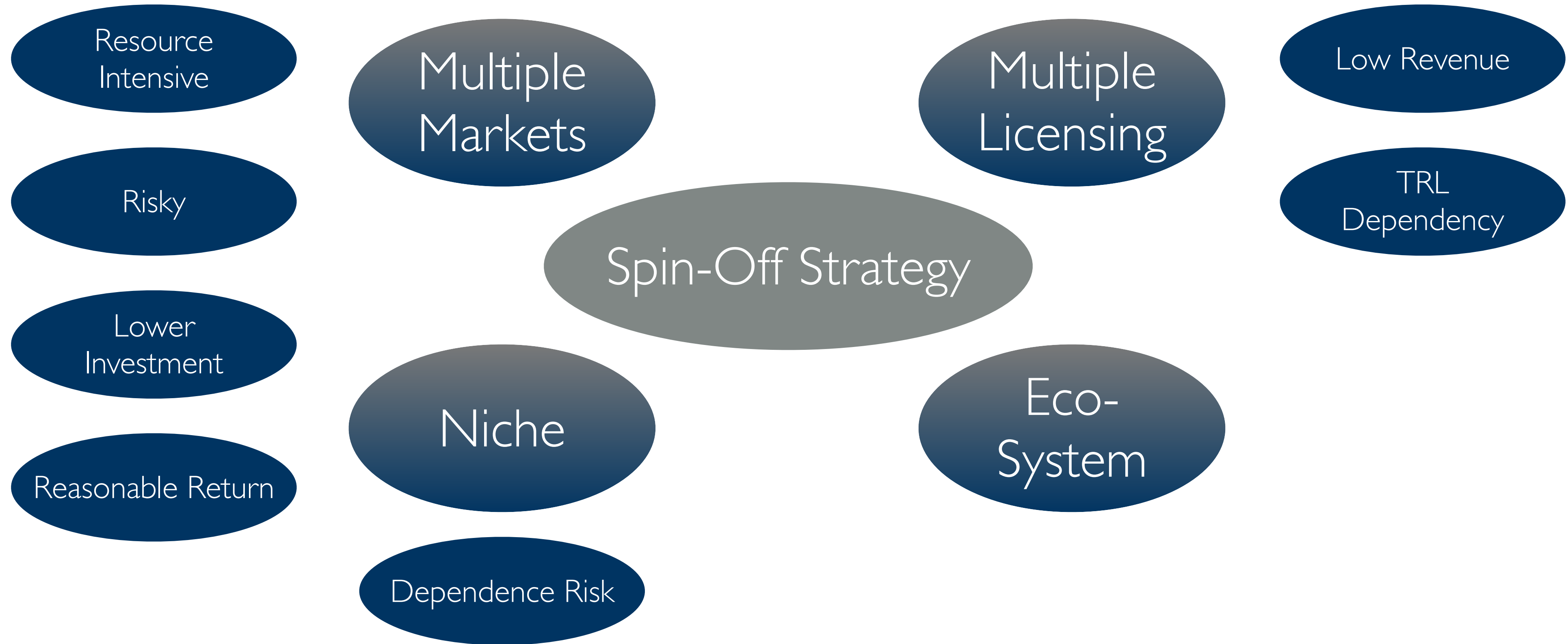
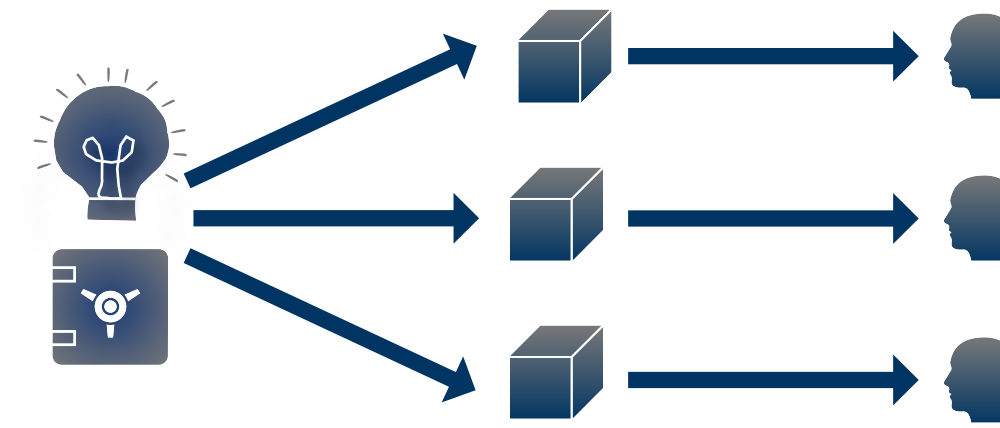
