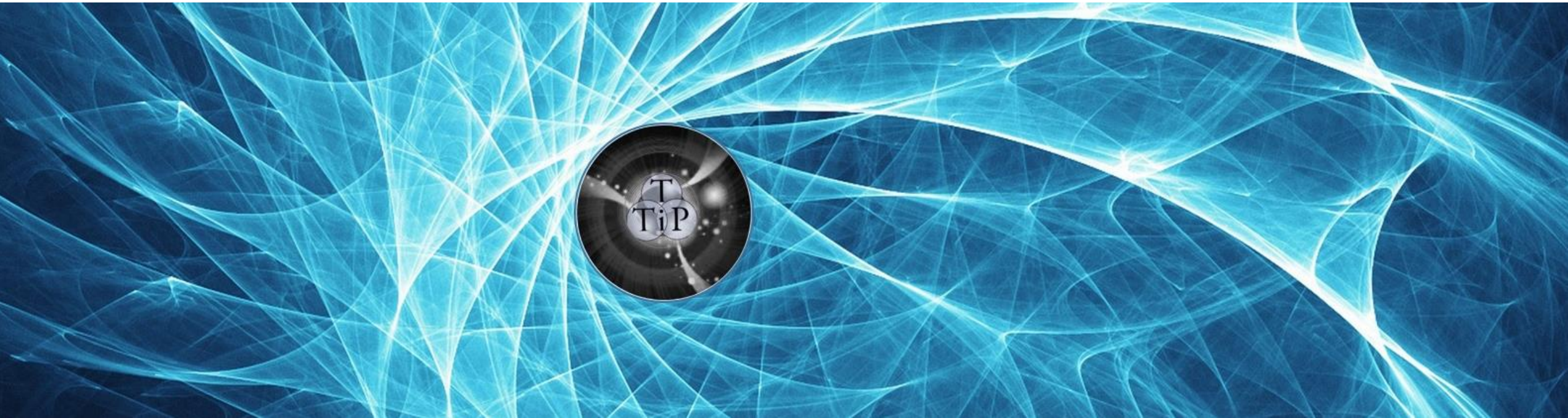


TTIP Global - The Technology Commercialization Experts

'We transform great technology into great business'



www.ttipglobal.com



Your Technology Commercialization Partners

Who am I? – Prof Andy Wynn

- Former CTO at Morgan Advanced Materials plc, a FTSE 250 multinational
- 30-year career in industry, leading technology, innovation, strategy and P&L roles in industrial companies all over the world, inc. 6 years in China
- 30 years intrapreneur/5 years entrepreneur
- In 2018, I founded TTIP Global - the Technology Commercialization Experts
- Professor at IE Business School in Madrid
- Author of the *Innovation for Business Leaders Series*;

andy.wynn@ttipglobal.com

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www.ttipglobal.com



How to set up a practical
INNOVATION PROCESS



How to transform into an
INNOVATION ORGANISATION



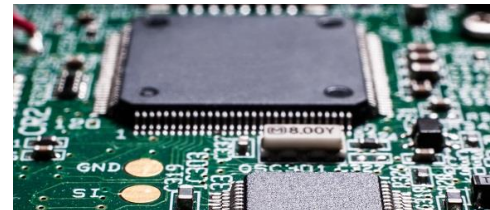
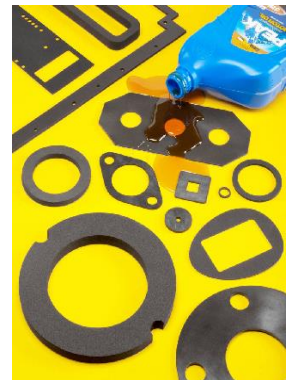
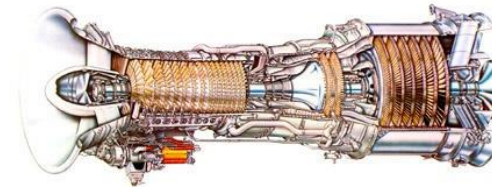
How to create a culture of
INNOVATIVE PEOPLE



Your Technology Commercialization Partners



TTIP means 'Transforming Technology into Profit' and our mission is to help Science, Technology & Engineering based companies grow by commercializing their technology and innovative products through our unparalleled global network of industry professionals.



Our goal is to bring impactful new technologies to market that make a positive difference to our world. We do this by accelerating the commercialization of new technologies that benefit the environment and society.



Your Technology Commercialization Partners

What industry leaders are saying about TTIP Global

"TTIP is a business that can uncover your customers' unmet needs and emerging trends that match up with your capabilities. There's methodologies there and a process"

Carlonda Reilly,
CTO, Kennametal



"TTIP provides a framework to identifying and resolving the internal factors holding your organization back from realizing maximum revenue growth from R&D investments"

Phil Clark,
VP R&D, 3M



"TTIP's 'Innovate for Success' Forum is unique, a fantastic environment to learn together on the tough journey of innovation leadership"

Maurits van Tol,
CTO, Johnson Matthey



"I shared your program with our HR team and they agreed with my assessment, we will continue to funnel our leaders into your program. I think your program is excellent"

Bob Medsker, R&D
Director, CMC Materials



"TTIP's coaching is like professional therapy, a place to vent about problems and get new ideas on how to solve them. It has been helpful both professionally and personally"

James Trevey,
CTO, ForgeNano



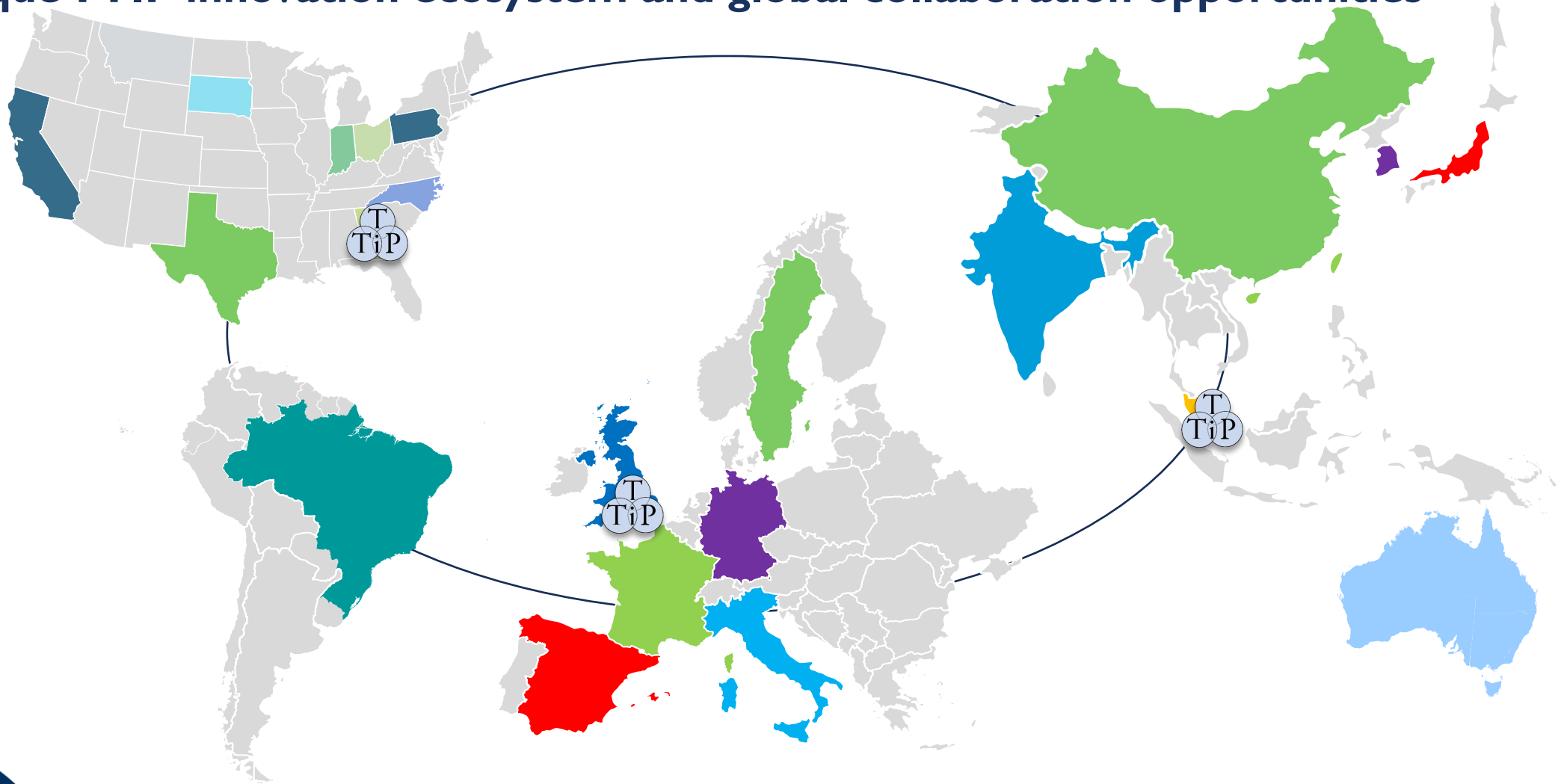
Your Technology Commercialization Partners

Our global team of industry experts have all held senior executive C-suite, VP or Director level roles at many of the world's largest industrial corporations and have commercialized \$10 billions of new products and technology in markets all over the world, and we can do the same for you.



