Advanced Technology Scouting and Evaluation Training Course

Professional Development Training Course Outline

Category	Biotechnology and Pharmaceutical Development	**Duration**	10 Days
Base Fee	$4,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The current landscape of digital transformation and rapid technological change mandates that organizations move beyond incremental improvements to embrace disruptive innovation. This advanced training provides a rigorous, structured framework for strategic technology intelligence and due diligence in a global, fast-paced ecosystem. Participants will master sophisticated methods for proactive technology forecasting and horizon scanning, ensuring their organizations are prepared for both opportunities and threats. Strong emphasis is placed on moving from mere identification to robust technology validation, strategic make-or-buy decisions, and seamless technology integration into core business processes.

Advanced Technology Scouting and Evaluation Training Course addresses the critical need for a disciplined approach to managing the innovation funnel. It deepens expertise in Open Innovation and Venture Scouting, providing hands-on tools to overcome common organizational and cultural roadblocks. By focusing on value creation through external technologies, delegates will become central players in their firm's R&D strategy and product roadmap development. The training is an essential investment for future-proofing business models, accelerating time-to-market, and building a sustainable culture of data-driven innovation.

Programme Curriculum

Advanced Technology Scouting and Evaluation Training Course

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Course Objectives

Upon completion of this course, participants will be able to:

1. Systematically apply a structured, multi-stage Technology Scouting Process.
2. Master advanced Horizon Scanning and Technology Forecasting methodologies.
3. Utilize Patent Analysis and Scientific Literature Mining for early trend detection.
4. Conduct comprehensive Technology Landscaping across multiple domains.
5. Perform rigorous Strategic Fit Assessment and Market Feasibility Analysis.
6. Evaluate the maturity and readiness of technologies using the Technology Readiness Level scale.
7. Develop and apply a robust Technology Evaluation Framework for due diligence.
8. Formulate effective Make-or-Buy/Partner decisions for technology acquisition.
9. Navigate the legal and IP challenges of Technology Transfer and Licensing.
10. Design and implement a successful Open Innovation and Venture Scouting program.
11. Build and manage a high-impact global Scout Network and Innovation Ecosystem.
12. Quantify the potential Business Impact and Return on Investment (ROI) of emerging technologies.
13. Overcome Organizational Resistance and champion successful Technology Integration.

Target Audience

1. R&D Directors and Managers
2. Chief Technology Officers (CTOs) and Chief Innovation Officers (CIOs)
3. Strategic Planners and Corporate Strategy Executives
4. Technology Scouts and Innovation Managers
5. Business Development and M&A Professionals
6. Venture Capital and Corporate Venture Analysts
7. Product Managers focused on New Product Development (NPD)
8. Senior Engineers and Scientists driving new platform development

Course Modules

1. Fundamentals of Advanced Technology Scouting

- Defining the Strategic Imperative.
- The structured Technology Scouting Funnel and process mapping.

- Distinguishing between technology, market, and competitive intelligence.
- Key Performance Indicators for technology scouting effectiveness.
- Case Study: Analyzing a Fortune 500 companies shift from internal R&D to a dominant Open Innovation model.

2. Strategic Horizon Scanning and Forecasting

- Methodologies for long-term Technology Forecasting
- Systematic Horizon Scanning for weak signals and emerging threats.
- Identifying and prioritizing Macro-Trends and technological convergence.
- Developing Scenarios and Future-Proofing organizational strategies.
- Case Study: Forecasting the impact of Generative AI on an industry's labor and product landscape.

3. Advanced Sourcing and Data Mining

- Leveraging Patent Databases and non-patent literature for early-stage discovery.
- Mining academic journals, theses, and government research
- Tools and techniques for automated Data Harvesting and big data analytics in scouting.
- Utilizing Expert Networks and Crowdsourcing Platforms effectively.
- Case Study: Using semantic patent analysis to map a new technology's value chain and white spaces.

4. Technology Landscaping and Mapping

- Building comprehensive Technology Landscape Maps and cluster analysis.
- Visualizing the competitive space.
- Start-Ups, Universities, And Research Institutes.
- Techniques for finding Adjacent and Applicable technologies outside the core industry.
- Case Study: Mapping the global Quantum Computing ecosystem to identify potential acquisition targets.

