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# *Technology Commercialization Training Workshop*

**Hanyang University**

**Strategic Business Insights**

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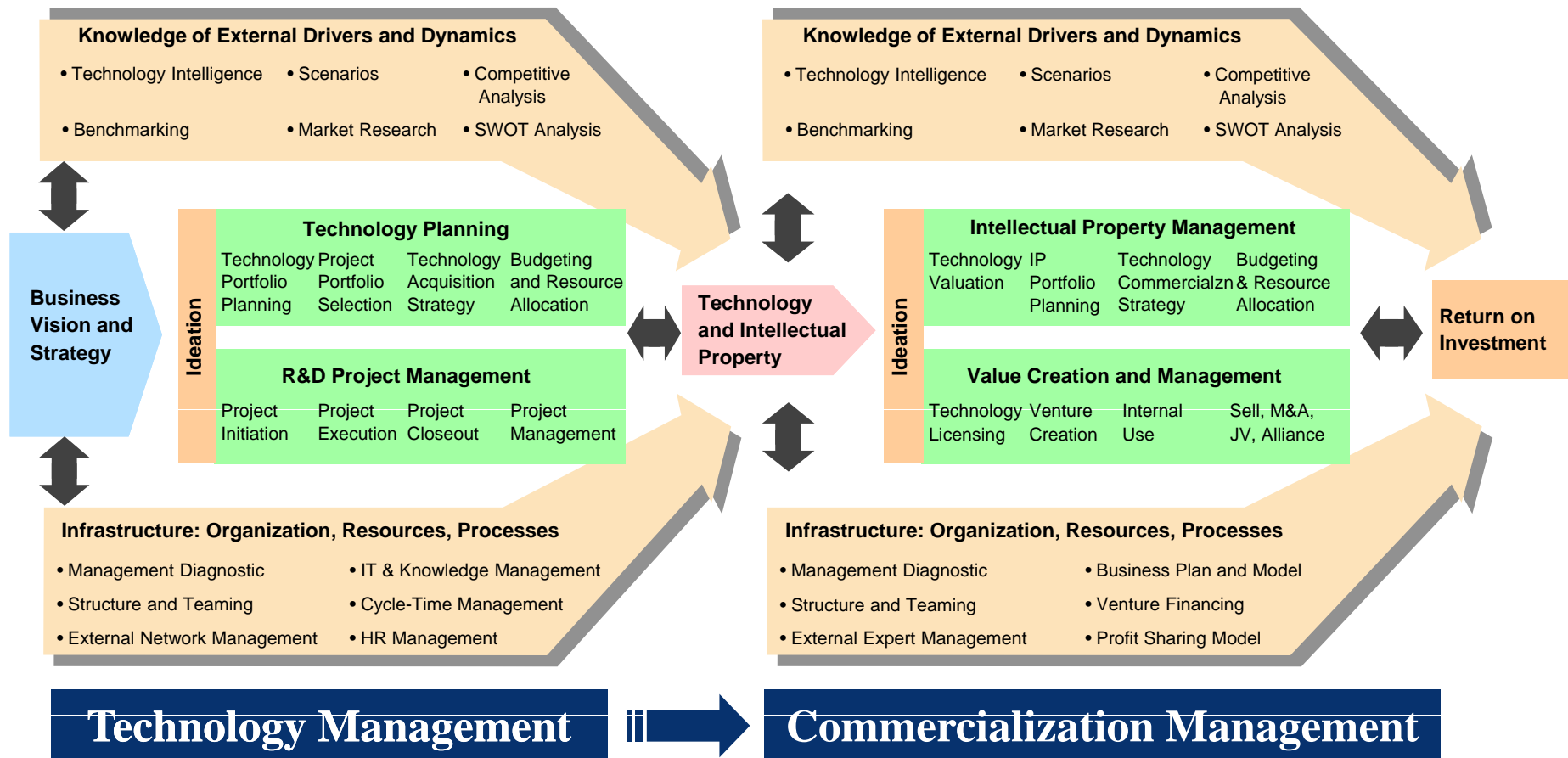
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*Introduction of Technology  
Commercialization Training Program*