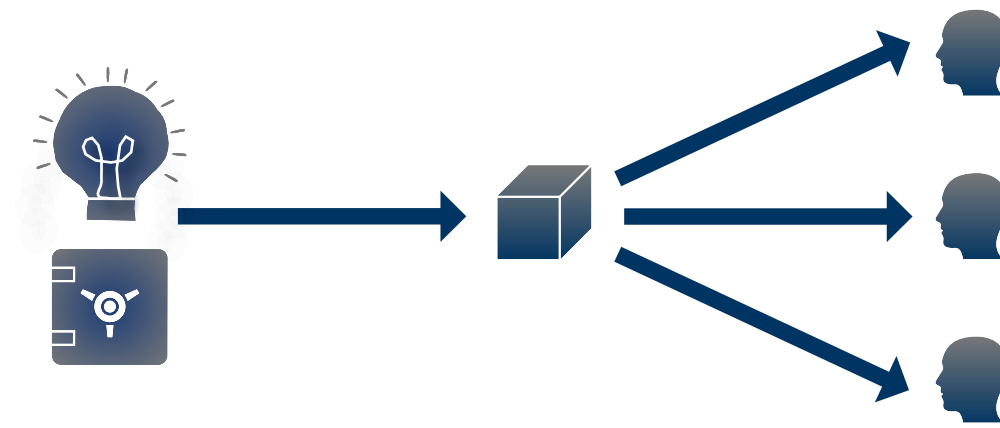
TRL
Dependency

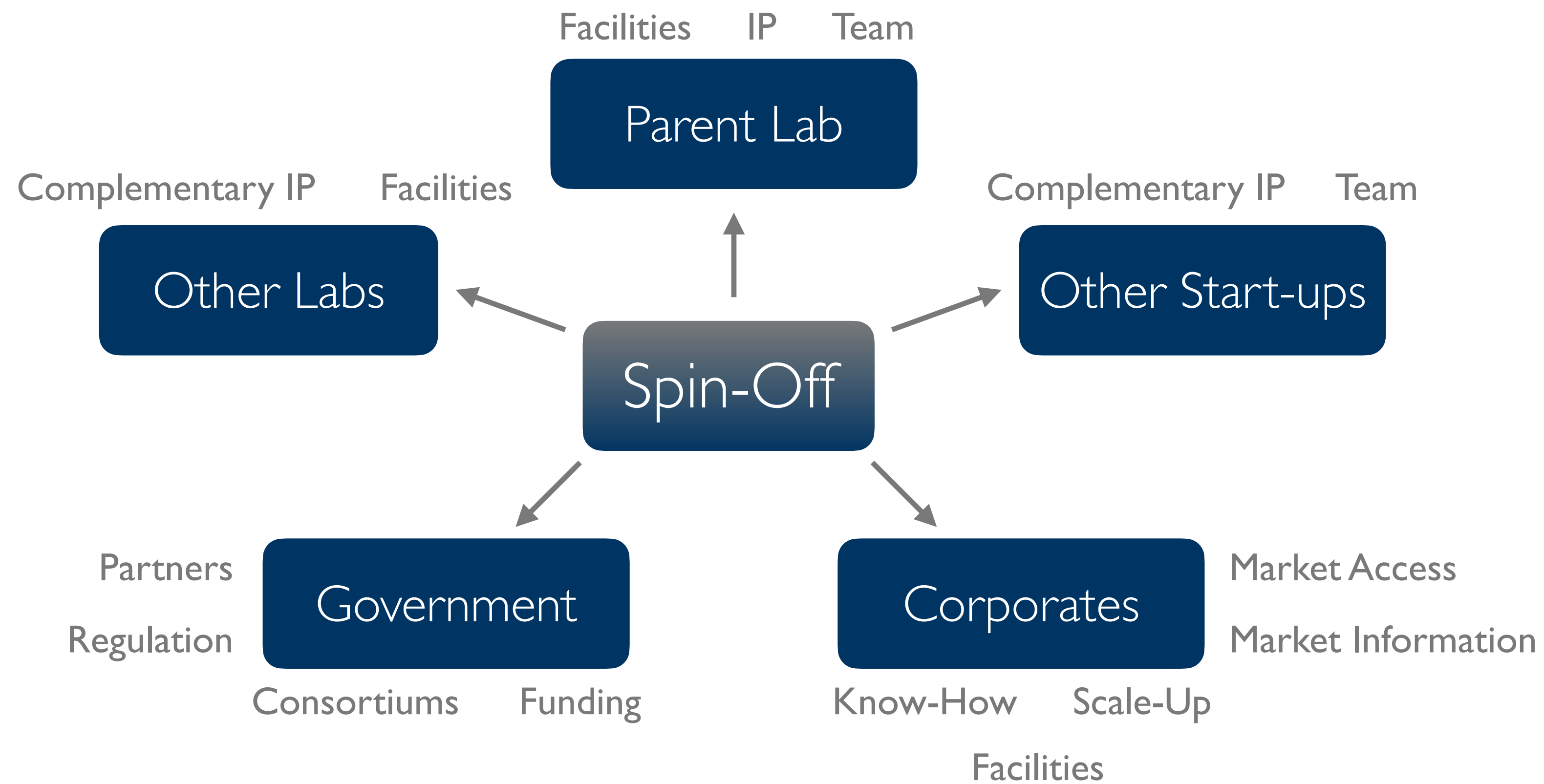