Your Technology Commercialization Partners

We are present in all the world's largest industrial economies, offering access to our unique TTIP innovation ecosystem and global collaboration opportunities



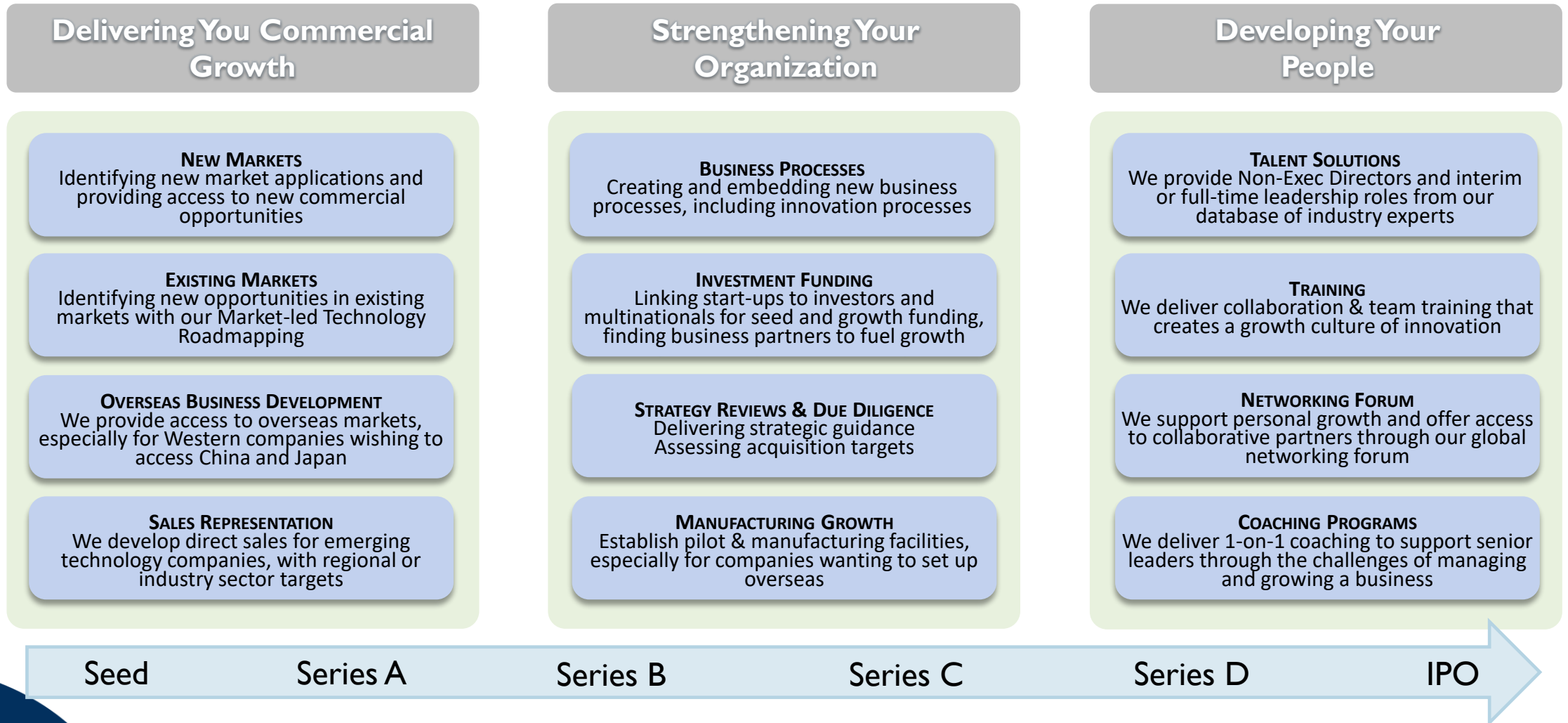
Your Technology Commercialization Partners

We work with all sizes of company, from the most exciting emerging advanced materials companies to the biggest corporations on the planet

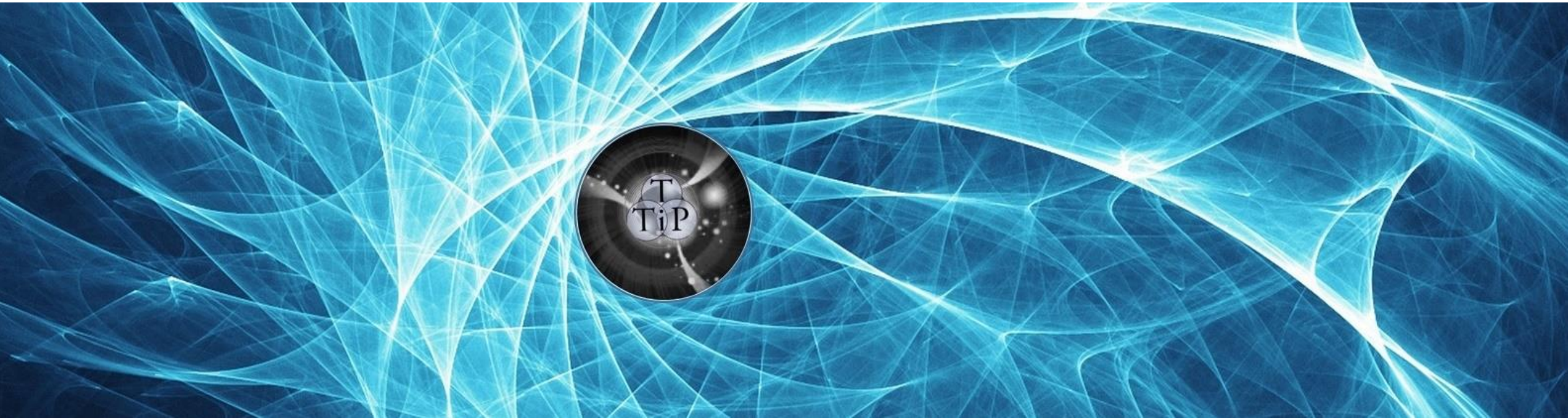


Your Technology Commercialization Partners

We support your growth every step of the way, from start-up to IPO



Managing an International Innovation portfolio in a multinational organisation



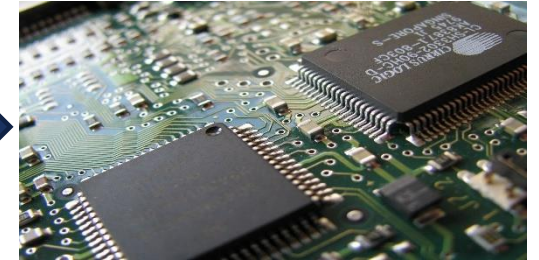
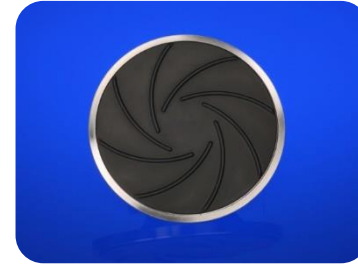
4th Nov 2022



Your Technology Commercialization Partners

Innovation Matters

INDUSTRIAL



TRANSPORTATION & RENEWABLE ENERGY

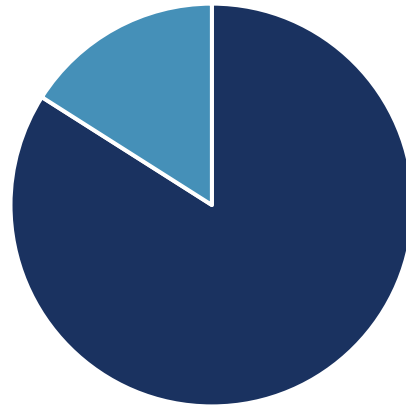


MEDICAL DEVICES

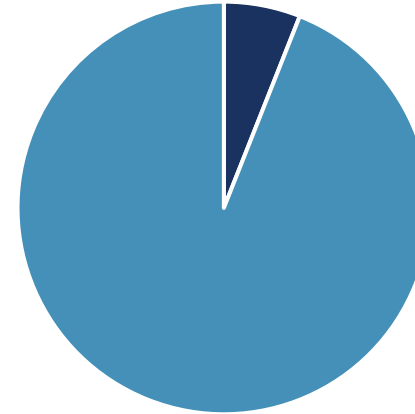


Innovation is critical for growth, but many companies struggle with it

INNOVATION

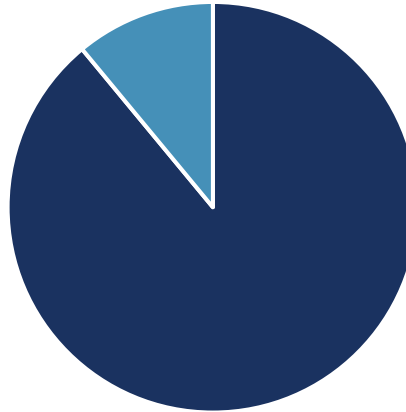


84% agree
innovation is
critical to growth

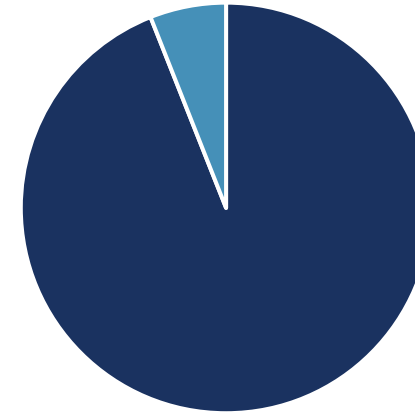


only 6%
satisfied with
their innovation

GROWTH



89% struggle
to grow



94% considered
'internal factors'
key barriers

Top 3 Complaints I hear from innovators & business leaders

"I've learnt all these Innovation Tools & Techniques, but when I get back to the workplace, I just can't make them work"

"We're good at inventing new products/technologies but we're not good at commercializing them"

"We talk about the importance of open innovation (collaborating with 3rd parties) but we're just not good at it"

These are all problems with 'IMPLEMENTATION'