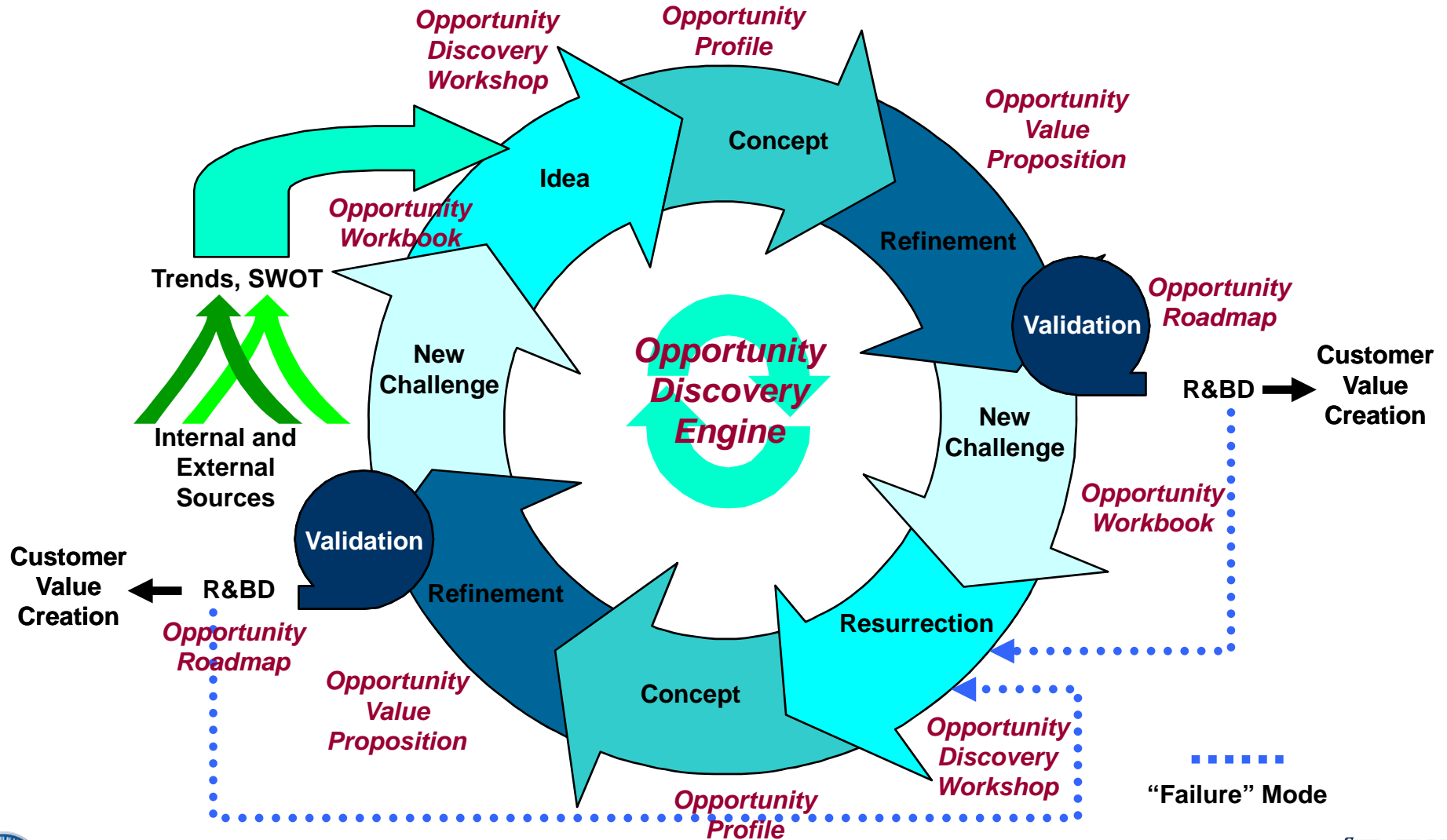
# SBI's Integrated Framework for Technology Management and Commercialization

## Creating IP Assets

## Turning IP Assets into Value



# SBI's Opportunity Discovery Engine



# *SBI's Opportunity Discovery Process*

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**Step 1: Prepare a workbook for Opportunity Discovery workshop**

