

Technology Application Matrix

Description

This technique helps you to evaluate the potential of using your technology in different sectors.

Time needed

2 hours

Type of tool

- DISCUSSION TOOL**
- CHECKLIST**
- THINKING FRAMEWORK**

Benefits

This tool helps to identify where a business may be able to develop new sales lines for a technology.

Team needed

Technology team, Sector experts

Innovation Phase

- EXPLORE OPPORTUNITY**
- DEVELOP CONCEPT**
- VALIDATE CONCEPT**
- INTRODUCE PRODUCT/SERVICE**
- SCALE UP**
- EXPAND & DIVERSIFY**
- MANAGE OI**

Expected outcome

Areas to develop new lines of business for a technology.

Complexity

4



Technology Application Matrix

TECHNOLOGY	LIGHTWEIGHT INFRARED SENSOR				
Sectors					
Alternatives					

EVALUATION MATRIX - BUILDING EFFICIENCY			
Alternatives			
set up cost			
ease of operation			
O&M cost			
etc.			



Technology Application Matrix

TECHNOLOGY	LIGHTWEIGHT INFRARED SENSOR				
Sectors	Security	Defence	Search and Rescue	Fire detection	Building Efficiency
Alternatives	optical cameras	traditional sensors calibrated sensors		Smoke detectors	in situ sensors smart meters

EVALUATION MATRIX - BUILDING EFFICIENCY

Alternatives	in situ sensors	smart meters	lightweight IR detector
set up cost	-	-	++
ease of operation	++		-
O&M cost	-	-	+
etc.			
	0	-2	2



Technology Application Matrix

Use Guidelines

- List the functionalities of your technology.
- Describe the basic functions at a core level without using the application as part of the description (this is often harder than it seems!). Highlight uniqueness, novelty and efficiency of operation.
- Brainstorm possible sectors in which it could be used.
- Concentrating solely on the functionality described in the first step, examine different industry sectors and try to find a place for your technology in that sector's processes and practices. Starting with related sectors can often be the easiest way to start this process.
- Identify alternative solutions for each application.
- Where you identify a potential use for your technology, identify and evaluate the technologies currently in use or development for the application you envisage.
- For each potential application, create an evaluation matrix comparing the benefits of your technology to the alternatives.
- Use a scoring matrix to evaluate all of the technologies identified for the application (including your own) to see where you can have a competitive technology advantage.



Technology Application Matrix



Description

WHAT?

This tool was developed by ICL as part of their PUSH Technology Application Matrix

WHY?

Enabling a product line to be used in multiple applications decreases dependency on one line of income or one business sector, making a product and business more resilient to the vagaries of the economic cycle or other innovative products.

LINK/DOWNLOAD

<http://icl.thesmartentrepreneur.net/presentation/ied-technologyapplication-matrix>



Technology Application Matrix



Training material guidelines

An online tutorial is available at:

<http://icl.thesmartentrepreneur.net/tool/technologyapplication-matrix>

