

Interested postgraduates and researchers are invited to a

Technology Forecasting workshop



Technologies often move quickly. How can we identify trends, and predict future performance? This workshop will cover a number of quantitative and qualitative approaches such as Moore's Law and Wrights law, patent analysis and trend analysis. Attendees will use these tools to investigate a technology area of their choice and present to the group.

When

10-3 pm June 5

2-4 pm June 7 (student presentations)

Detailed agenda provided on following page.

Where

Room 277, [Sydney Knowledge Hub](#)

RSVP and enquiries

Places are limited to 50 people. Please let me know if you are coming

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Technology Forecasting Workshop

Agenda

Monday 5th June 10 am- 11am

Introduction to research translation (optional)

- Is there a market? – user research, competitor analysis, segmentation
- How big is the market
- Business model canvas

11 am- 11:30 am

Introduction to intellectual property

11:30 pm-12:30

Technology Forecasting

- Qualitative approaches
- Moore's law, Wrights law, S curves
- Technologies made of technologies

12:30- 1 pm

Workshop activity - combine different technologies and ideate

Lunch break 1-2pm

2pm-4 pm

Patent based analysis

- Using patent data to see the emergence of new technologies/paradigms
- Using patent data to examine competitor landscape
- Using patent data to assess inventions for commercialisation/resource allocation/TT purposes.

Wednesday 7th June 2pm- 3:30pm

Student presentations and feedback

3:30-4pm

Sydney Knowledge Hub and Incubate

About the Presenters

Associate Professor Maryanne Large

Maryanne is a physicist with both academic and industry experience. She is the co-ordinator of the post-graduate unit [Inventing the Future](#), which has led to the development of a number of successful student-led start-ups, including [Regrow](#) , [Earth AI](#) and [BioScout](#). She is Deputy Chair of the [CUAVA](#) advisory board.

Dr Praveena Chandra

Praveena has over 15 years of combined corporate and academic experience in the area of advanced materials, technology transfer, technology evaluation, patent landscaping, and techno-market mapping. Her research addresses questions in innovation assessment, technology forecasting, and innovation education.

Dr Nic Fulton

Nic is head of engineering for Digital Venture Partners where he helps startups build their first versions of products and services. A veteran of digital technologies with a background in Physics, Nic has worked in London, Zurich, New York and Sydney leading Reuters Labs, inventing for Canon and building the first Internet products for banks.

David Smith

David is director of the University's accelerator program, [Incubate](#). He has extensive experience of industry, with 8 years experience in the financial services. During this time he worked in a Fortune 500 company, a 4 man operation out of an industrial park and everywhere in between. He has also a highly successful record as a start-up founder.



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