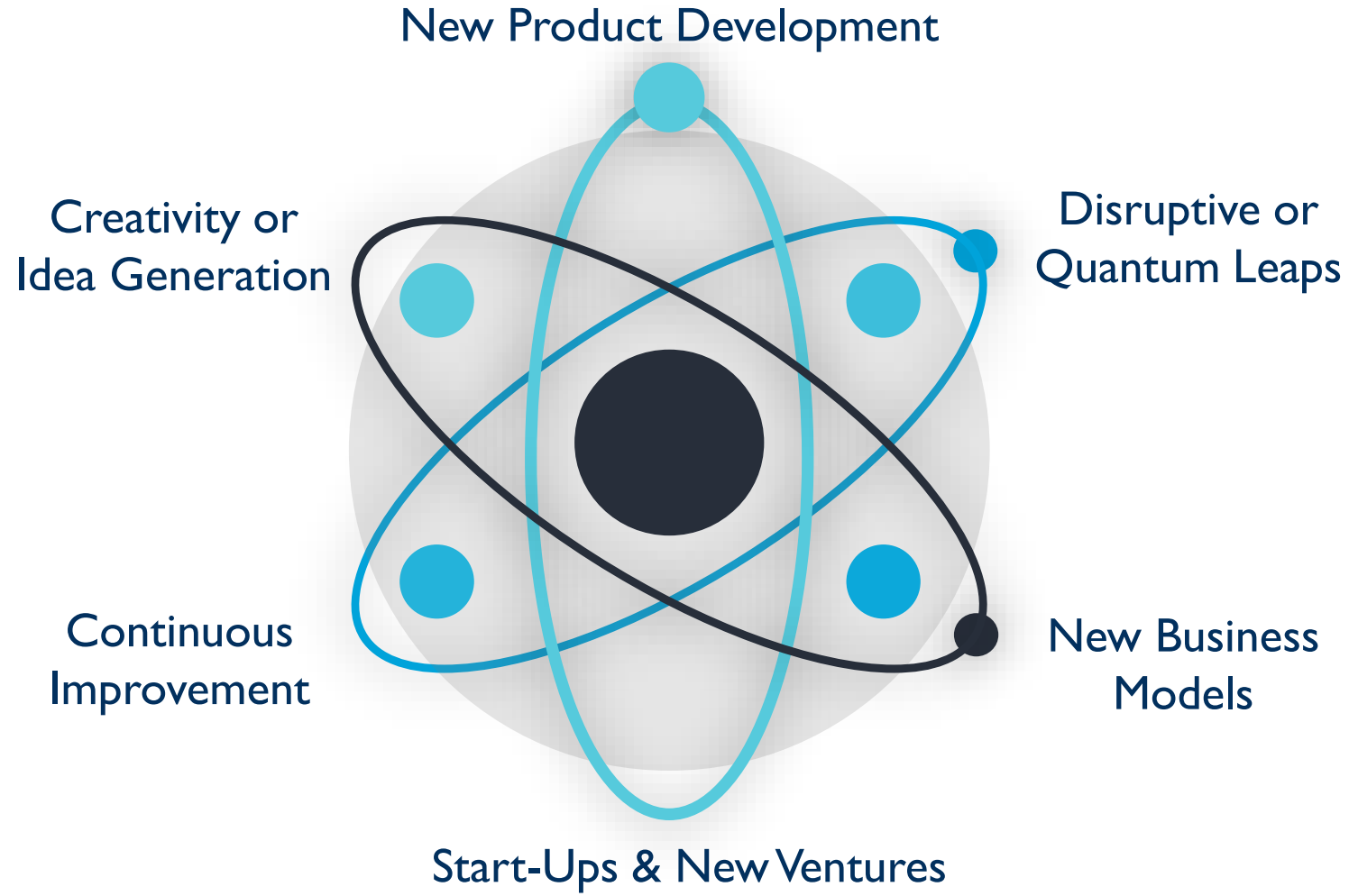
Where to start? Innovation management is complex & confusing

scrum
start-ups
lean startup
blue oceans
innovation funnel
ideation
agile
technology roadmap
phase gate
devops
ecosystem
disruption
open innovation
incubators
virtual networks
stage gate
voice of customer
brainstorming
design thinking
collaboration
innovation
out of box
pivot
centre of excellence
sprint
innovation metrics
waterfall

What does Innovation mean to you (in your business)?



Many businesses find 'Innovation' confusing

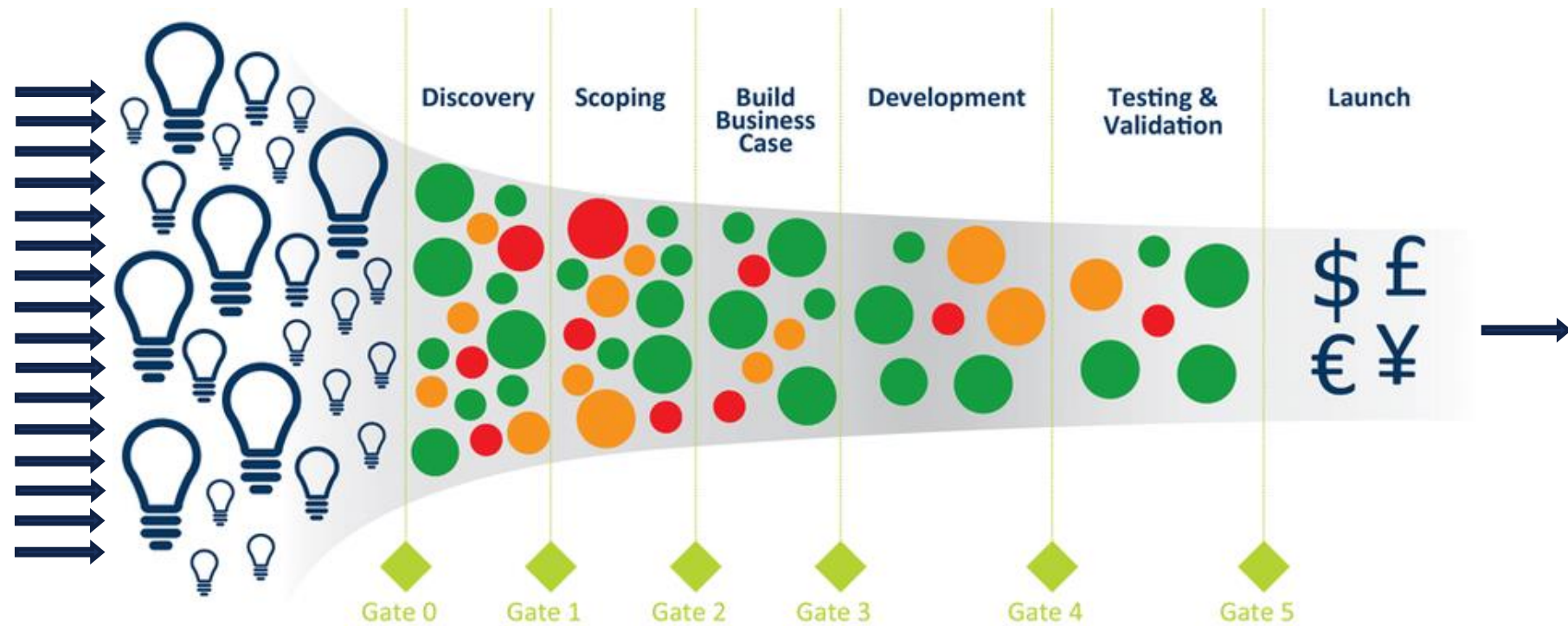


What does innovation mean (to your business)?

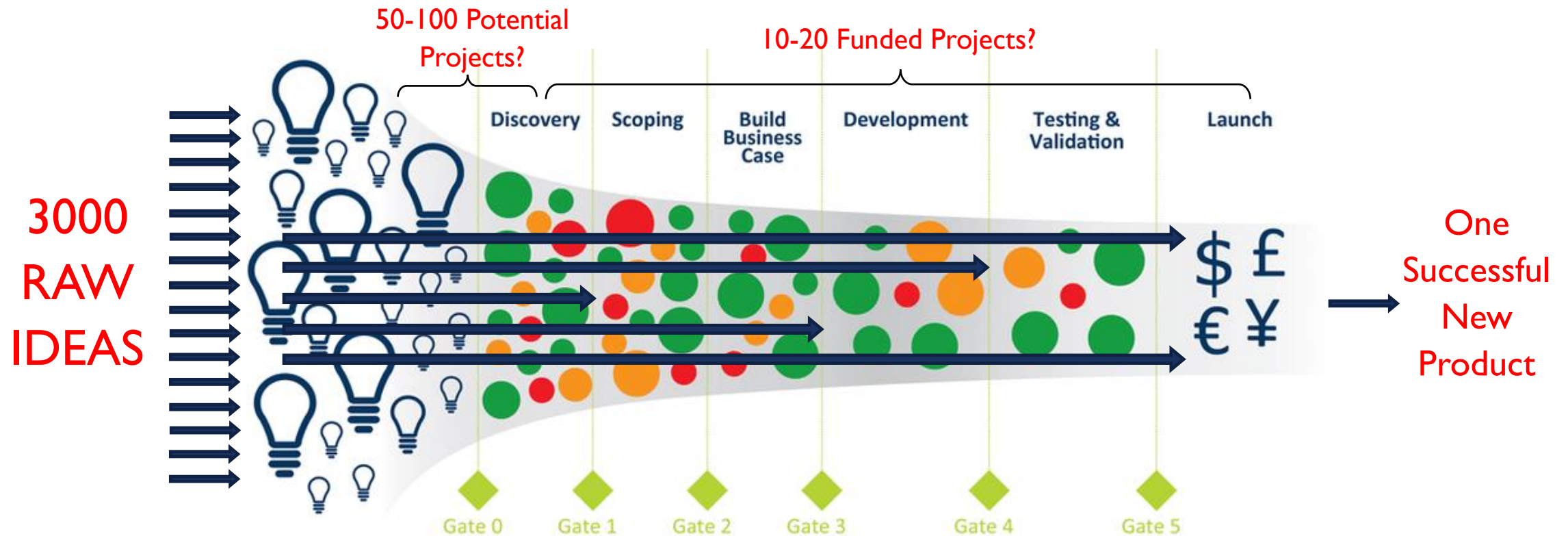
- A Diversity of Answers; Innovation is.....
 - continuously improving your products and service to the market
 - pushing boundaries in performance and capability (including new platforms, products, processes, people and mindset)
 - being the Best Bank to serve the most diverse needs
 - the whole process from idea to money in the bank
 - is earning the right for your business to be around in the future



