

# nu Angle Newsletter



nu Angle Ltd.

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## nu Angle uses technology roadmapping for R&D planning



Participants at one of nu Angle's roadmapping workshops

In today's business environment, where R&D funds are tight but the technology is becoming more complex and lifecycles are shortening, finding the right track for R&D is tricky.

The value of 'roadmapping' for technology planning, decision making, and identifying opportunities for innovation has become widely recognized in today's business world. Roadmaps can however be

deceptively simple in terms of format, but their development poses significant problems. In particular:

- translating commercial priorities into a focus for the roadmap - so it's not too large an activity;
- getting the right world-class experts involved - for quality and objectivity;
- clustering the large amount of information together - to 'see the wood for the trees';
- converting the outputs into focused and realisable plans - to make it implementable.

nu Angle researched state of the art, talked to roadmapping experts in the field and has carried out a number of roadmapping programs.

We have solved the problems and have a method (supported by software) that can be used by companies to generate high quality and implementable plans from roadmaps. We have worked in a number of industry sectors. The method:

- converts commercial needs into focussed roadmaps;
- efficiently identifies and uses external experts;
- prioritises outputs into meaningful business outcomes;
- assists executives make choices on the way forward.

These have been converted into realisable R&D plans agreed by all in the business. These plans are now being implemented at pace by our clients.

## nu Angle supports 'Serco Integrated Services' in innovation



nu Angle has spent much time working for product-based companies, so when we were asked to help a services company we saw it as a refreshing challenge; Serco is one of the leading services company in Europe and this made it even more interesting. As part of a wider improvement program, the project centred on finding

innovation opportunities for the Facilities Management part of the business.

We worked with two parts of the business to identify specific customer needs and used that analysis as a basis for identifying areas ripe for new solutions. Drawing from nu Angle's large network of experts and associates we established a team to support the project ranging from biotechnology to condition monitoring. Working with this team, we described a large set of technologies and from this raw technology list created a

range of options covering operational improvements, new and distinctive offers for clients and possibilities for new approaches to FM delivery. We identified with Serco five areas of immediate interest to pursue and created outline plans to deliver the improvements so that internal teams could take the ideas forward.

Further to these specific opportunities, we worked with Serco to establish some new relationships outside the FM business to suppliers of interesting and potentially valuable technologies.

### POINTS OF INTEREST:

- HOW TO CREATE OUTSTANDING TECHNOLOGY ROADMAPS THAT CAN BE IMPLEMENTED IN R&D
- FACILITIES MANAGEMENT CAN APPLY INNOVATION TO CUT COSTS
- 3M USE NU ANGLE TO IDENTIFY NEW OPPORTUNITIES IN BUILDING REFURBISHMENT
- TECHNOLOGY PROSPECTING - A SCIENCE, ART OR BOTH? STEVE BONE TALKS ON THE RADIO
- A NEW WAY OF COMBINING TECHNOLOGY ROADMAPS WITH IP SCANNING AND IP STRATEGY

### Other news

- nu Angle (London, UK) and ipCapital Group (ipCG) a Vermont-based (USA) intellectual property (IP) consulting firm join forces to



combine technology roadmapping with IP Strategy.

- nu Angle talked at the 'The 10th Cambridge Enterprise Conference' in September on doing business with the USA. Tips for UK companies trying to sell innovations to the USA were highlighted.

## Creating value growth through innovation

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nu Angle has recently assisted 3M's Building and Commercial Business in identifying new opportunities for growth. The business was focused on its core markets of Office and Kitchen Cleaning (floor pad, non-woven technologies, wipes etc). However this market was only growing slowly, it was verging on being commodity business with low margins. The vision was to migrate to Building Enhancement



products and services to higher value and more innovative product areas, whilst still maintaining feasibility, quality and fit with the capabilities.

Building Enhancement currently covers many customer aspects including:

- energy management and green issues
- image and general building environment
- security
- maintenance and building life cycle costs
- health and safety

After identifying over 15 possible innovation opportunities areas we assessed them and, through a number of content rich workshops, focussed them

down to 4 preferred options. Workshops were fed with information on the customer needs for the individual areas. Prioritisation was based on external needs, feasibility, cost and potential value. During the process we talked to trade publication editors, architects specialising in refurbishments and contractors for commercial and industrial refurbishment. The outcome was a clear understanding of the plans to develop these 4 new options. Max Walker - Business Manager Building & Commercial Services 3M said " the study helped focus us on the right opportunities to pursue in a very short time period. We also needed to get internal team alignment which nu Angle helped us to achieve"

Look at some of our other papers on our web site:

[www.nu-angle.com](http://www.nu-angle.com)

### nu Angle talks on BBC Radio about 'technology prospecting'



Nu Angle and technology prospecting.

In early October Dr. Steve Bone was asked to talk on BBC radio about how nu Angle carries out 'prospecting for technology', especially if it is outside the industry sector of a client Company.

Prospecting outside for technology has become a topical subject in recent times. It has been driven by the need to find technologies or solutions that internal R&D finds difficult to develop—usually because the requirement is beyond the current capability of R&D and there is not enough time to develop it, or because it's just not core to most of the business.

While prospecting appears very attractive to companies Steve mentioned that "there are several hurdles to overcome including:

- knowing where and how to look for technology, especially outside the sector and country of the company
- having an initial dialogue with experts without giving away important strategic information"

He also stated that "You can overcome these hurdles through a mixture of framing search questions in a specific way and then using individuals, good at social networking (and technically very broad), to link to subject matter experts". Fit-for-purpose technology can already exist in other sectors where the risk and cost has already been removed. It may however be outside the company's own experiences and capabilities to easily explore. Also it may not want its competition to know it is looking.

"We use many different tools and techniques and have found technologies in most unexpected places for example, bubble technology for drinks in sewage farm processes or food encapsulate technology in emulsion paints". The outputs from prospecting can include:

- readily available, commercially developed and low risk technologies that may provide fit-for-purpose solutions
- ideas, solutions or technologies that may provide new insights into current product developments

Steve commented that "the value of technology prospecting can't be underestimated. Getting to the right de-risked technology before the competition is crucial".

