

2020 Strategic Technology & Innovation Management Programme

Capturing Value from the Innovation Ecosystem

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Industrial / managerial need addressed

Increasing fragmentation of firms based on their core technological competencies within a complex innovation ecosystem is presenting challenges to capture the value. This project supports managers linked to innovation in developing actor coalitions, deploy mechanisms through portfolio and roadmapping process to capture value from the ecosystem for gaining competitive advantage. Following managerial challenges will be targetted through this project:

- Linking capabilities and resources to technology and innovation portfolio
- Engaging ecosystem actors including allies and adversaries, and forming coalitions
- Mechanisms for proactive engagements for value capture, and roadmapping

Expected deliverables

- Guide to mechanisms for “innovation ecosystem value-capture”.
- A strategic framework, including workshop essentials.

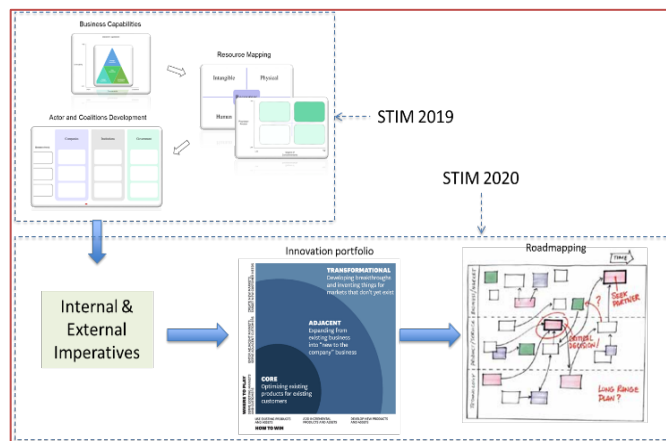
Engagement opportunities

Managers interested in enabling mechanisms to capture value from a broader innovation ecosystem may benefit from this project. We are looking for companies for pilot cases to enrich the process into a robust framework. It may include a brief meeting with manager(s) and a mini-workshop, if essential. Managers will benefit from having:

- an adapted framework for the ecosystem value-capture for their company
- a management tool for establishing coherence across multiple teams on innovation
- critical dimensions and a mechanism on proactive engagement with external actors

Approach

- The coalition development framework from STIM 2019 will be extended through integrating innovation portfolio and roadmapping.
- A process framework will be established through workshops and engaging leading practitioners.



Value-Capture Framework

Please feel free to get in touch to discuss ways to engage and benefit from this project