



Da Vinci Technology Top 100

in association with

The Technology Innovation Group

invites you to a business driven action learning workshop on

From Technology to Market: Developing Effective Commercialisation Strategies

A TT100/TIG COMMERCIALISATION WORKSHOP

Da Vinci Technology Top 100 in partnership with the Technology Innovation Group of the USA will present a highly interactive programme looking at local and international experiences in technology commercialisation. The workshop will include a mix of presentations, general and small group discussions, case studies, and group exercises.

OVERVIEW OF PROGRAMME

The founding principles for the workshop are based on a number of core fundamentals facing companies:

- Commercialisation is a company's lifeblood, and critical to its success
- Commercialisation is a complex and difficult process, one which transcends product development
- Commercialisation is a team sport that takes place in a global context
- Successful companies take responsibility for what they can control in the process and create adaptations to deal with issues they can't control
- Successful companies learn from experiences – successes and failures, their own and others
- Successful companies regularly evaluate and improve the underlying processes and practices.

This interactive workshop has been designed to ensure that participants gain a high level appreciation of the philosophies and processes in:

- Developing an understanding of technology commercialisation as a process, an ecosystem and a business strategy
- Learning from successes and failures—their own and others
- Gaining a familiarity with different models of commercialisation as a process, ecosystem and strategy
- Understanding how to use these models to improve commercialisation approaches, philosophies and practices in their own company
- Becoming exposed to current effective practices employed in other countries and companies.

Case Studies

The South African case studies will provide delegates with an opportunity to engage with executives who will highlight the key drivers from their businesses. Each of the three companies selected will present a 15-20 minute presentation that focuses on key issues they are facing.

- A description of the technology commercialisation process and strategy in their company
- The major issues and barriers (internal and external) to commercialisation activities for their company
- Factors in the South African context that contribute to and hinder commercialisation for their company
- One example of a commercialisation success and one example of a failure within their company
- Lessons learned from these successes and failures.

The South African experience will be complemented by a number of lessons learned from the global experiences within which the TIG team has been engaged.

Participants will break into small groups to discuss a set of questions that accompany each case. The groups will report back to the general session for an overview of their analysis and conclusions.

Discussion of Key Issues

Participants will organise into small groups, each of which will discuss one of the top three critical issues identified in the first session. Each working group will be asked to discuss the issues with reference to their own company experience, draw conclusions about the relative importance of the various issues in the cluster, and provide constructive advice on how to address these issues. Each team will be asked to report on its findings to the larger group, followed by general questions.

Action Steps

At the end of the workshop, participants will form into small groups and be asked to write down the three key lessons learned, one near-term action that each will take (within a week) and one longer term strategic, behavioural, process or organisational change it will make to take its commercialisation efforts to the next level of effectiveness. The participants will reconvene as a whole to receive reports from the individual groups.

TIG USA

Technology Innovation Group, Inc. (TIG) successfully commercialises technologies around the world and assists countries and communities to create infrastructure for accelerating knowledge-based businesses. TIG's team of veteran professionals has a powerful and unique combination of skills, expertise and global experience with large corporations, startups, universities, research entities and financial institutions. TIG produces results that are tangible and measurable.

PRESENTERS

The workshop facilitators will comprise of TIG consultants and Da Vinci academics. The core team will comprise of:

Jim Dukowitz, PhD



Jim Dukowitz has more than thirty years' experience in the high-tech industry, with particular strength in the areas of strategic planning, business development, communications and international marketing.

He worked for Texas Instruments (TI) for 21 years, and held a number of senior executive positions there, including President of Texas Instruments China and Texas Instruments Asia. Under his leadership in the mid 1980s, TI opened entities in China and Korea, and significantly expanded operations in the rest of Asia. During his tenure in Asia TI also was the first multinational to establish a software design centre in India and has been a significant contributor in building India's IT ecosystem. He then went on to hold several Vice Presidencies at Texas Instruments: marketing, strategic planning, corporate relations, and corporate marketing/marketing communications.

Since retiring from TI in 1997, Dukowitz has served as the Executive Vice President and a member of the Board of Directors of Micro-ASI, Inc., a semiconductor interconnect and packaging company and has provided advisory services to and served on the boards of a number of technology based growth ventures. Dukowitz earned his Bachelor of Arts in mathematics from the University of Iowa and a doctorate from the Massachusetts Institute of Technology, where he focused on Science and Technology Policy. While completing his dissertation, he also served as a special assistant to MIT President Jerome Wiesner in the formation of the Congressional Office of Technology Assessment.

