

“Cross Border HiTECH Center“
Final Conference, 27 th Nov. 2014

Future of Cross Border HiTec Center with PICMET

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Service offering for Marketing Testbed

Content Focus on:

Market Entry of High Tech Start Ups and High Tech Innovation

Regional Focus: CEE, Starting point: Bratislava / Vienna

Service Offering for Market Entry:

- Consulting and Researching on emergent markets
- Assessment of Technology readiness level
- Assessment of Demand readiness level
- Providing Marketing Testbed Services in market research & marketing design
- International networking using PICMET

PICMET : Portland International Center for Management of Engineering and Technology

Roles of the Country Representatives

- Represent PICMET in their countries or regions
- Disseminate PICMET information
- Encourage and identify authors and session chairs
- Recommend nominees for PICMET awards
- Submit proposals for the location of future PICMET conferences

Chapter Requirements

(a) Organization:

One president = Country Rep. is required and at least 10 people are desirable.

(b) Activity:

Minimum 1 meeting per year, which should be reported at Country Rep Meeting at the next PICMET Conference.

(c) Money:

Should be left to each chapter's policy

(d) If necessary,

multiple chapters can be organized in one country

Future research on cross border HiTECH Center

Open questions of Technology Management:

1. MDC: How to improve MDC for innovative start ups?
2. TRL / MRL: How to set up scaling for market entry?
3. KITS Rating: How to set up adaptive rating procedure for KITS?
4. Incubation process: How to further improve incubation effectivity for new technologies?

Contact:

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