Management of “Emerging” Technology

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Outline

- Introduction
- Background
- Limitations of coverage
- Re-emerging technologies
- S-curves for technology and markets
- Time scale to innovation
- Conclusion
My Background

- Westinghouse, Carnegie-Mellon, RPI, U. of Miami
- Emerging technologies
- Coal gasification, fuel cells, batteries, liquid crystals, robotics
Limitations of Coverage

- Course development
- Nanotechnology
- Biotechnology
- Information technology
Re-emerging technologies

- Dominant design
- S-curves for technology and markets

![Graphs showing R+D Spent and Time vs. Technological parameter and Market]

Time Scale

- Edison electric car
- Hybrid corn
- Genetics and Mendel
- Transistor-integrated circuit
- Service sector

www.electricauto.org
Conclusion

- No one model fits all
- How to handle
- Risk analysis
- Knowledgeable and exploitative