**Step 2: Discuss industry trends and issues, and the company's business/R&D strategy and capabilities**

**Step 3: Identify new business and/or research opportunities**

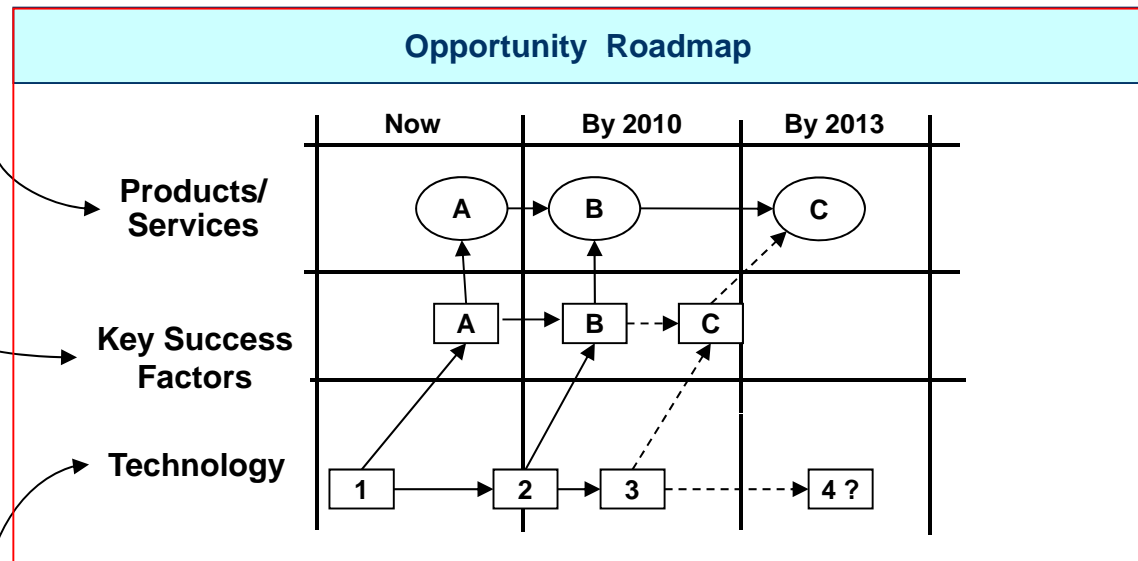
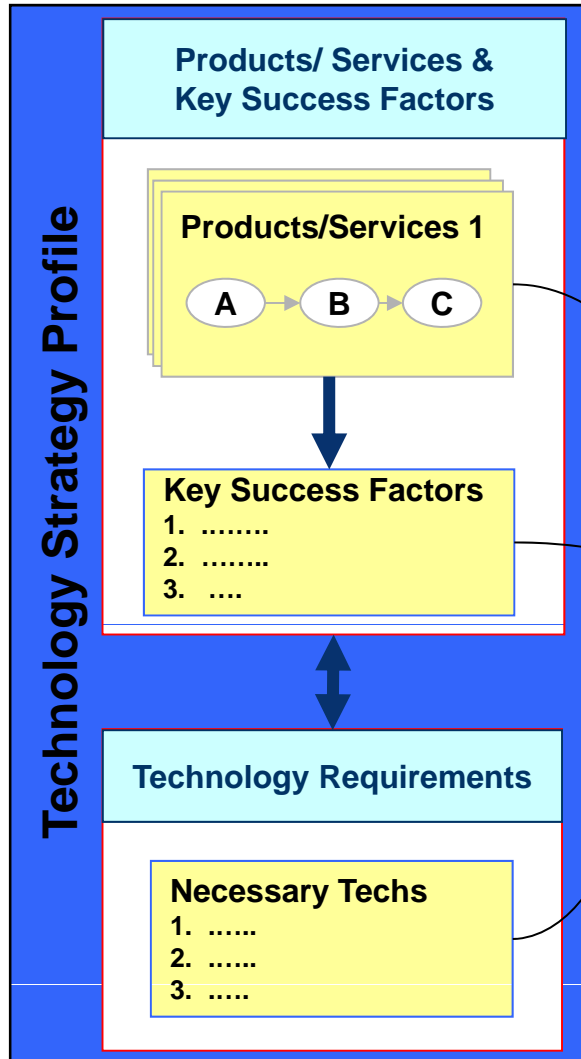
**Step 4: Segregate the opportunities into clusters**

**Step 5: Develop evaluation criteria and assess their relative importance**

**Step 6: Evaluate and select the best refined opportunities using the selection criteria**

**Step 7: Refine the selected opportunities and specify next steps**

# Opportunity Roadmap Concept



# *SBI's Opportunity Strategic Roadmapping Process*

**Step 1: Identify technology options and select the best option for the opportunity**

**Step 2: Develop technology acquisition strategy**

**Step 3: Determine milestones for each of the core technologies**

**Step 4: Determine target products and/or services to develop**

**Step 5: Identify key success factors for the products and/or services**

**Step 6: Develop strategic product-technology roadmaps**

**Step 7: Develop strategic implications and next steps**

# Major Training Themes for Training Program

## Technology Commercialization Tools and Processes

### *Developing Commercialization Infrastructure*

- ◆ IP Asset Creation, Protection & Management
- ◆ Technology & Business Valuation
- ◆ Benchmark and Case Studies

## Commercialization Opportunity Discovery Process

### *Identifying & Validating Commercialization Ideas*

- ◆ Steps of Opportunity Discovery Process
- ◆ Opportunity Profile & Value Proposition
- ◆ Hands-on Case Study

## Commercialization Strategic Planning Process

### *Strategic Planning for Realizing Opportunity*

- ◆ Steps of Strategic Planning Process
- ◆ Strategic Technology Roadmap
- ◆ Hands-on Case Study