Innovation is a highly complex process



Innovation is a highly complex process & requires many ideas



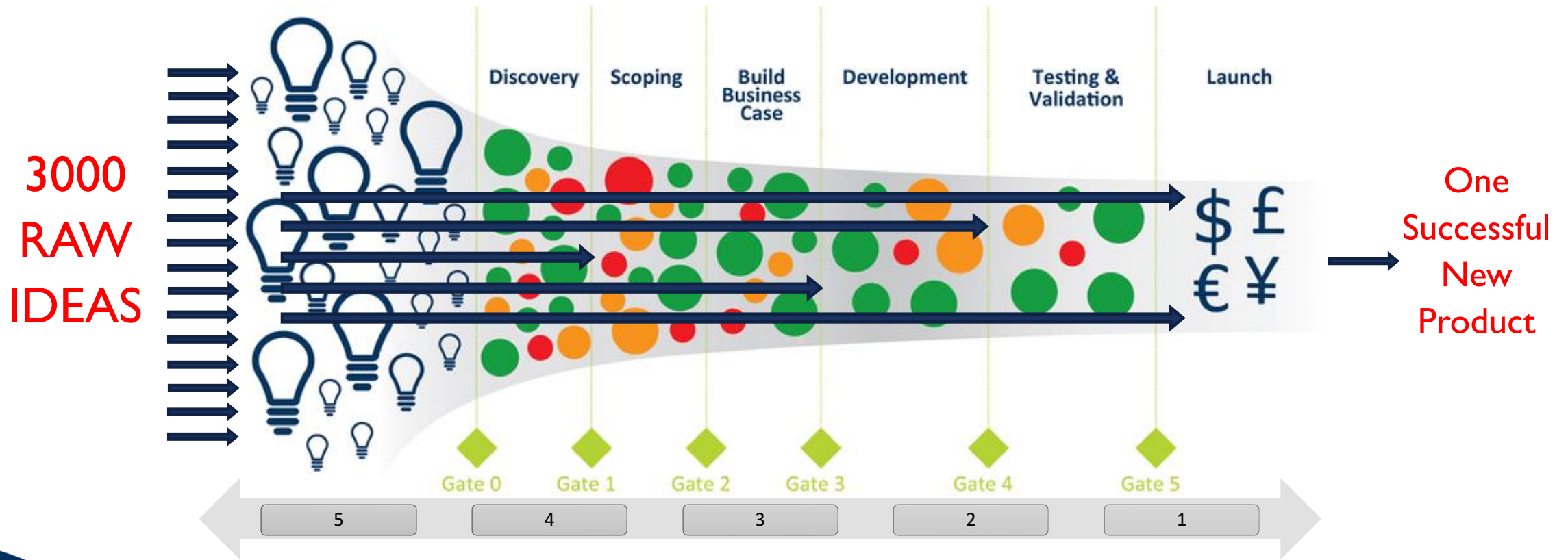
‘3,000 raw ideas = 1 commercial success!’

(Research Technology Magazine, Stevens, G A. & Burley, J., 1997, 40-3, 1601-1703)

And many underestimate the time & money required

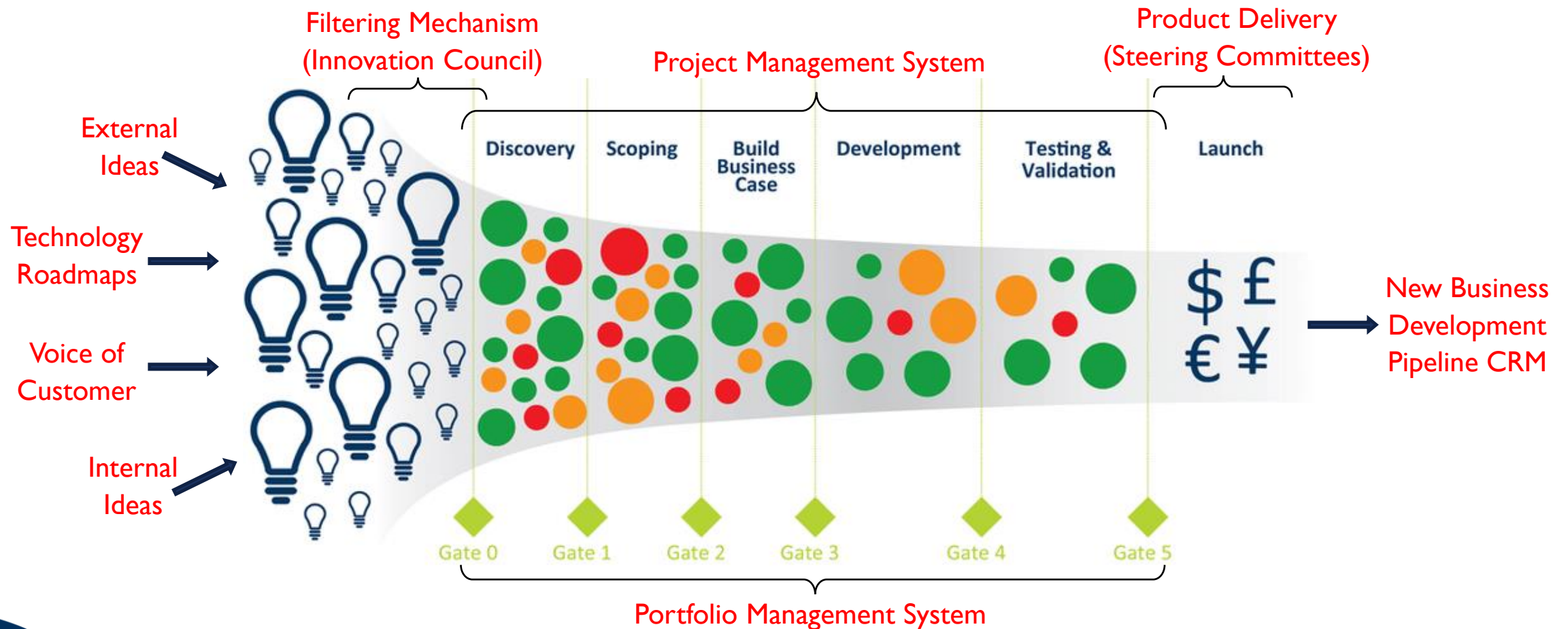
"There's a yawning gap between what works in the lab and what it takes to industrialise"

