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Sommario/riassunto

Every innovation starts its life as an idea. It is the systematic transformation of this idea, via its manifestation as an invention, to the final innovative material, device, process, method, service, etc. that is the subject of this practical step-by-step guide. It will be very useful to anyone who has a technological idea and wishes to commercialize it. The author describes a systematic transformational process in ten distinct stages, from the birth of the idea, through its technical validation and its economic viability validation, to the final market innovation. The author correlates this process with the "Technology Readiness Levels" which form the backbone of nearly all major R&D programs. In addition, the reader is introduced to the three critical milestones where crucial go/no-go decisions are made. A number of case studies have been added in this new edition and analyzed in some detail. This guide is based on many years of experience of the author in technology transfer activities both as a mentor and a senior consultant of the European Commission. The book includes a plethora of clear definitions and clarifications as well as valuable strategic advice and insights into many key aspects of the transformational process that will be useful to any inventor wishing to take their invention to its logical conclusion, that of a valuable product or service. .
