

## **Global Business Plenary Session:**

### COMMERCIALIZING RESEARCH

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One of the primary results of research is the reduction of uncertainty and the production of business options for products and families of products. Crossing the chasm from the advanced stage proof-of-principle to profitable commercial reality requires consonant technological and business strategies. Historically this consonance has been associated with just few percent of research projects. Achieving a consistent and growing flow across the chasm requires rapid iteration of technology-push market-pull considerations and a significant number of "rich vein" projects to mine. Sarnoff Corporation, the former RCA research laboratories, provides diverse innovation, technological, engineering, and technical services worldwide. This business model enables Sarnoff to create the flow of projects and acquire the knowledge of, and the ability to leverage, the achievements of others that form the basis for crossing the chasm.

This talk will present an overview of the processes used illustrated with case studies.