Anil Srivastava, CEO of Swiss eBattery maker Leclanché

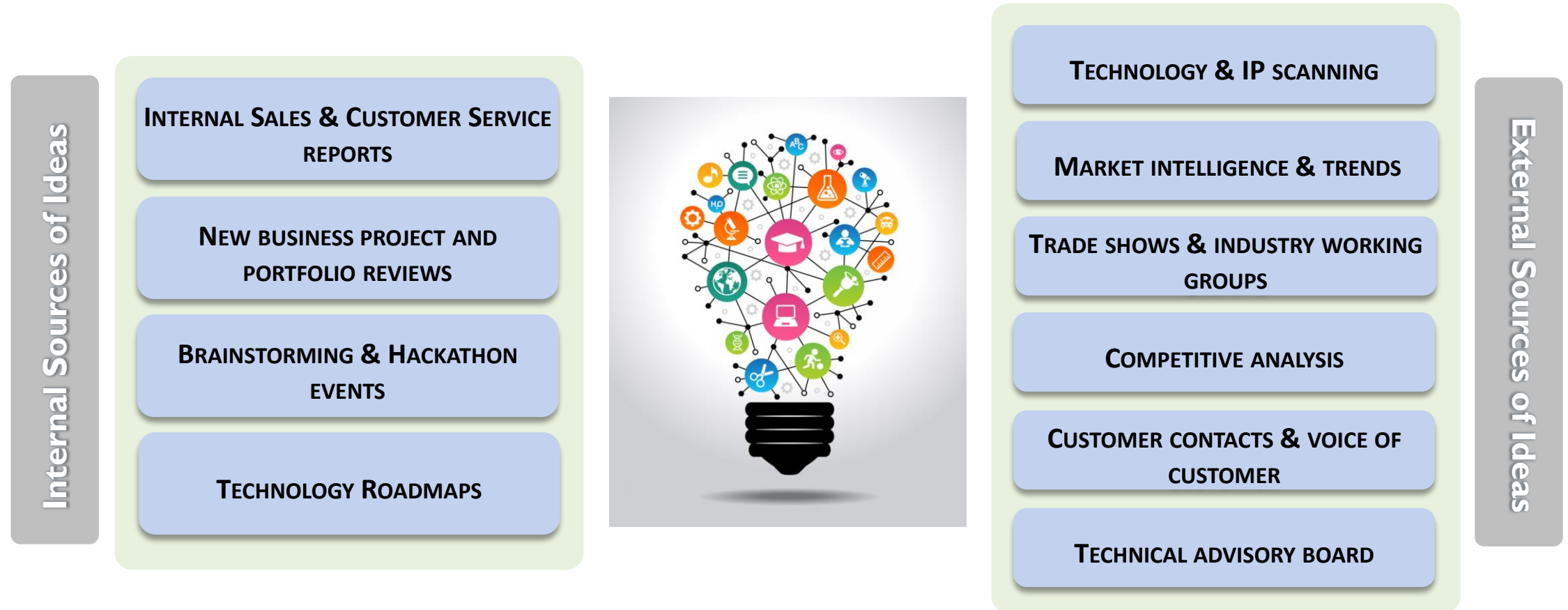


Many processes needed to manage the data generated

And to give people the tools to work together effectively

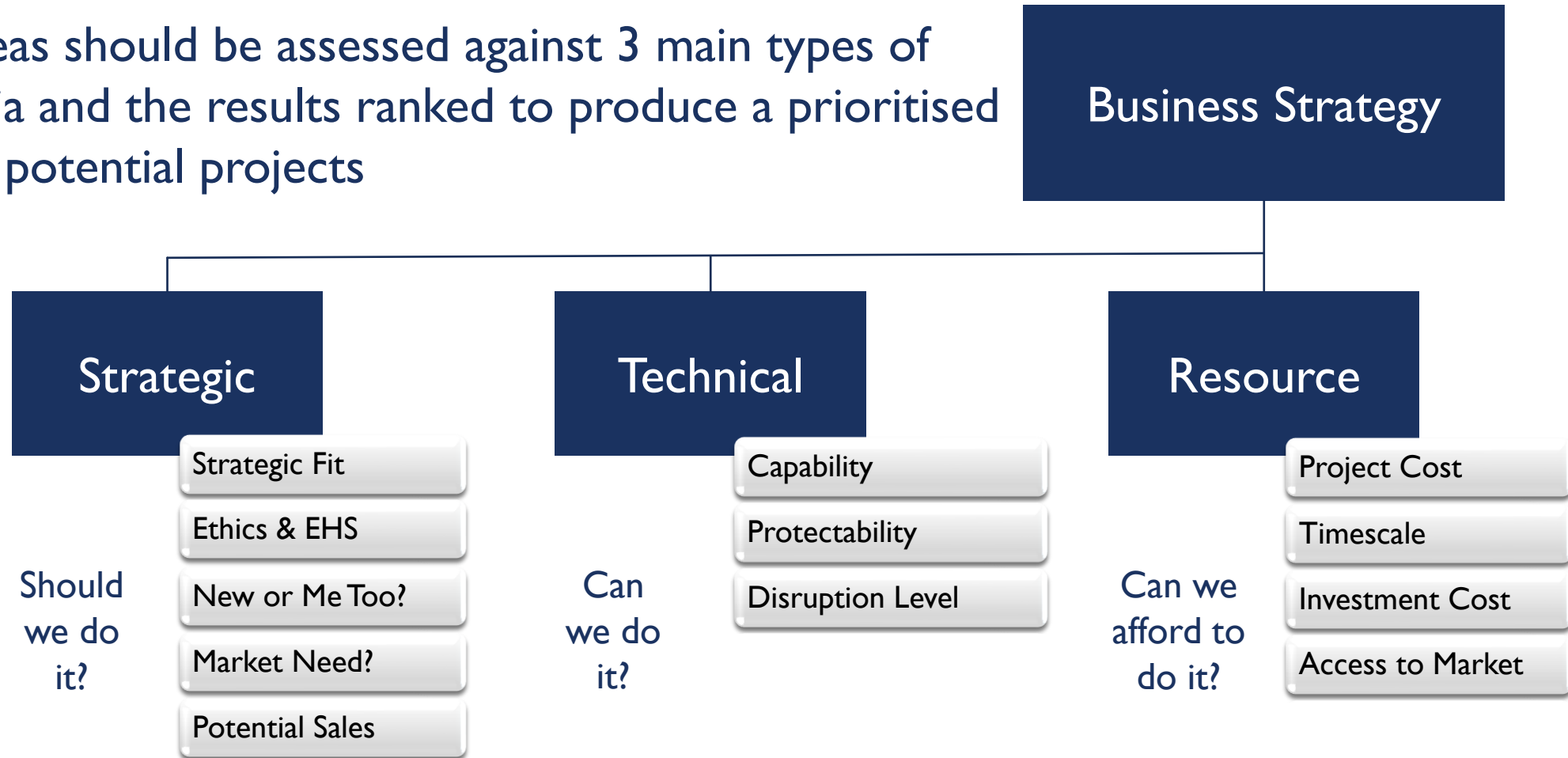


Where do commercial ideas come from?

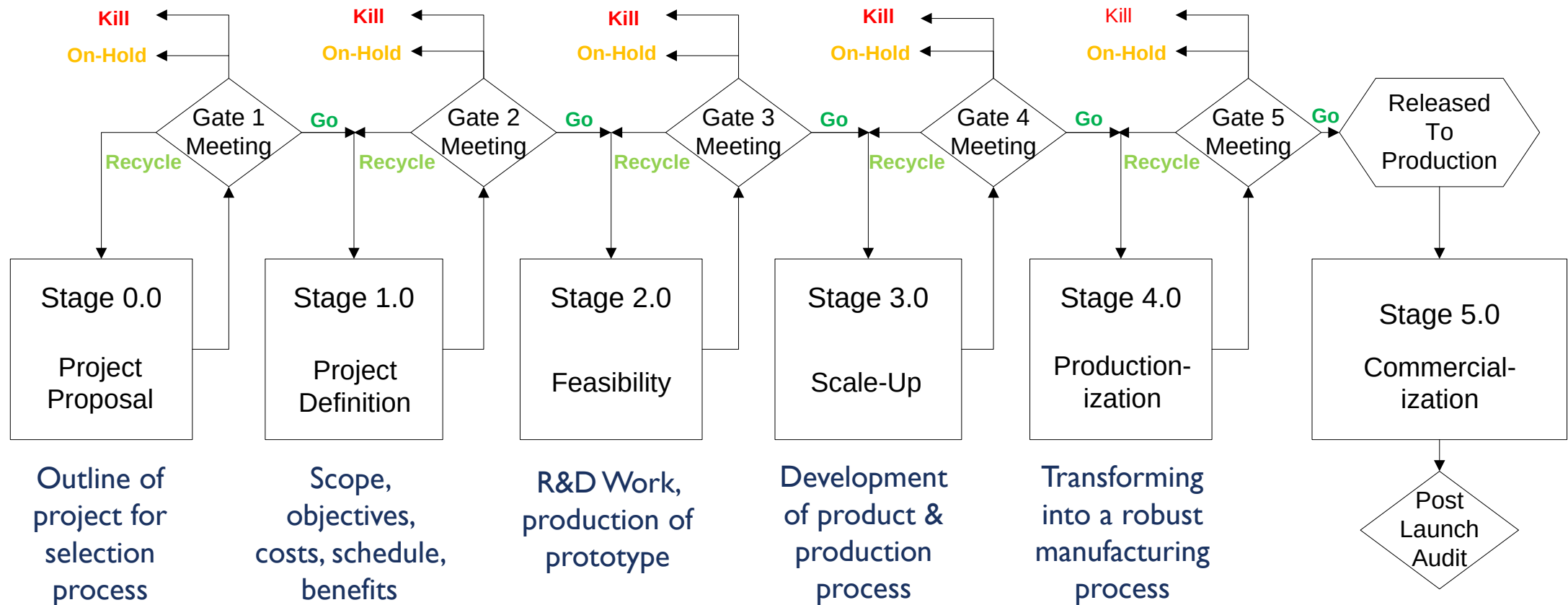


How to select the best ideas

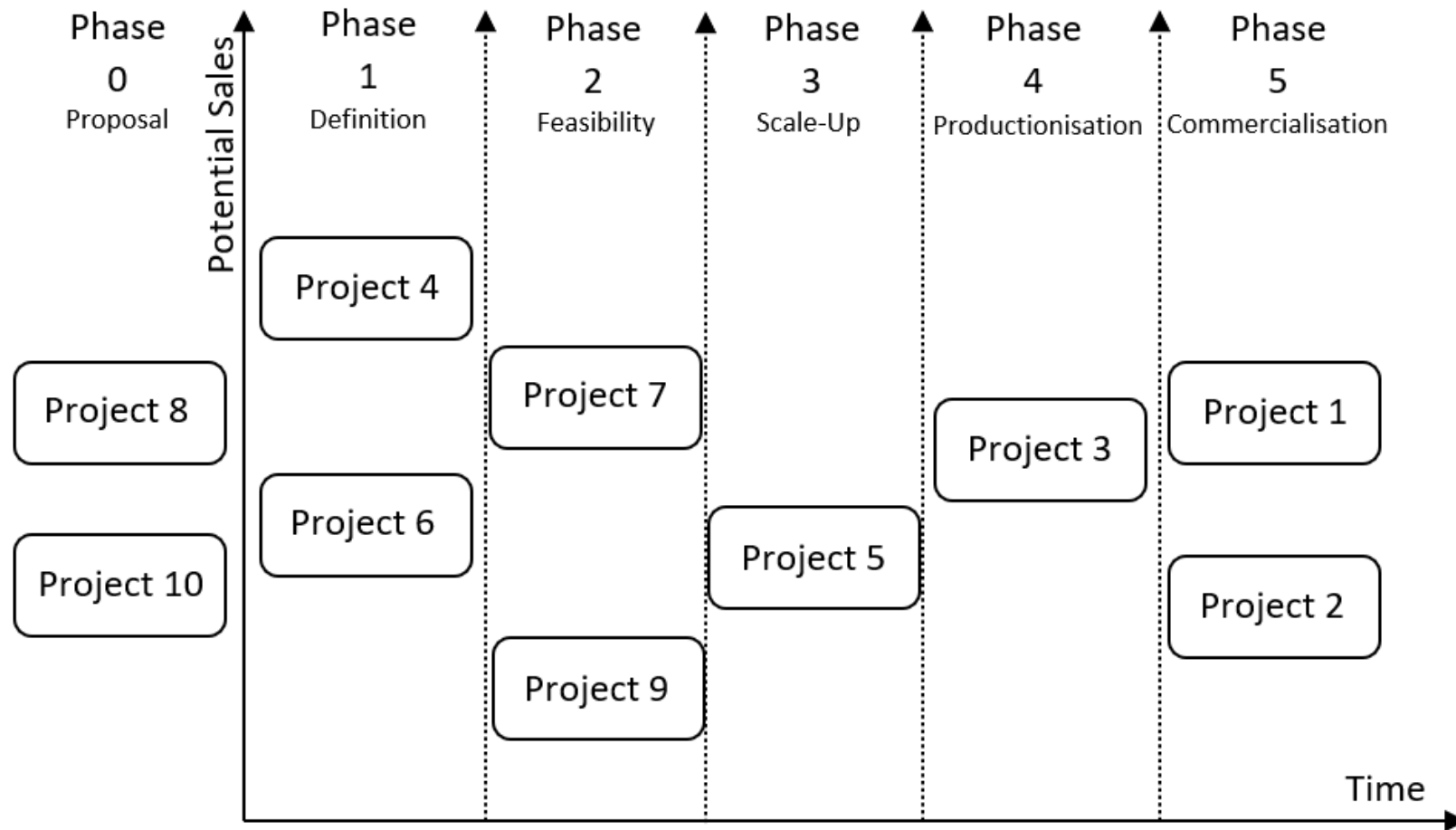
All ideas should be assessed against 3 main types of criteria and the results ranked to produce a prioritised list of potential projects