# Tools & Processes for Technology Commercialization

## Lecture Sessions

- ◆ How to create IP assets
- ◆ How to protect IP assets
- ◆ Overview of IP management
- ◆ Overview of IP asset valuation methods
- ◆ Technology Factor method and case examples
- ◆ Overview of business valuation methods
- ◆ Overview of SBI's technology intelligence process
- ◆ Overview of SBI's scenario planning process

## Lecture Sessions

- ◆ Commercialization strategies
- ◆ Licensing strategies and processes
- ◆ How to create a start-up
- ◆ Benchmark study: tools and processes for open innovation
- ◆ Case study: SRI way's of technology commercialization
- ◆ Trend analysis of the US venture industry & Silicon Valley
- ◆ Benchmark study: technology commercialization in leading R&D institutes & universities

Note-1: An actual lecture schedule will be customized based on trainees' interest and time availability

Note-2: A lecture session will take 1 to 2 hours

# Commercialization Opportunity Discovery Process

## Lecture Sessions

- ◆ Overview of SBI's Opportunity Discovery process (ODP)
- ◆ External analysis
- ◆ Innovative idea generation
- ◆ Opportunity evaluation
- ◆ Opportunity profiling
- ◆ Communicating & selling opportunity (opportunity pitch)
- ◆ Case examples of opportunity profiles
- ◆ Case examples of workshop results of the ODP process

## Hands-on Workshop Sessions

- ◆ Setting the workshop's decision focus and search boundary
- ◆ External analysis
- ◆ Idea generation
- ◆ Clustering identified ideas
- ◆ Evaluating and selecting high-priority opportunities
- ◆ Refining the selected opportunities
- ◆ Developing opportunity profiles for the selected opportunities
- ◆ Developing value proposition for the opportunities

Note-1: An actual lecture schedule will be customized based on trainees' interest and time availability

Note-2: A lecture/workshop session will take 1 to 2 hours

Note-3: For each workshop session: 3 steps (lecture -> breakout workshop -> presentation)

# Commercialization Strategic Planning Process

## Lecture Sessions

- ◆ Overview of technology forecasting methodologies
- ◆ Overview of technology roadmapping processes
- ◆ Overview of SBI's strategic opportunity roadmapping process
- ◆ Overview of SBI's scenario-based technology roadmapping process
- ◆ Overview of SBI's Exploratory roadmapping process
- ◆ Case examples of workshop results of SBI's strategic roadmapping processes

## Hands-on Workshop Sessions

- ◆ Setting the workshop's decision focus and planning boundary
- ◆ Review of commercial opportunities
- ◆ Identifying core technologies for the opportunities
- ◆ Developing technology acquisition strategies
- ◆ Identifying potential product and service opportunities
- ◆ Setting milestones
- ◆ Developing strategic roadmaps
- ◆ Analyzing strategic implications

Note-1: An actual lecture schedule will be customized based on trainees' interest and time availability

Note-2: A lecture/workshop session will take 1 to 2 hours

Note-3: For each workshop session: 3 steps (lecture -> breakout workshop -> presentation)

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# *Tentative Training Agenda*

# Key Training Themes

## Training Workshop at SBI

**Technology  
Commercialization  
Tools and Processes**

### *Commercialization Management*

- ◆ Commercialization Strategies
- ◆ Benchmark and Case Studies

**Hands-on  
Opportunity  
Workshop Process**

### *Identifying and Validating Innovative Ideas*

- ◆ Steps of Opportunity Discovery Process
- ◆ Hands-on Case Study

## Feedback Session at Hanyang University

**Training  
Feedback  
Session**

### *Review of the Training Program*

- ◆ Question-and-Answer
- ◆ Implementation, and next steps

# Tentative 5-Day Training Agenda

**Day-1 (Lecture)**  
**Technology**  
**Commercialization**  
**Tools and Processes**

**Day-2 (Lecture)**  
**Technology**  
**Commercialization**  
**Tools and Processes**

**Day-3 (Lecture)**  
**Commercialization**  
**Opportunity**  
**Discovery Process**

**Day-4 (Workshop)**  
**Commercialization**  
**Opportunity**  
**Discovery Process**

**Day-5 (Lecture)**  
**Commercialization**  
**Strategic Planning**  
**Process**

# *Training Feedback Session at Hanyang University*

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- ◆ **Dr. Park, the project leader of SBI's project team, will visit Korea to participate the training workshop, operated by Hanyang University.**
- ◆ **He will conduct the following activities:**
  - Evaluation of the project results
  - Recommendations to improve the training program.
- ◆ **He will participate a feedback session.**
- ◆ **The detailed agenda will be determined by Hanyang University. SBI will assist Hanyang University in setting the agenda.**