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TECHNOLOGY INNOVATION IN THE ENERGY SECTOR

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With thanks to Strategic Business Insights (SBI)

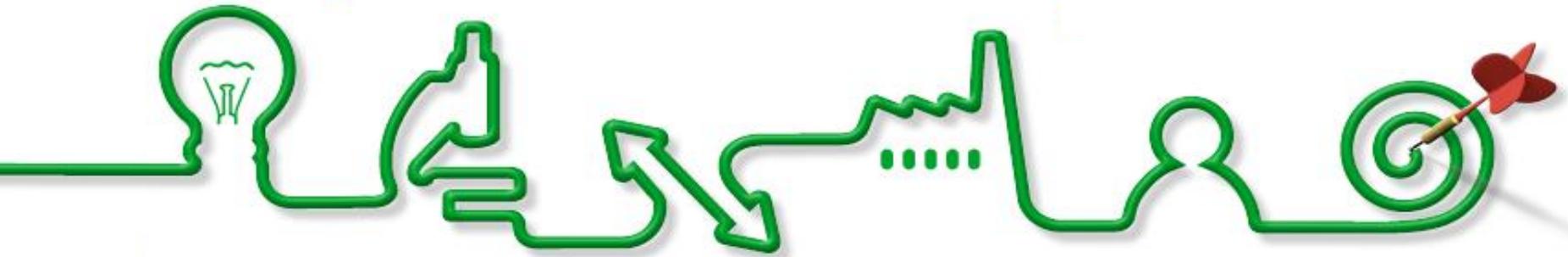


