

“Cross Border HiTECH Center“
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Marketing Testbed Experiences

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Marketing Testbed

- Current research focused on marketing testbed platform
- B2B Markets, high tech innovations
- Technology readiness level > 6 (field demo of whole system)
- Focus on Start Ups' market entry

Marketing Testbed is different from Usability Testbed by focusing on the marketing tools and providing answers:

- How to communicate innovative features to target customers?
- How to determine technology- & product acceptance?
- How to improve degree of fulfillment of marketability criteria?
- How to determine Willingness to Pay?
- How to ensure comprehensibility of communication content?
- How to design effectiveness of distribution / selling system.

Increase efficiency for market entry!

Innovator / start up must comply with:

- Marketability Criteria
- Technology Readiness Level > 6 (field demo of whole system)
- Demand Readiness Level > 6 (Translate expected functionality in needed capability to build response to demand)
- Willingness to accept Innovation
- Willingness to Pay

s.t.: BE-Time to Market; Innovation Half Life; Return on Sales

Risk Profile for selected MTB's:

This table shows DRL and TRL distances and derived risk indicator:

MTB	Innovative System	Demand Readiness Level (max. 9)	Technology Readiness Level (max. 9)	Delta Δ max-MRL;TRL	Risk-index %
MTB1	CCPM continuous compliant passive motion	7	6	$\Delta D=2$ $\Delta T=3$	5 (medium)
MTB2	Peril detection and mitigation UGV*) robot	8	9	$\Delta D=1$ $\Delta T=0$	1 (low)
MTB3	Phase change material in gypsum plasterboard	6	9	$\Delta D=3$ $\Delta T=0$	3 (medium)
MTB4	Atmospheric plasma for wood surface upgrade	3	4	$\Delta D=6$ $\Delta T=5$	11 (high)

*) UGV= unmanned ground vehicle

Research topics and publications/lectures

APPLICATION FOCUSED ON:

- Cross industry technology acceptance
- Open innovation & community based innovation
- Multidisciplinary communication
- Ignorance and Innovation
- Marketability and Market Resistance
- DRL, TRL and Marketing Testbeds for Start Ups

THEORY FOCUSED ON:

*Multi-Causality and INUS Condition,
Social Percolation Model for market entry.*

Research Output 10/2011 to 11/2014

AT: 2 PhD + 2 PhD ongoing, 1 MA Thesis, 5 BA Theses; about 30 workshop student projects (MA-Course, BA Course) in Vienna and Graz on high tech innovations' market entry in functional material, 3D printing, sensors, actuators, electronics, robotics, medical equipment, always in B2B marketing

SK: > 10 MA and BA Theses;

Conference attendances: 1 AT; 4 SK; 1 E; 2 CR; 1 JAP;

Open lectures: 2 UE BA; 1 STU; 2 TEC MON

Scientific papers: 3 in peer reviewed journals / proceedings

E-book: 1

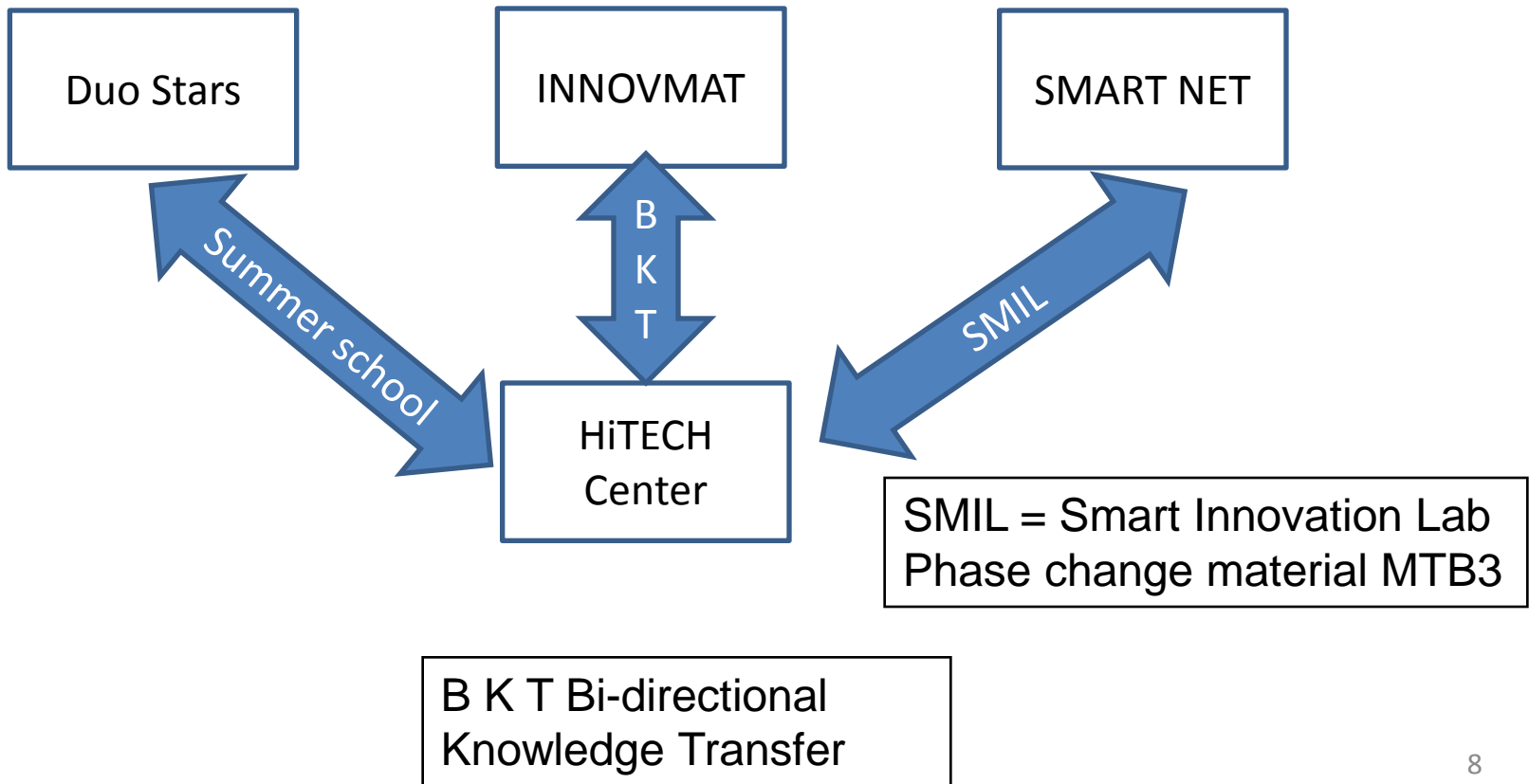
Industrial partners: 6

Future Research with Cross Border HiTECH Center

Open questions to be researched on:

1. **MDC:** How to improve MDC for innovative start ups?
2. **TRL / DRL:** How to set up scaling for market entry (Window of Opportunity)? (based on PhD of Thomas Wirth)
3. **KITS Rating:** How to set up adaptive rating, longitudinal procedure for KITS? (PhD of Sabine Jung)
4. **Start Up Incubation Process:** How to further improve incubation effectivity by using 1,2 & 3 ?

Synergies with Innovmat, Duo Stars and Smart Net



I say Thank You To:

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- All supporting forces which helped us to arrive at this level.
- Project Authority MA27 & BM Wirtschaft

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