THE PATH TO GROW

<table>
<thead>
<tr>
<th>TECH</th>
<th>TALENT</th>
<th>FINANCE</th>
<th>LOCATION</th>
<th>EVOLUTION</th>
</tr>
</thead>
</table>

Inception | Launching | Growth | Maturity | Time
BRIDGING THE GAP

Opportunity

People  Bridging  Value

Tech  Money

Ecology  Innovation

Source: IASP 2010 Daedeok – Josep M. Pique – Jerry Engel – Itxaso del Palacio
Adding Technology Value

Value

Time

Concept
Feasibility or Prototype
Patent Application
Working Prototype
Manufacturing Prototype
Regulatory Approvals
Market Introduction

Source: IASP 2010 Daedeok – Josep M. Pique – Jerry Engel – Itxaso del Palacio
Adding Market Value

Market Analysis - Published Data
Qualitative Research (Focus Groups)
Surveys/Concept Testing
Technical Reports Published
Beta Test
Market Launch
Satisfied Customers
Backlog

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Value

Time

Source: IASP 2010 Daedeok – Josep M. Pique – Jerry Engel – Itxaso del Palacio
Adding Management Value

Chief Technologist  
President  
Marketing Vice President  
Controller  
Manufacturing Vice President  
Sales Manager  
Chief Financial Officer  
Human Resources Mgr

Value

Time
Valuation in Steps

Time

Early Validation
Concept Defined
Market Traction
Scale Validated
Predictable Scale

Source: IASP 2010 Daedeok – Josep M. Pique – Jerry Engel – Itxaso del Palacio
HIGH GROWTH INDUSTRY

Visioning the Future into the Present

Source: IASP 2010 Daedeok – Josep M. Pique – Jerry Engel – Itxaso del Palacio
THE PATH TO GROW

Full Paper for the XXV IASP World Conference on STPs

Title of the paper: Science Parks as Global Entrepreneurship Platforms
Evaluators’ Session Assigned: Plenary Session 4: (Cities and their Science Parks - Growing local economies)
Length of the paper: 5,184 words
Author and Paper Presenter’s name: Josep Miquel Piqué
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