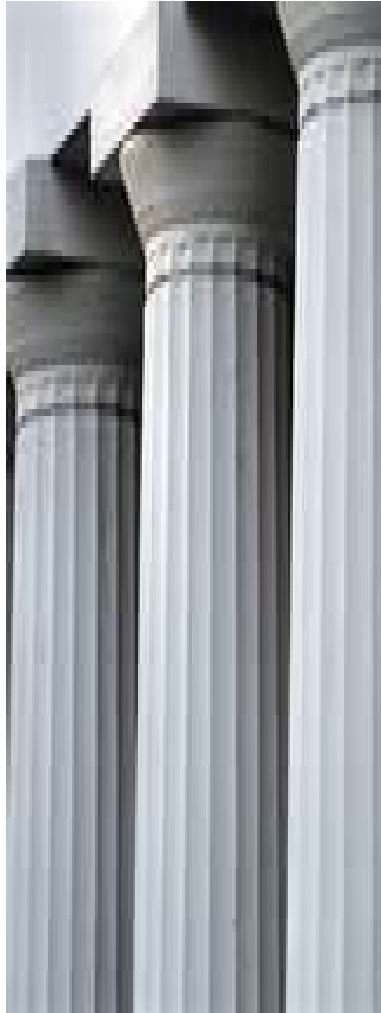




Access to innovative Lead Users for Successful Technology Transfer

Langthaler



Content

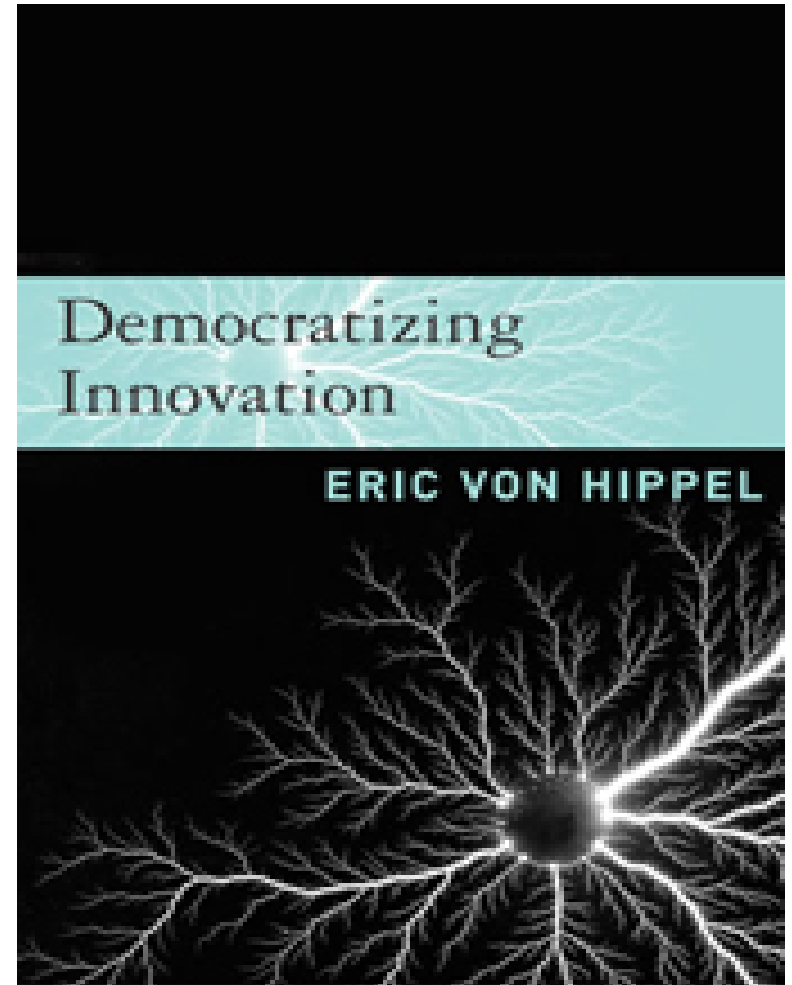
- **Research question**
- **Lead User Definition**
- **Project**
- **Sources of information**

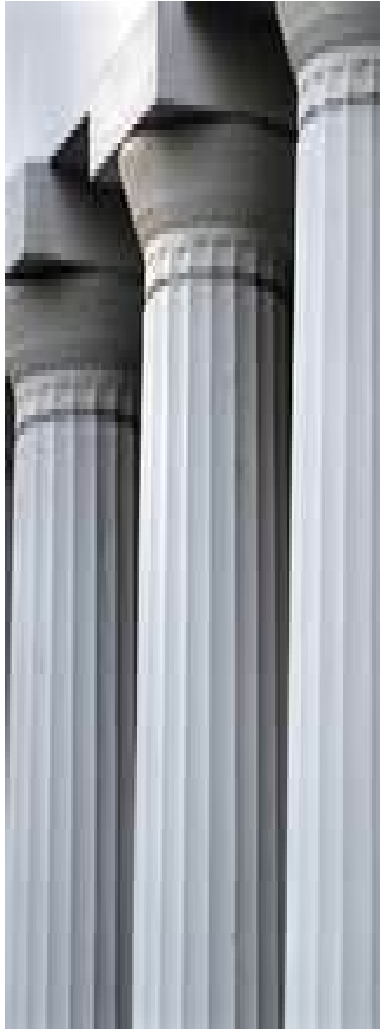


Emphasis of the Study

Research question:

