



CROSSING THE VALLEY OF DEATH FROM IDEATION TO COMMERCIALIZATION

DATE: 20th August 2019 | **TIME:** 11 AM PDT | **DURATION:** 60 Mins

ABOUT THE WEBINAR: MarketsandMarkets sponsored Knowledge Transfer Session for University Technology Transfer Offices in the US & Canada in partnership with SRI International



SESSION A AGENDA

05 MINUTES:

Session Introduction
- Vijay Khara
*Global Head, Client Services
at MarketsandMarkets™*

20 MINUTES:

“Crossing the Valley of Death” - From Ideation to Commercialization
Peter Marcotullio, *Vice President, Commercial R&D, SRI International*
Mike Lee, *Senior Director, Marketing, SRI International*
Roland Stephen, *Director, SRI International*

10 MINUTES:

Question & Answer

20 MINUTES:

Knowledge Store Demonstration
Hitesh Chittara, *Associate Vice President,
Revenue Impact and Strategy, MarketsandMarkets™*

05 MINUTES:

Question & Answer



SESSION ABSTRACT

PETER MARCOTULLIO

The chasm between basic and applied research to commercialization is known as the “valley of death.” SRI International – an independent, non-profit research institute with \$4B+ of research – will share its best practices honed over 70+ years to bridge this divide. In partnership with MnM, we’ll showcase recent “megatrends” that are disrupting markets, and how to harness these trends as unparalleled opportunities to innovate and commercialize.



SCOPE OF THE PRESENTATION

- “Megatrend” disruptions driving innovation and commercialization
- Addressing market needs through interdisciplinary solutions
- Commercialization best practices
- Leveraging market research to advance your commercialization initiatives
- Vertical case studies: How the MnM partnership has advanced SRI’s commercialization practice



KEY TAKEAWAYS

- Understand the perils of the “valley of death”
- Current megatrends driving innovation
- How to rise above the competition through interdisciplinary solutions
- How to leverage market research to advance tech transfer and commercialization



SESSION ABSTRACT

HITESH CHITTARA

With the ever-increasing complexity of industry eco-systems, every innovation is bound to be impacted by uncertainties creeping through complex and distant nodes. Nobody can afford to overlook these uncertainties anymore since the impact can result in millions of dollars in lost revenues. MarketsandMarkets will demonstrate its flagship product – KnowledgeStore™, to showcase how megatrends are disrupting all industries leading to new innovation opportunities in the backdrop of rising uncertainties.



KEY TAKEAWAYS

- A look at global megatrends and resulting opportunities
- How to use market research in the innovation and commercialization processes
- How to leverage market research to identify trends impacting every node of your eco-system



SPEAKER BIO



SPEAKER » PETER MARCOTULLIO: *(Vice President, Commercial R&D, SRI International)*

With more than 20 years of business development experience, Peter Marcotullio directs commercial sector business development for SRI International. Focusing on strategic, long-term partnerships with clients, he directs market research and analysis, intellectual property management, commercialization and business strategy development, new venture creation, and marketing.

His prior management experience includes various venture, business development, and merger-and-acquisition positions with Thermo Electron's Ventures Group, Primex Technologies and Olin Corporation. Marcotullio holds five patents, and he led the creation of several SRI venture companies.

Before joining SRI, Marcotullio was a venture manager with Thermo Technology Ventures based in Waltham, Massachusetts, where he participated in the founding and financing of more than a dozen new companies. At Primex Technologies (acquired by General Dynamics) Marcotullio led research, development and planning for the \$500 million defense and aerospace firm that was spun-out from Olin Corporation in 1996. His direct responsibilities included oversight of a 30-person R&D organization with a \$20 million annual budget, including \$15 million of U.S. government-funded R&D contracts.

Marcotullio holds a B.S. degree in mechanical engineering from Lehigh University. He has taken graduate and executive management courses at Northwestern University's Kellogg School of Management and Stanford University School of Business. Marcotullio is also a graduate of the Defense Acquisition University's Defense Systems Management College.



SPEAKER » ROLAND STEPHEN: *(Director, Center for Innovation Strategy and Policy, SRI International)*

Roland Stephen, Ph.D., has more than 20 years of leadership and project management experience in policy analysis, strategic planning, and program evaluation. His work focuses on the design and assessment of institutions and programs for research, development and innovation. He has formulated a new approach to assessing regional innovation systems, and designed a novel, skills-based analysis of the energy engineering workforce. Other projects include technology and innovation-based economic development strategies, and diversification plans for a major industrial city.

Prior to joining SRI, Stephen led several programs at the Institute for Emerging Issues, at North Carolina State University, where he was an associate professor in the School of Public and International Affairs. Programs included aligning higher education institutions around state economic development goals, and accelerating the growth of technology-intensive businesses through innovative policies and practices in workforce, infrastructure, and public finance.

Stephen holds a Ph.D. in international and comparative political economy from UCLA, and a B.A. degree in history and economics from the University of Cambridge (UK).



SPEAKER » HITESH CHITTARA: *(Associate Vice President, Revenue Impact and Strategy, MarketsandMarkets™)*

Hitesh has been associated with MarketsandMarkets™ for 6+ years and has been instrumental in developing its flagship market intelligence platform – Knowledge Store™. He has worked on creating and managing long-term business partnerships with some of the top companies across every B2B industry. His tenure with MarketsandMarkets™ also includes product development, business strategy formulation, operational excellence and marketing.

His previous work experience includes procurement and vendor management at one of India's largest privately held power producer. He was involved in setting up of 3 supercritical power generation units and one solar power plant. He was also responsible for registration of the world's 1st and 2nd supercritical power plant under Clean Development Mechanism (CDM) by UNFCCC.

Hitesh holds a B. Tech degree in electrical engineering from the Indian Institute of Technology, Delhi. He also holds a post-graduate degree from the Indian Institute of Management, Ahmedabad in the areas of Finance and Marketing.



MARKETSANDMARKETS™

ABOUT MARKETSANDMARKETS™

MarketsandMarkets™ is the world's largest revenue impact company, serving over 7500 customers. 80% of top 2000 companies globally rely on us for identifying new high growth and niche revenue opportunities.

In the face of constant technology innovation and market disruption, we help organizations plan and operationalize their future revenue mix decisions by identifying over 30,000 high growth opportunities ranging from \$1B to \$500B across 90+ industry trends and markets. Organizations choose MarketsandMarkets™ to stay ahead of the curve and accelerate their revenue decisions and implementations by 6 – 12 months, giving them a unique, first - mover advantage.

Our revenue impact methodology provides quantified and actionable insights on converged, granular and connected market eco - systems that result from disruptive technologies and high - growth markets. We provide an extended lens on not only what will impact our client's revenue but also what will impact their clients' revenues, continually uncovering latent opportunities.

We work across all major B2B industries with C - level executives in functions such as Strategy, Marketing, Sales, R&D, Product, and M&A. MarketsandMarkets™ brings exclusive high - growth markets intelligence generated by over 850 SMEs and analysts along with its proprietary Revenue Impact platform (KnowledgeStore).

For more information, please visit: www.marketsandmarkets.com