5. Structured Technology Evaluation Frameworks

- Designing a customized, weighted scoring model for technology assessment.
- The vital role of Technology Readiness Level and Commercial Readiness Level
- Assessing technical feasibility, scalability, and integration complexity.
- Evaluating the required Resource Investment and core competencies gap.
- Case Study: Applying a TRL framework to decide on a material science investment

6. Strategic Fit and Business Model Validation

- Assessing alignment with the firm's Core Competencies and strategic goals.
- Analyzing the potential to create a Sustainable Competitive Advantage.
- Blue Ocean Strategy principles for technology evaluation.
- Validating the technology's compatibility with existing and future Business Models.
- Case Study: Evaluating a new FinTech platform for a traditional bank's strategic fit and market disruption potential.

7. Financial and Market Feasibility Analysis

- Performing detailed Market Sizing and opportunity assessment for new technologies.
- Developing and stress-testing Financial Models for investment decisions.
- Risk Assessment techniques.
- Analyzing the cost of integration versus the potential ROI.

- Case Study: Calculating the Net Present Value of acquiring a biomedical start-up.

8. Intellectual Property (IP) Due Diligence

- Understanding the basics of Patent, Trade Secret, and Know-How protection.
- Conducting Freedom-to-Operate and patent infringement checks.
- Valuing a technology's IP Portfolio for licensing or acquisition.
- Developing an IP Strategy post-scouting
- Case Study: A patent dispute that halted the commercialization of a heavily scouted technology.

9. Make-or-Buy/Partner Decision Modeling

- Frameworks for strategic sourcing decisions.
- Structuring and negotiating Licensing Agreements and Joint Development Agreements.
- Evaluating potential Acquisition Targets and pre-M&A due diligence.
- Best practices for engaging with universities and research institutions.
- Case Study: Comparing a licensing deal and an M&A for a critical software component.

10. Building and Managing a Global Scout Network

- Designing the organizational structure for centralized and decentralized scouting.
- Recruiting, training, and motivating internal and external Technology Scouts.
- Implementing Knowledge Management Systems to capture scouting intelligence.
- Creating a cohesive Global Innovation Ecosystem
- Case Study: Scaling a regional scouting team into a globally distributed intelligence network.

11. Venture Scouting and Start-up Engagement

- Identifying high-potential Start-ups and early-stage companies.
- The principles of Corporate Venture Capital and accelerator programs.
- Conducting Start-up Diligence
- Mechanisms for effective corporate-start-up collaboration
- Case Study: A successful corporate-start-up pilot that led to a major strategic investment.

12. Technology Transfer and Integration

- Developing a roadmap for seamless Technology Integration into operations and products.
- Overcoming Not-Invented-Here Syndrome and cultural barriers.
- Change management principles for technology adoption.
- Post-acquisition Technology Alignment and resource planning.
- Case Study: Analyzing the failure of a highly-rated scouted technology due to poor internal integration.

13. Reporting and Communication for Decision-Makers

- Tailoring scouting reports for different internal stakeholders.
- Mastering the art of the "Go/No-Go" Recommendation presentation.
- Visualizing complex technical data into clear, actionable business insights.
- Establishing a continuous feedback loop for scouting process improvement.
- Case Study: Redesigning a C-Suite presentation that successfully secured multi-million-dollar technology investment funding.

14. Ethical and Societal Evaluation

- Assessing the Environmental, Social, and Governance impact of new technologies.
- Evaluating potential ethical dilemmas and risks
- Considering Regulatory and Compliance challenges in new technology adoption.
- The role of technology scouting in corporate Sustainability Goals.
- Case Study: Evaluating the ethical implications of using facial recognition technology in a new product line.

15. Future-Proofing the Scouting Function

- The impact of AI and Machine Learning on technology scouting processes.
- Developing the next generation of Digital Scout skills.
- Benchmarking the scouting function against Industry Best Practices.
- Creating a culture of Continuous Technology Intelligence.
- Case Study: Implementing an AI-driven platform to automate initial patent screening and trend analysis.

Training Methodology

The course employs an Interactive, Case-Study-Driven methodology to ensure practical application of advanced concepts.

1. Expert-Led Instruction.
2. Hands-on Workshops.
3. Real-World Case Studies.
4. Group Simulations.
5. Peer-to-Peer Learning.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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