**Which sources of information
make the identification of innovative B2B
Lead Users possible?**





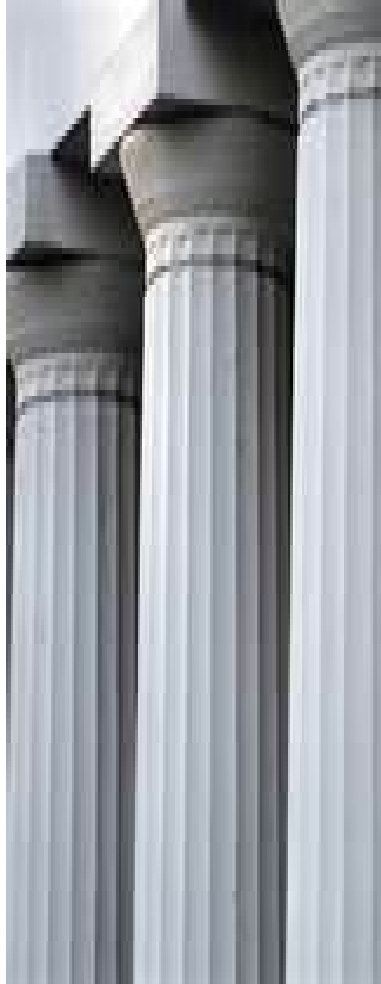
LEAD USER DEFINITION I

“Lead users have new product or service needs that will be general in a marketplace, but they face them months or years before the bulk of the market encounters them.”

Von Hippel, The Sources of innovation, 1988:106.



Eric von Hippel, <http://web.mit.edu/evhippel/www/teaching.htm>, accessed at 07.11.12

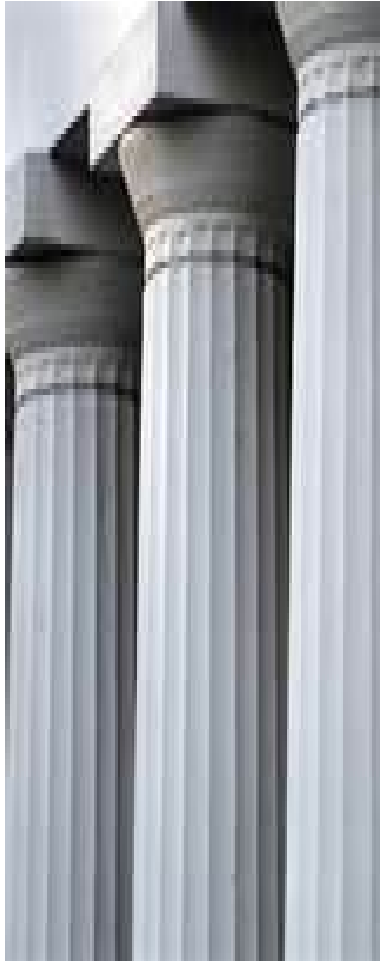


LEAD USER DEFINITION II

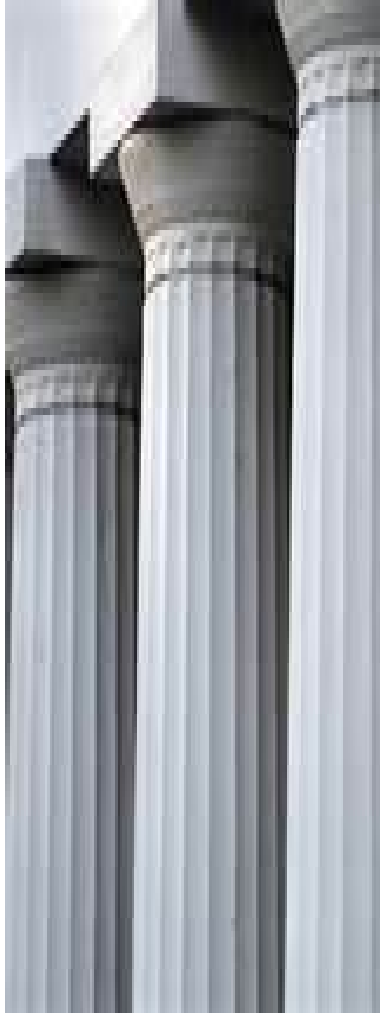
“Lead users expect to benefit significantly by finding a solution to their needs.

As a result, they often develop new products or services themselves because they can't or don't want to wait for them to become available commercially.”

Von Hippel, The Sources of innovation, 1988:106.



Eric von Hippel, Lead User Project Handbook, 2008:99.



“Boeing is an example of a firm acting as a lead user when it develops machine techniques for new materials.