Early in his career he also served as a Captain in the US Army Security Agency and as a senior program analyst in the Office of the Secretary of Defence.

Dan Hanson



Dan Hanson has over 20 years experience in financial management, investment banking, and governmental policy development. His professional experience has included investment portfolio management and risk management, capital-raising through the equity, bond, and securitisation markets, and public policy development for various government agencies.

A co-founder of Technology Innovation Group, he has focused on venture capital formation, commercialisation of technology, and research and development infrastructure in collaboration with centres of innovation. Hanson has a keen interest in leveraging science and education infrastructure to promote economic development in regional economies. He helps build economic engines by forging partnerships among business, government, and non governmental organisations. These partnerships often are a mix of organisations operating at local, national, and international levels.

Hanson's efforts are realised through a combination of business and volunteer activities. For volunteer activities, he participates in leadership roles on the board of directors of several state and local community organisations. These organisations include the North Texas Life Science Society, Big Thought: A Learning Partnership, and the State of Texas Product Development and Small Business Incubator Board.

Hanson is noted for his outstanding analytical and commercial skills, and for his commitment to achieving equitable outcomes of government policy and programmed initiatives across communities.

Dan's academic qualifications include a Bachelor of Science and a Master of Science (in Industrial Relations) from the University of Oregon. He also attended the Kennedy School of Government at Harvard University and graduated with a Master of Science in City and Regional Planning.

Norman Kaderlan, PhD



An internationally noted management consultant, teacher and writer, Dr Norman Kaderlan has more than 20 years' experience successfully managing entrepreneurial organisations at the local, regional and national level. Dr Kaderlan's clients range from small businesses to non profit organisations to Fortune 500 companies. In South Africa, he has worked with Godisa Trust, SEDA Technology Programme and SARIMA. He has been involved in projects in Korea, India, Mexico, Poland, Chile, Jordan, Romania and Kazakhstan.

Dr Kaderlan is exceptional at leading education and training courses and has taught at several top universities. He has served as Adjunct Professor at The University of Texas at Austin's College of Engineering, where he taught "The Enterprise of Technology," a multi-disciplinary graduate seminar in technology commercialisation, which he created with Dr Steve Nichols. Previously, he was on the faculty at Pepperdine University's Graziadio School of Business and Management, where he taught entrepreneurship and business strategy. He also taught at the UCLA Graduate School of Management.

Dr Kaderlan served as Director of Austin Technology Incubator, recognised as one of the leading technology business incubators in the world, which is currently home to 15 new growth ventures. He also served as the Associate Director of Non-degree Educational Programs at the IC2 Institute at The University of Texas at Austin, and teaches short courses on technology commercialisation around the world in countries such as South Africa, India, Malaysia, Mexico, Colombia, Ecuador and Poland.

Along with fellow TIG co-founder Dan Hanson, Dr Kaderlan crafted the vision, structure, and program outline for the North Texas Enterprise Centre for Medical Technology, a regional medical technology incubator and accelerator. His work on this project included identifying the initial network of stakeholders, mentors, service providers and key staff, raising initial funding in excess of \$1.5 million, and launching the program.

Dr Kaderlan earned his Bachelor of Science in Life Sciences from the Massachusetts Institute of Technology, a Master of Science in the History of Science and his PhD in Management from the University of Wisconsin at Madison.

Professor Roy Marcus



Founder of Technology Top 100 and The Da Vinci Institute for Technology Management. From the inception of the new democracy, Roy has played an active role in the development of the new government's science and technology initiatives, acting as the ministerial advisor on science and technology and the chairman of the National Advisory Council on Innovation.

His expertise base is in Technology Management, Systems Thinking and Design Thinking where he has collaborated with colleagues at the University of Pennsylvania. Currently he is driving a number of strategic interventions for a number of private and public sector organisations in which he is applying Design Thinking to assist these organisations to re-position themselves to be better able to meet growing demands from stakeholders.

REGISTRATION COST AND PAYMENT

The cost for the 2-day workshop is R5 586.00 per person (VAT inclusive).

DATE AND VENUE

Date: 24 – 25 August 2010

Venue: Blue Valley Golf Estate, Midrand

ENQUIRIES: Carey Johnson on 011 579 4438 or carey@davinci.ac.za