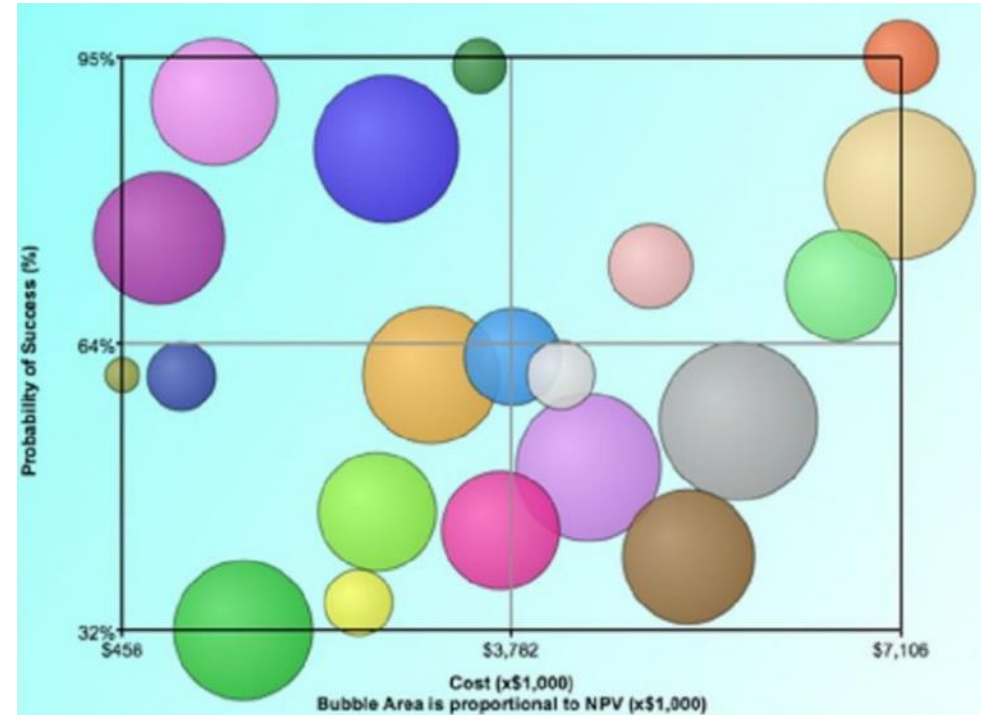
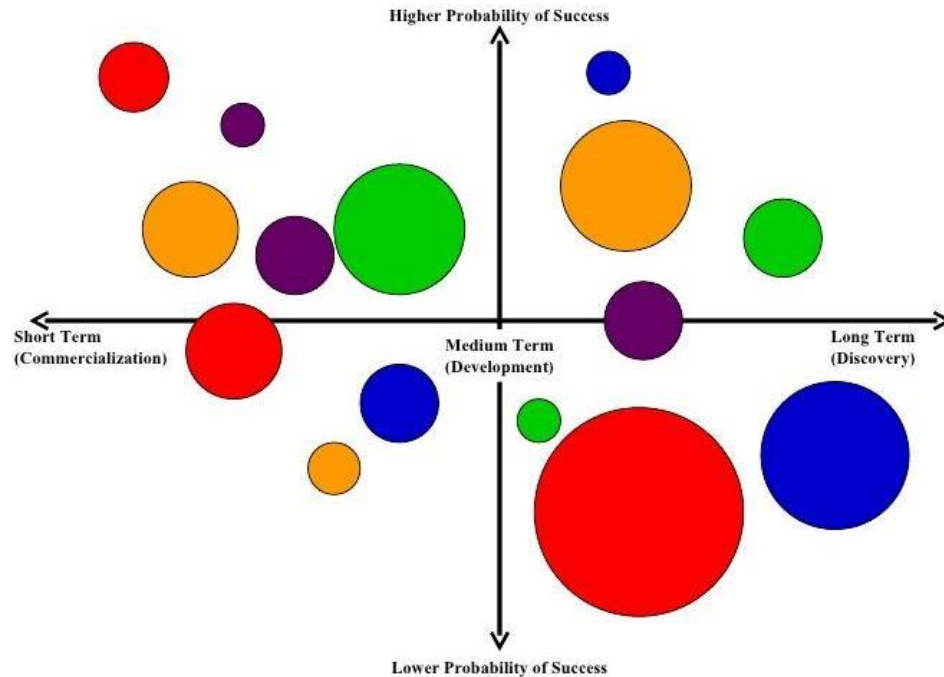
Project Management – Stage Gate® Process



