

IJS, October 1st 2009

CREATIVITY TRANSFER!

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Technology transfer

CONDITIONS OF SUCCESS



TECHNOLOGY TRANSFER = ANY PRODUCT / SERVICE TRANSFER

USERS (THOSE WHO BUY) ARE NOT INTERESTED IN TECHNOLOGY, BUT:

- functional benefits
- emotional benefits
- experiential benefits

supported by vision, points of differentiation, personality and by adequate values



Where to find benefits?

- PRODUCT
 - "item"
 - packaging
 - user experience
- PLACEMENT
- PROMOTION
- PRICE



SUCCESS DOES NOT DEPEND ON TECHNOLOGICAL LEVEL, BUT ON ALIGNEMENT OF ALL LEVELS!