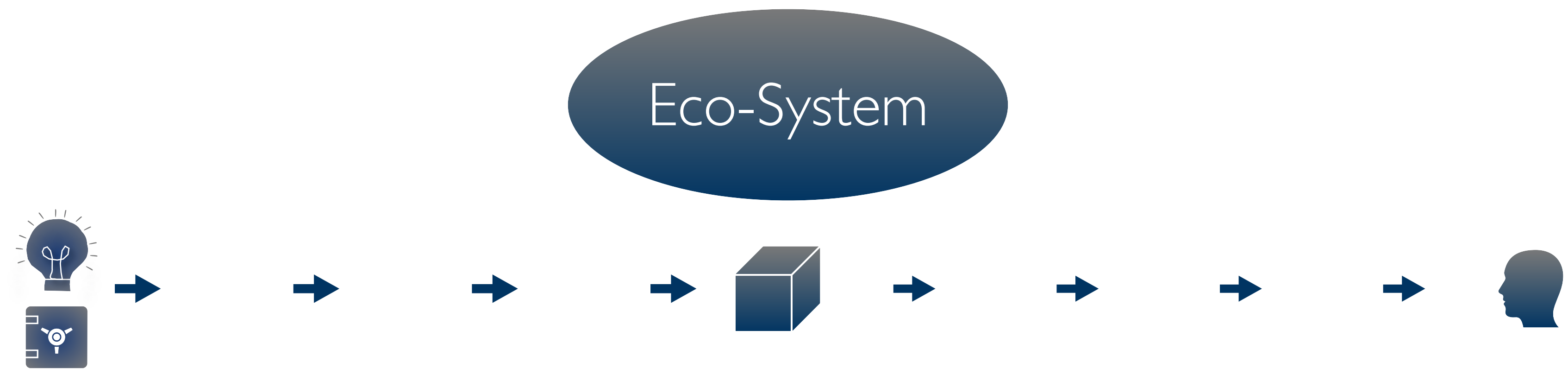
Spin-Off Strategy

Niche

Niche







Eco-System