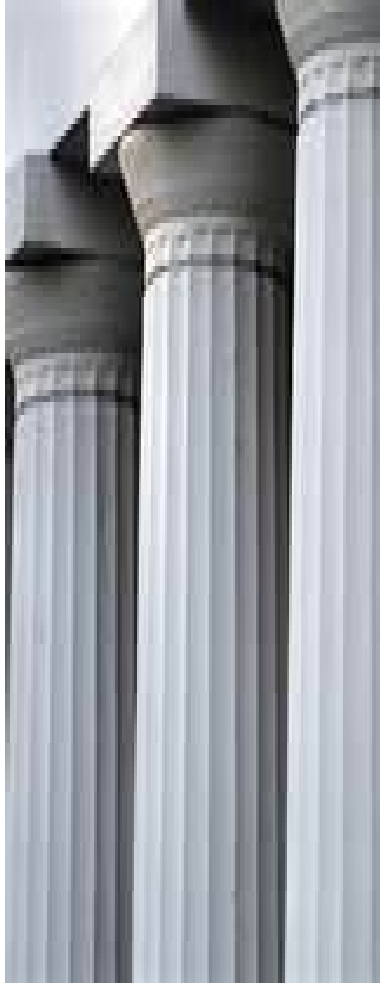
In this case Boeing is a lead user because the machine innovations are for its own use. It is not intending to sell them.”

Eric von Hippel, <http://web.mit.edu/evhippel/www/teaching.htm>, accessed at 08.11.2012



Project

- **Interview Preparation**
- **Interview Manual**
 - Mindmapping
- **Conduct of Interviews**
- **Follow-up Procedures**



Emphasis of the Study

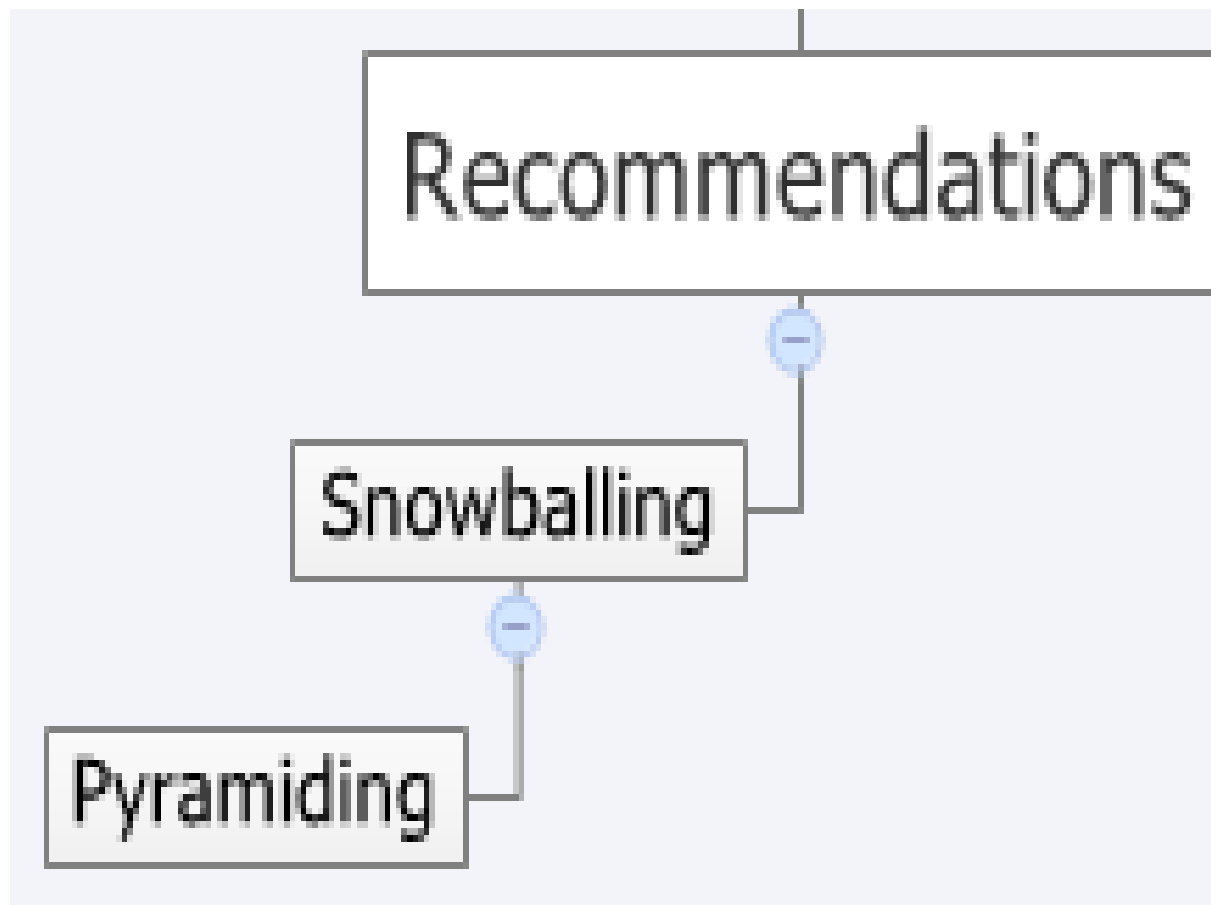
Research question:

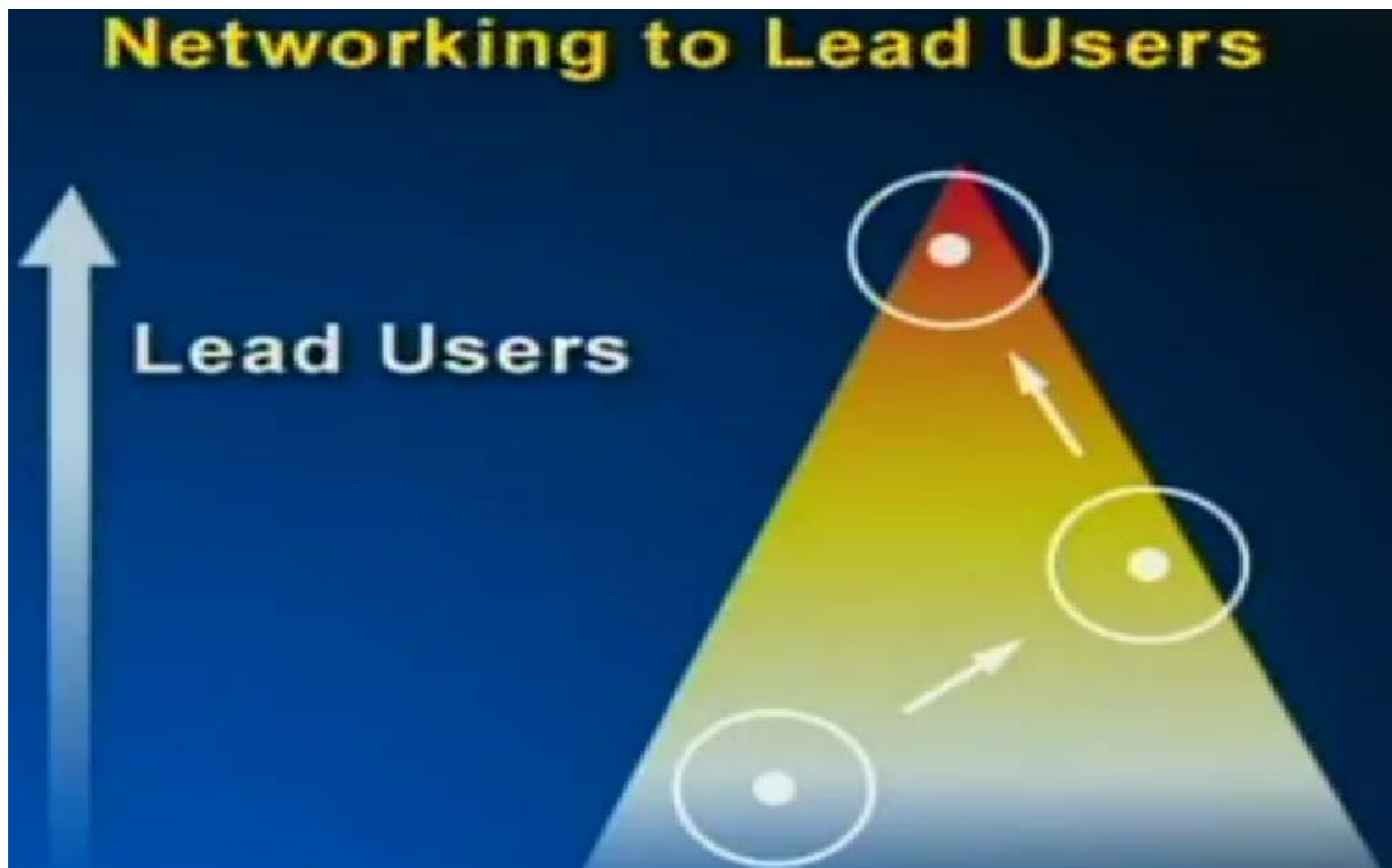
Which **sources of information**
make the identification of innovative B2B
Lead Users possible?