From idea to market

RESEARCH

COMPANY

MARKET



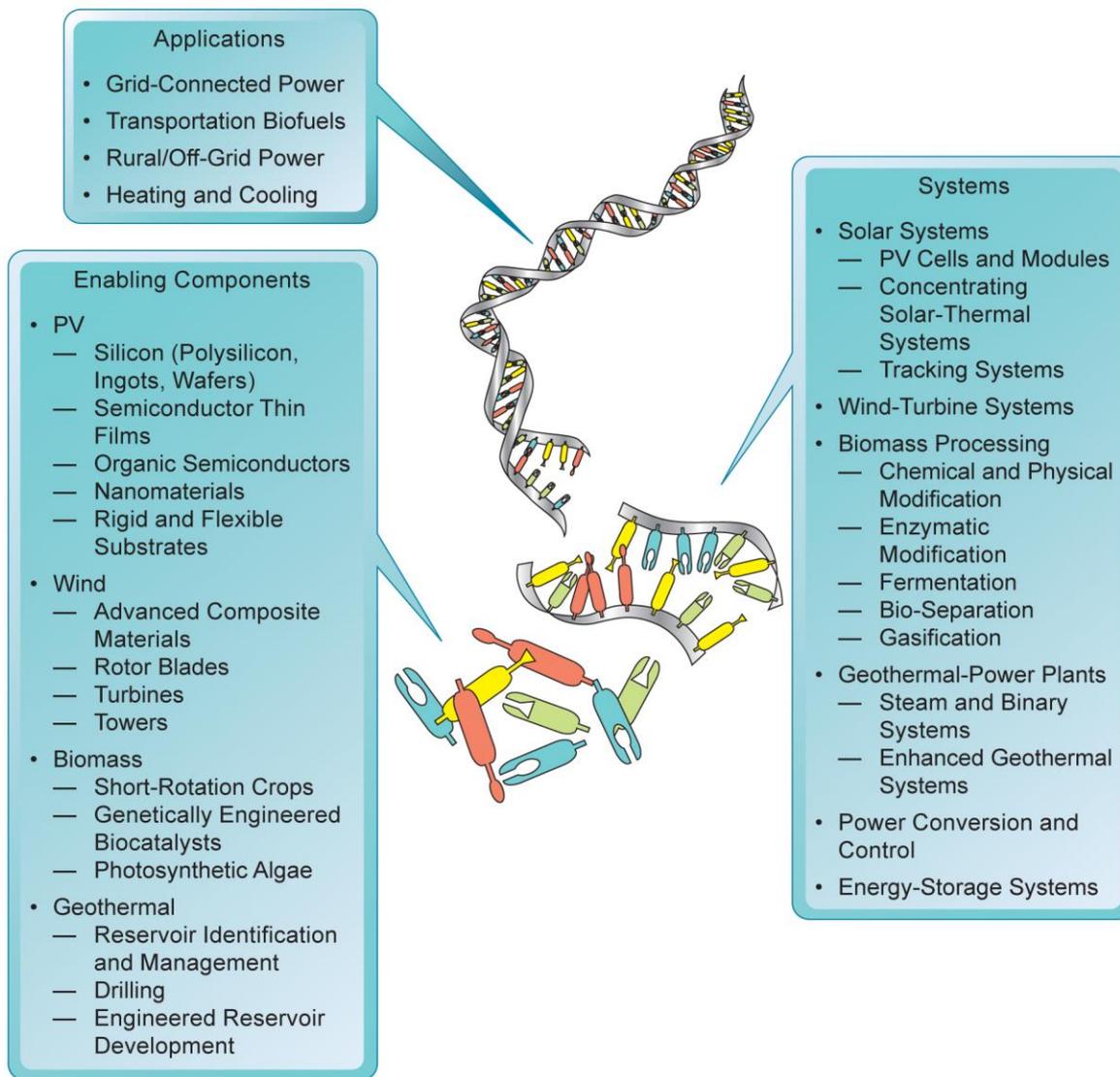
IDEA

DEVELOPMENT

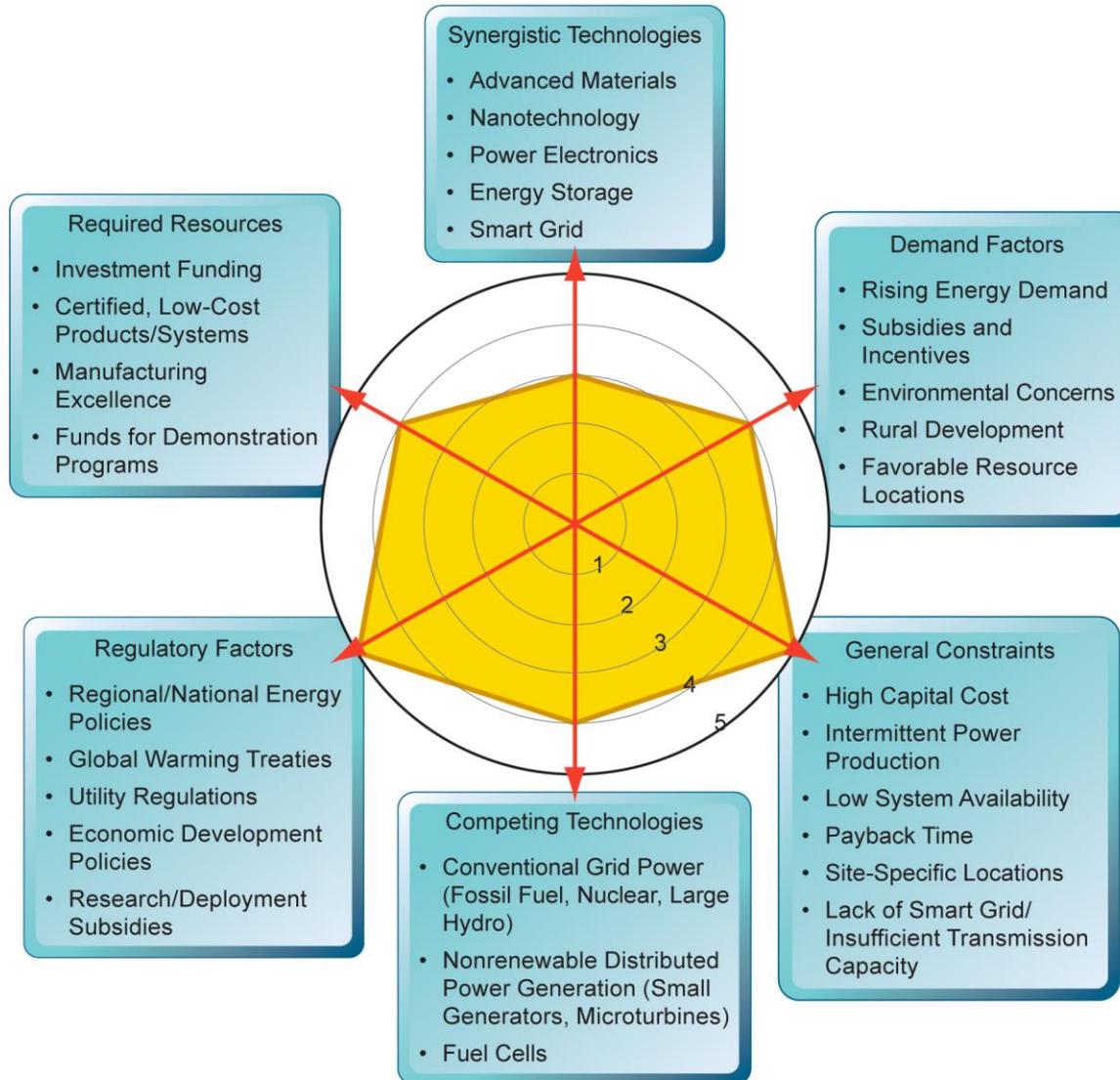
PRODUCT



BUILDING BLOCKS OF THE TECHNOLOGY



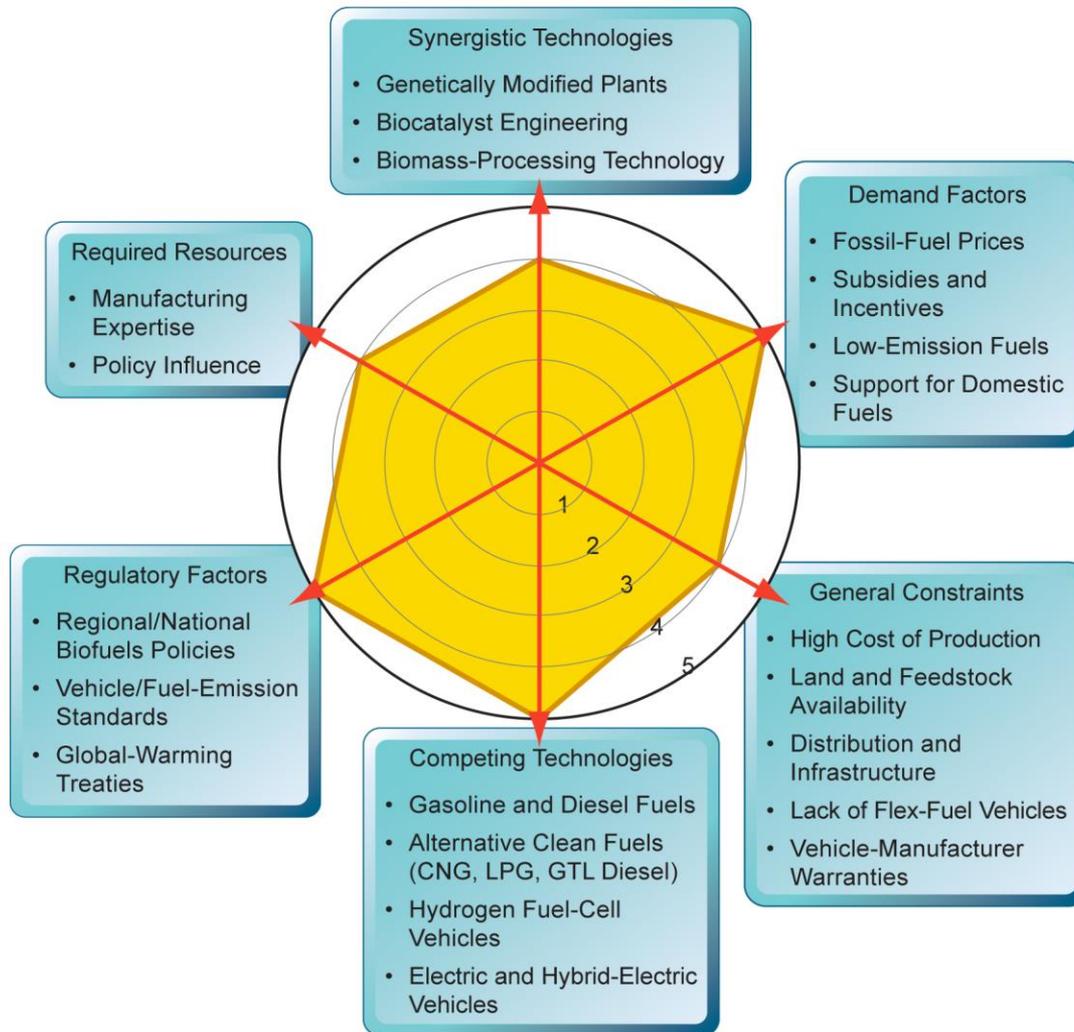
COMMERCIAL DEVELOPMENT PARAMETERS: POWER GENERATION



Note: Numbers indicate importance of commercial development parameters relative to each other.
1 = low relative commercial importance; 5 = high relative commercial importance.