The portfolio needs to be balanced

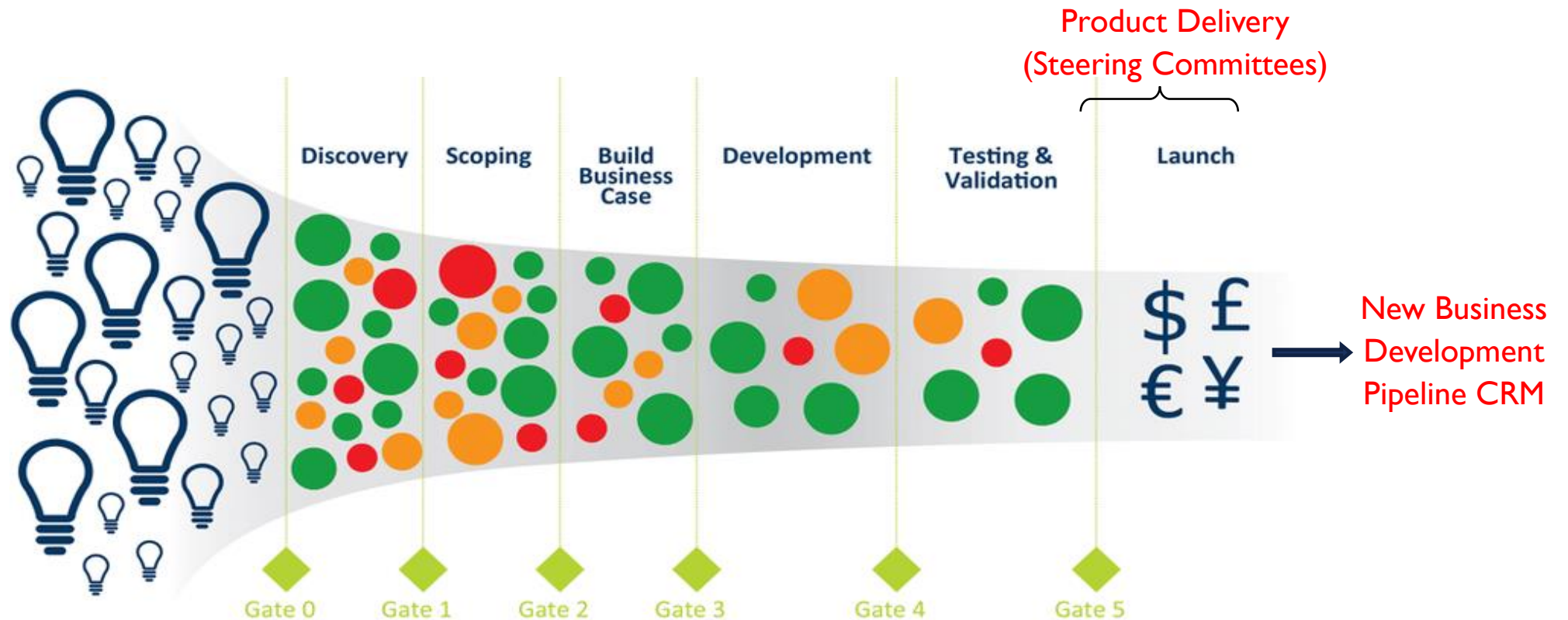


The portfolio needs to be balanced



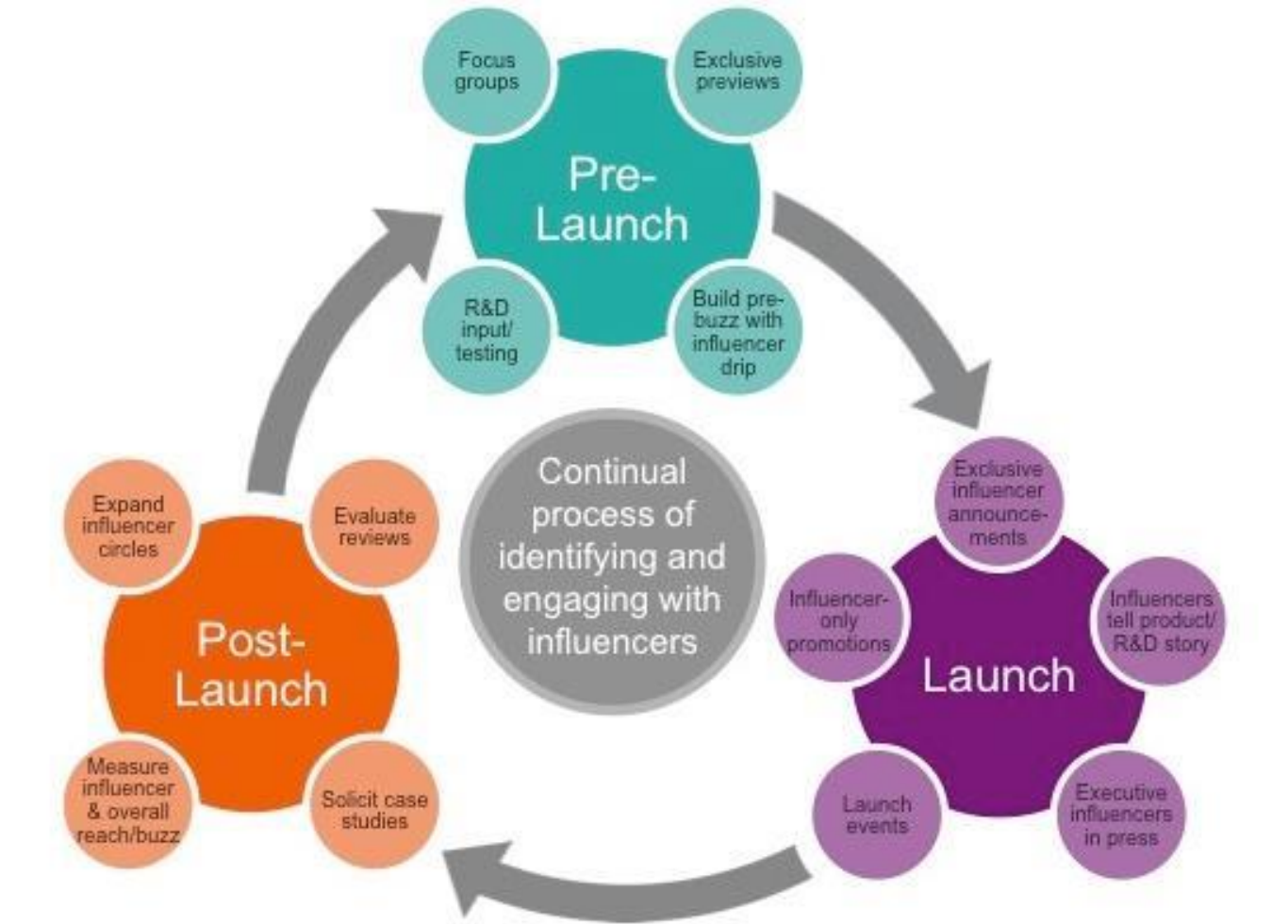
Also need to Balance Timescale & Resources vs Likelihood of Success & Potential Profit

How to Launch New Products Successfully

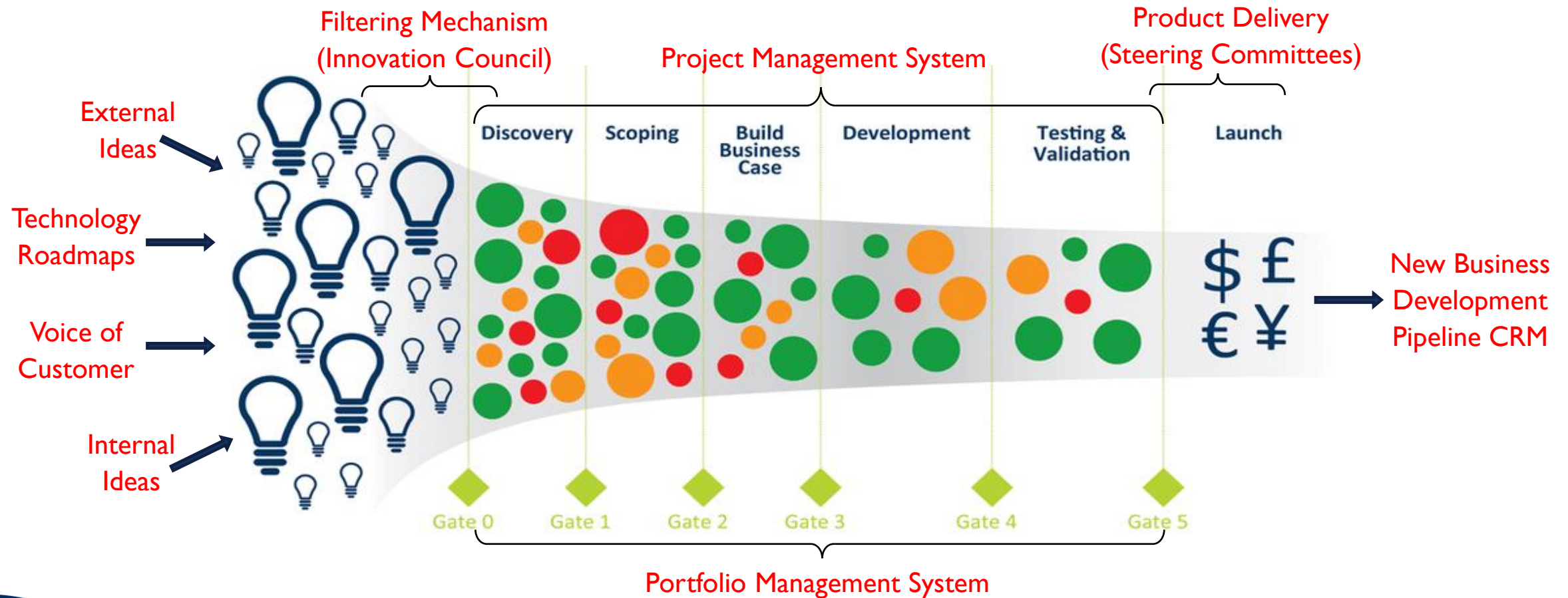


Commercializing New Products

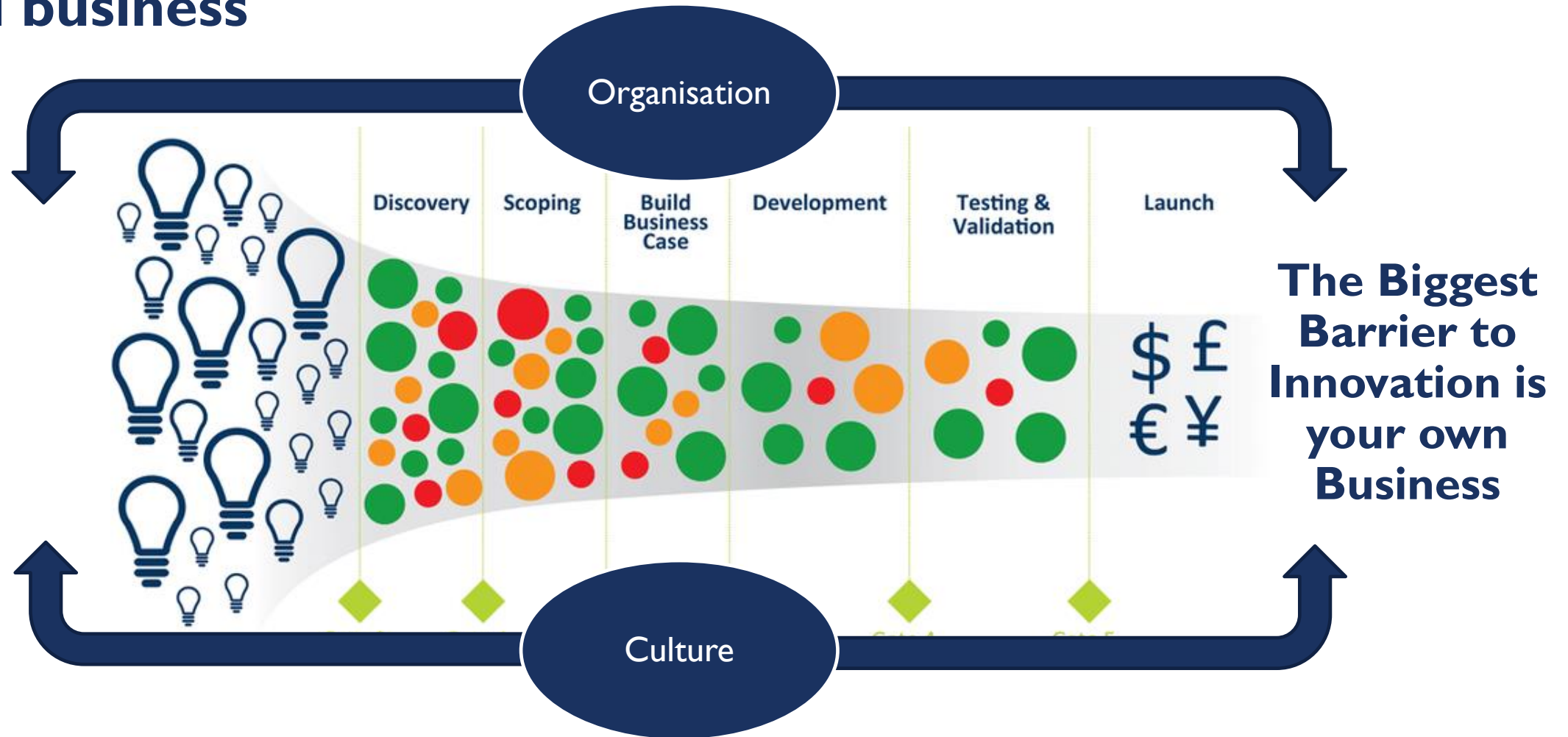
- Pre-Launch
- Launch
- Post Launch



Full Innovation Process with all Stages & Tools



Why do businesses struggle? Innovation has to be done within a real business



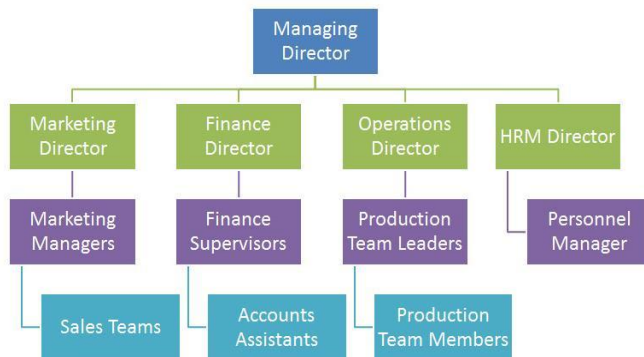
There are Three Tiers to Successful Innovation