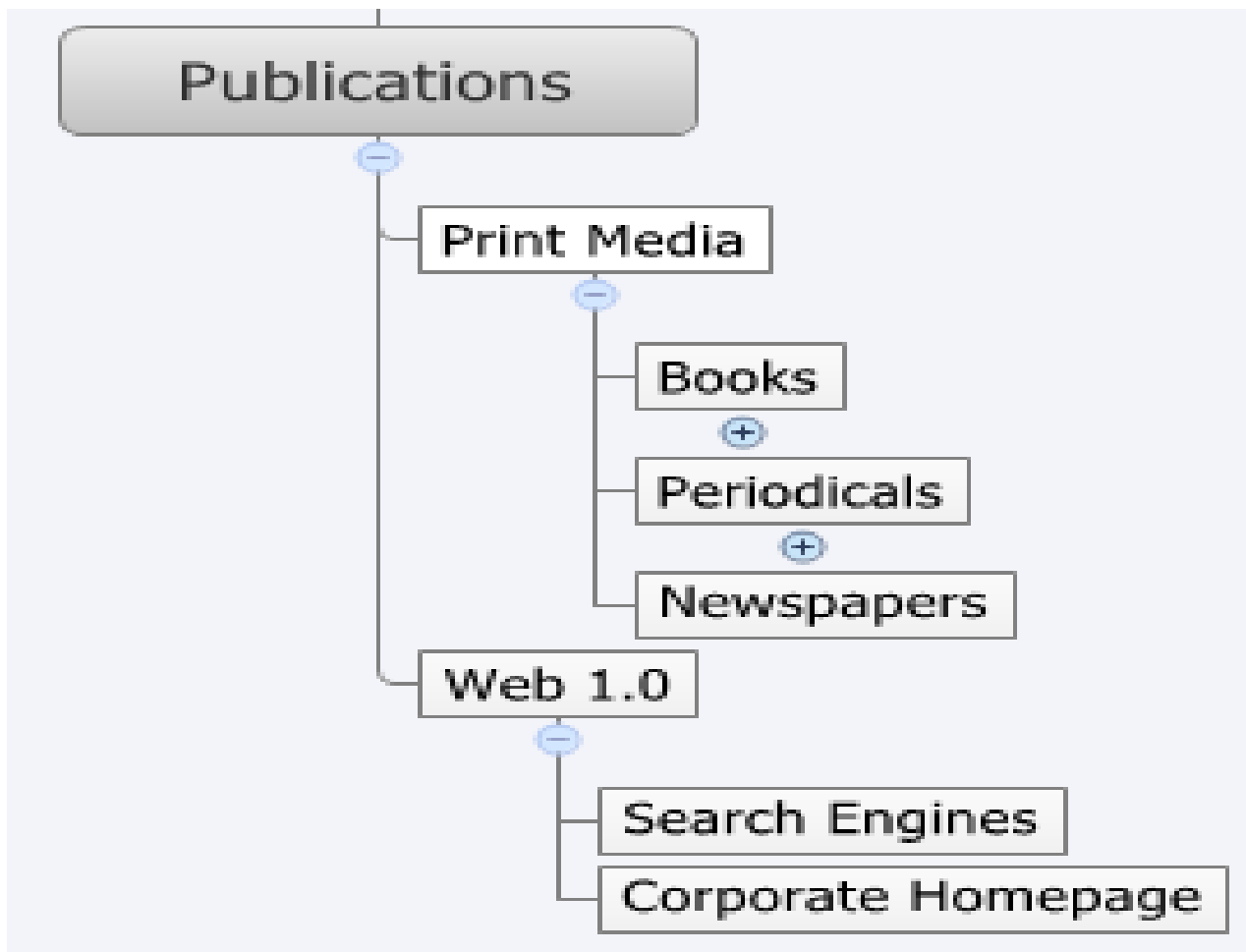
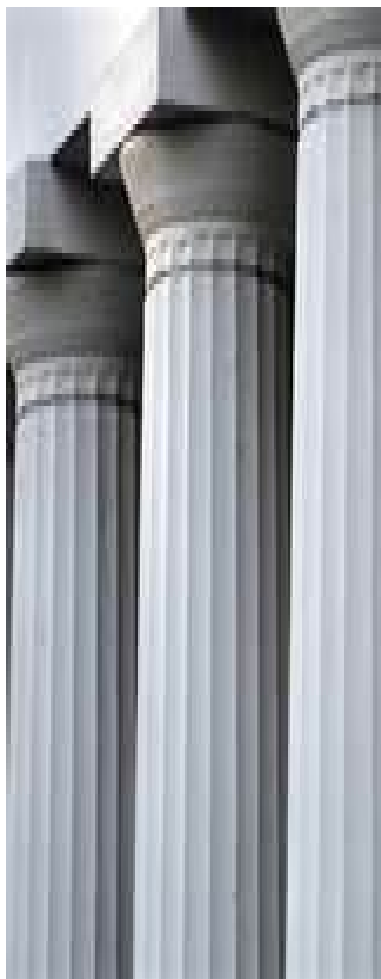
Sources of Information