Source: SBI

COMMERCIAL DEVELOPMENT PARAMETERS: BIOFUELS FOR TRANSPORTATION

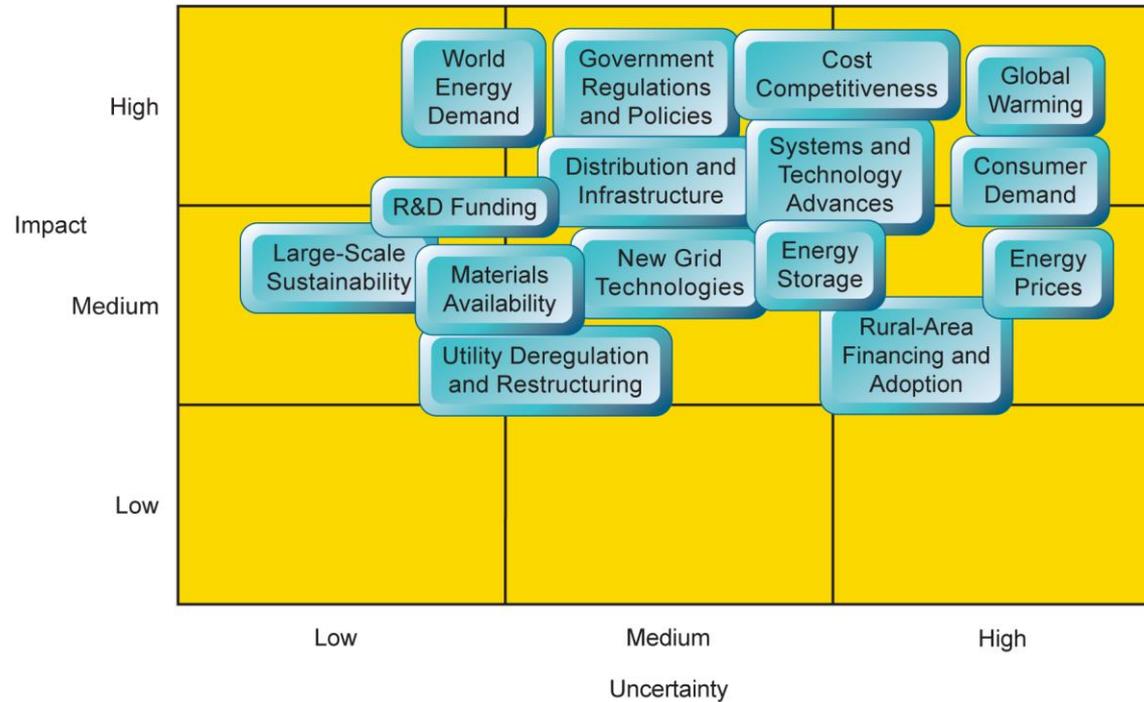


Note: Numbers indicate importance of commercial development parameters relative to each other. 1 = low relative commercial importance; 5 = high relative commercial importance.

Source: SBI



ISSUES AND UNCERTAINTIES



* Developments such as very high energy prices or climate-change impacts that precipitate drastic policy changes that favor renewables.

Source: SBI

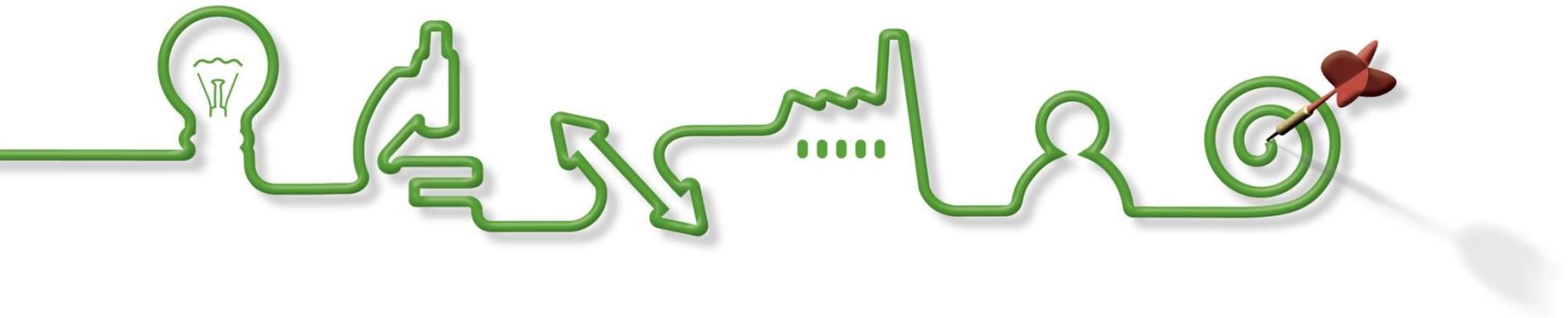
POTENTIAL IMPLICATIONS OF CHANGE



Areas to Monitor identifies significant factors and events of change that will affect the roadmap for technology commercialization. This **POTENTIAL IMPLICATIONS OF CHANGE** chart identifies possible ways in which particular combinations of such factors might unfold and combine (the bullets), resulting opportunities or threats (), and some further downstream consequences.

inspiration

Thanks for listening!



***Stephen Taylor,
Director of Technology Transfer AREA Science Park***