Two Competing Organisations within any business

Day-to-Day Organisation

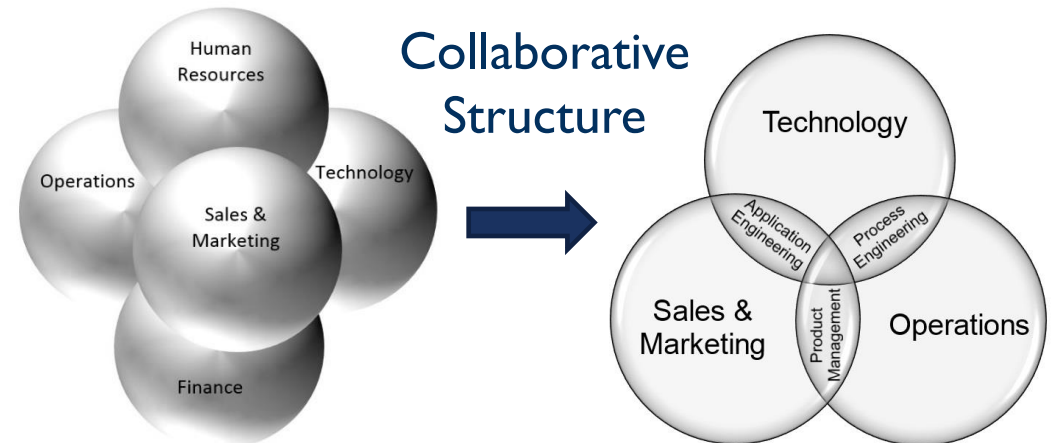
Delivering the day to day business;
Make Product > Sell Product > Ship
Product > Collect Money > Repeat



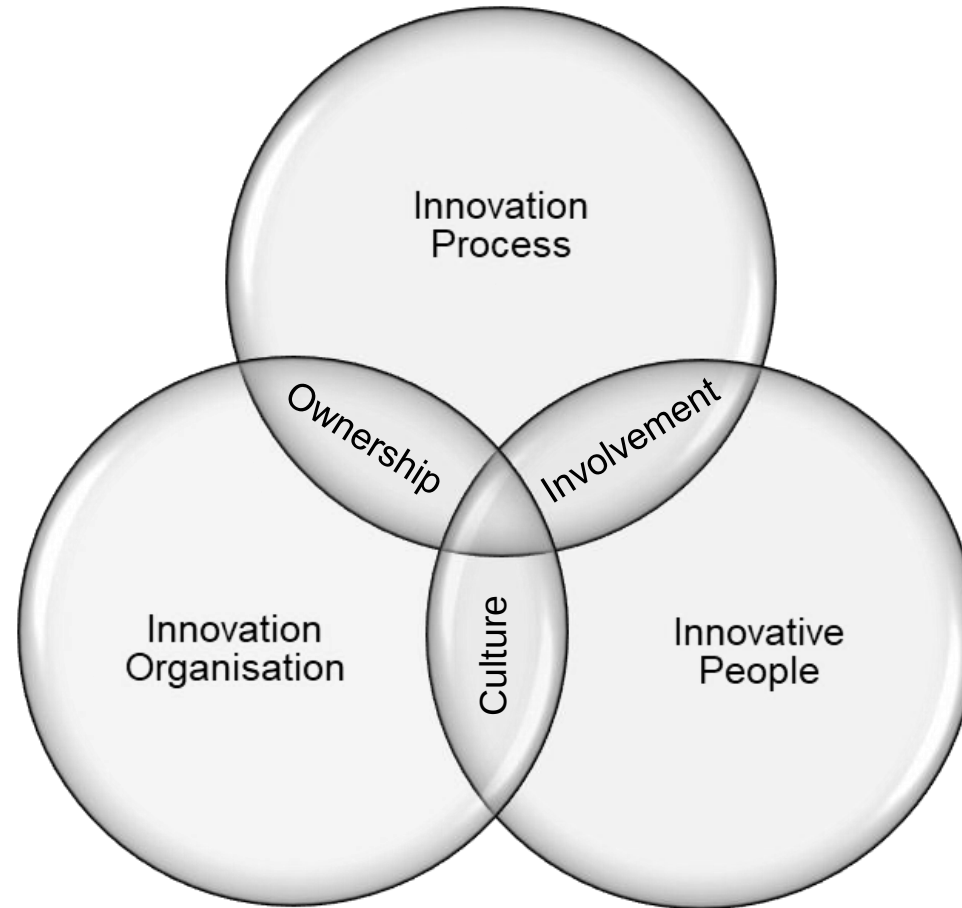
Hierarchical Structure

Innovation Organisation

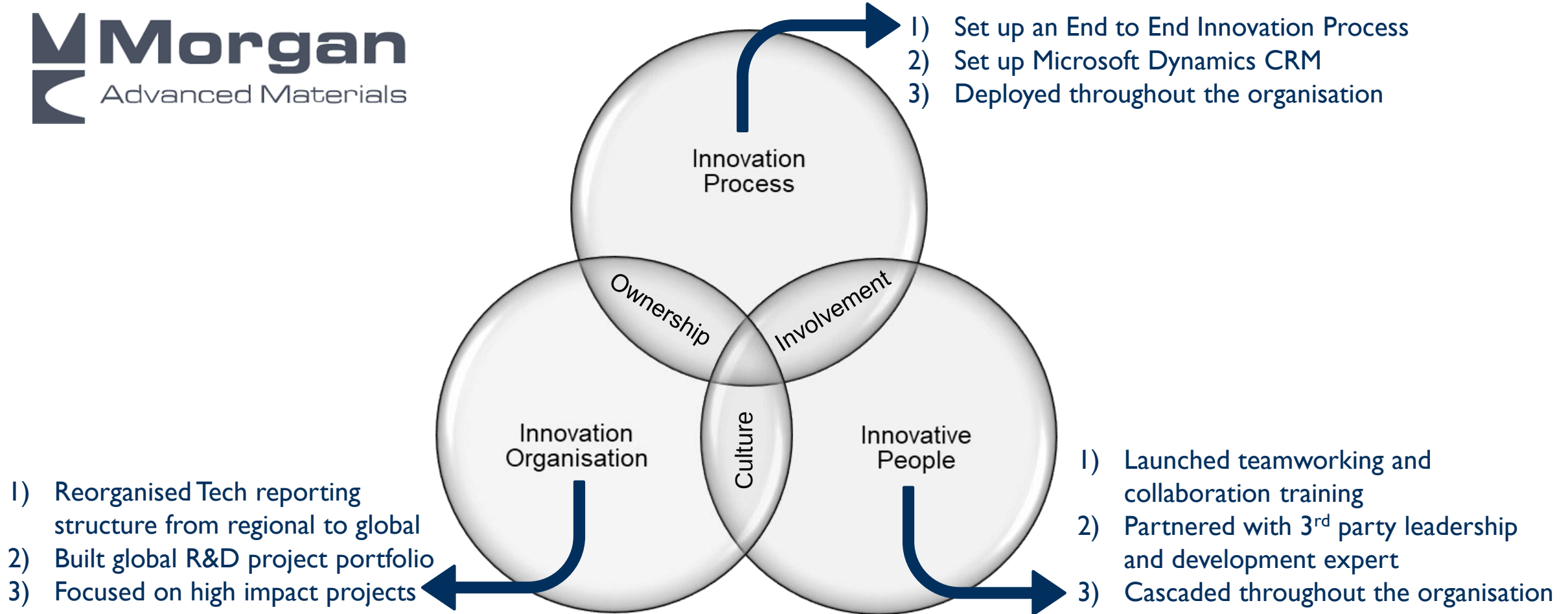
Delivering growth through new products; managing free thinking, handling ambiguity, dealing with risk



3 Key Factors all innovation programmes need to address



Case Study; How I Increased New Product Sales by 150% in <2 years



My Top 5 approach to Managing an International Innovation Portfolio for Business Growth

- 1) Create a Common Vision & Strategy
- 2) Establish a common Innovation Process
- 3) Understand the Global Structure, play the Politics, manage the teams
- 4) Focus down the Project Portfolio
- 5) Have a Relentless Discipline in Execution



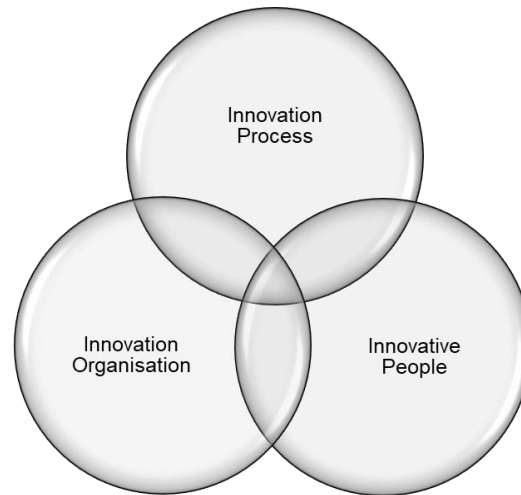
The 'Innovation for Business Leaders' book series

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How to set up a practical
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