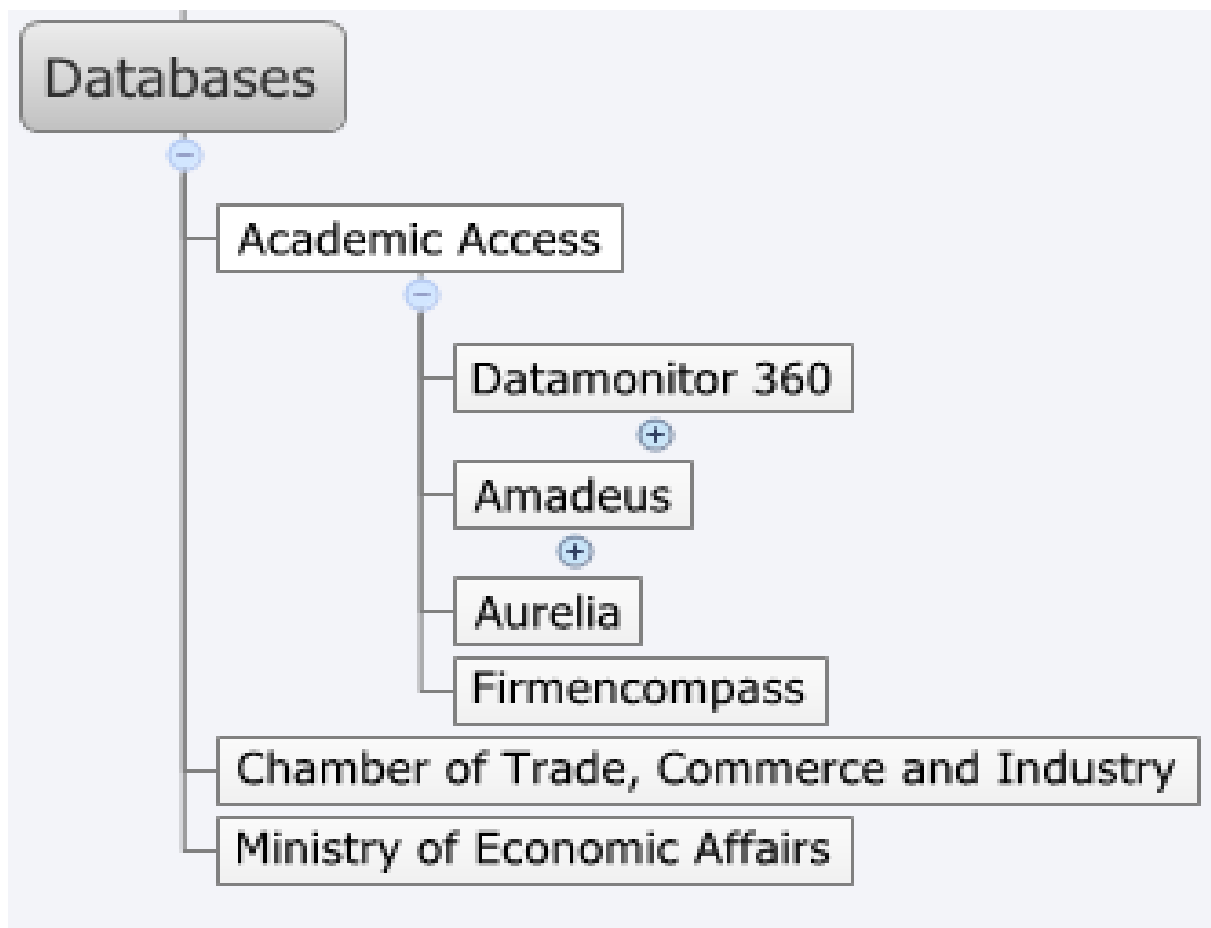
- **Publications**
- **Recommendations**
- **Data Bases**

