

## 2020 Strategic Technology & Innovation Management Programme

### Strategic Alignment and Stakeholder Engagement for Technology Venturing

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#### Industrial / managerial need addressed

Technology entrepreneurs and managers aim to navigate emerging technology ventures and innovations towards successful commercialisation and business development, often over long periods of time. However, this is challenging due to high uncertainties associated with planning and navigating relevant market and business drivers, technological resources and capabilities, and applications. Failure to understand and manage these uncertainties appropriately can lead to undesired consequences and poor outcomes in the realisation of value creation and capture. The aim of this research is to design and develop a roadmapping process to support technology ventures especially with strategic alignment and stakeholder engagement.

#### Expected deliverables

- Recommendation note for a roadmapping process and associated sub-processes to support strategic alignment and stakeholder engagement for technology venturing.

#### Engagement opportunities

We would like to invite STIM member companies interested in participating in this project. The first step would be to review the designed roadmapping process, and then conduct a pilot workshop to examine the utility, applicability and stability of the approach for practical use in industry.

#### Approach

Focus groups and case studies are to be conducted for piloting and testing the designed roadmapping process, consisting of 10 steps. Eventually we aim to develop a practical method to support strategic alignment and stakeholder engagement for technology ventures and investors.