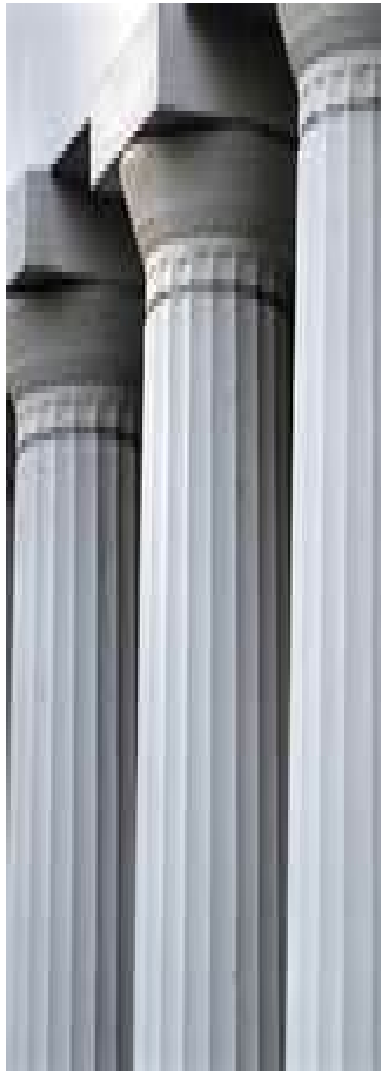




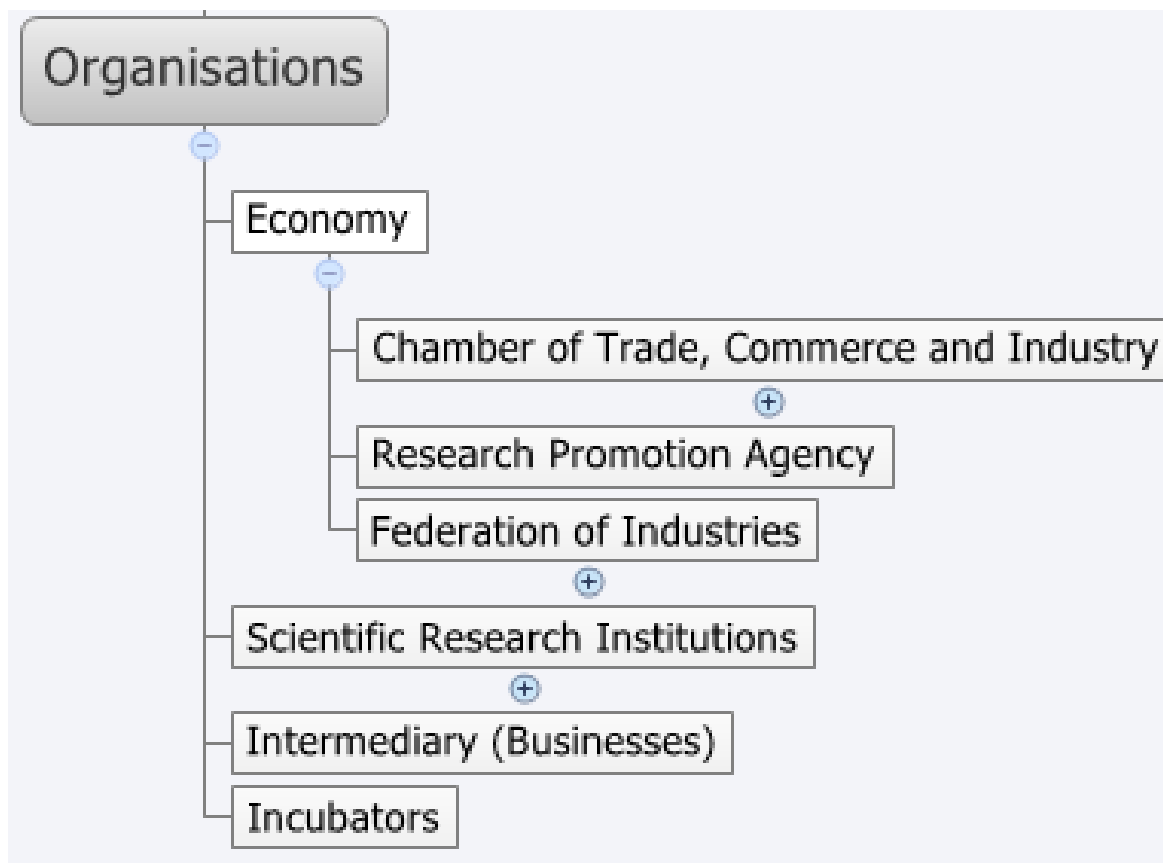
Eric von Hippel, <http://web.mit.edu/evhippel/www/teaching.htm>, accessed at 10.11.2012







- **Publications**
- **Recommendations**
- **Data Bases**
- **Organisations**
- **Awards for Innovation**
- **Trade Fairs**
- **Up-to-date Methods of Research**

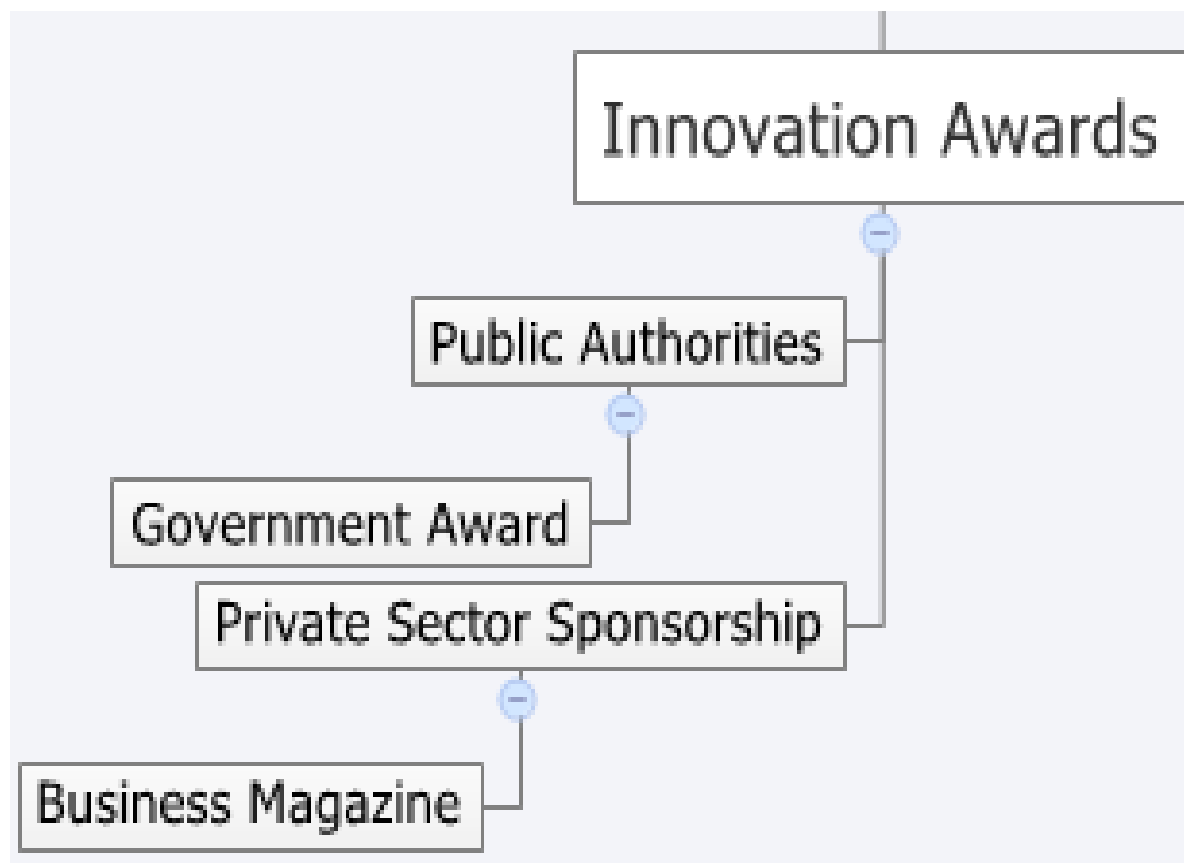





Trade Fairs

InterTech - Dornbirn

Vienna-Tec - Vienna





„In 1998, we could not Google a topic. We could not, for example, type in `wearable computing´ and get 225,000 hits.

We found people by scanning journals and media and contacted them by telephone or, occasionally by email.”

Eisenberg Ivy, Lead User Research for Breakthrough Organisation, 2011:56.



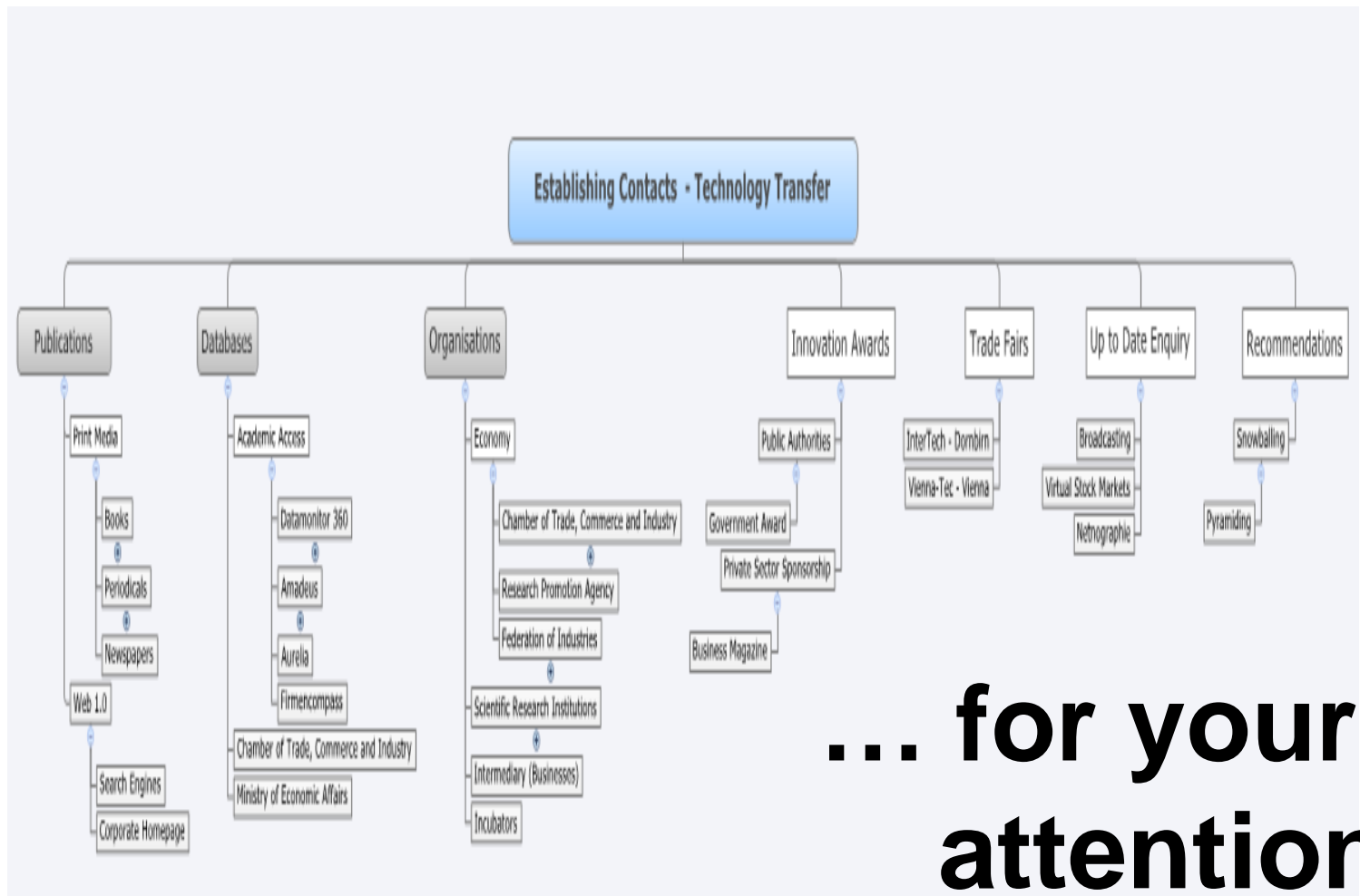
Up to Date Enquiry

Broadcasting

Virtual Stock Markets

Netnographie

Thank you ...



... for your attention.

Bibliography

Eisenberg Ivy, Lead User Research for Breakthrough Innovation, 2011:56.

Von Hippel, The Sources of Innovation, 1988:106.

Von Hippel, Lead User Project Handbook, 2008:99.

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List of Figures

Fig.1: Eric von Hippel, <http://web.mit.edu/evhippel/www/teaching.htm>, accessed at 07.11.12

Fig.2: Eric von Hippel, <http://web.mit.edu/evhippel/www/teaching.htm>, accessed at 08.11.2012

Fig.3: Eric von Hippel, <http://web.mit.edu/evhippel/www/teaching.htm>, accessed at 10.11.2012

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Thank you for your attention.

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