

TECHNOLOGY ASSESSMENT

EMC TEIN2 has developed a methodology to evaluate technologies that unites financial evaluation techniques for businesses and projects with an analysis of the impact of Key Enabling Technologies (KET). The methodology has been built on a foundation of ample experience in technology assessment in many sectors.

Technology assessment is needed whenever there are plans to invest in technology development. It is a fundamental step for corporate growth in technology businesses through mergers or acquisitions as well as in internationalization.

In this way, the analysis of the impact of a new technology or of technologies integrated after corporate mergers, in terms of cash-flow and investment multipliers, is carried out by establishing a control console with 5 indicators: Financial, Clients, R&D+innovation, Human Resources, and Processes.

In addition, this evaluation seeks out new technologies that can be developed from existing technologies by a process of systematic innovation or "creative destruction". The evaluation also identifies macro tendencies in the markets and competitor "benchmarks".

- Financial Area

- Income from sales of the new product/service
- Profitability of the investment made in R&D (%) (Personnel, equipment and capitalized expenses)
- Operating margin (%) (Profitability from production or delivery improvements)
- Cash Flow for a discount rate dependent on the impact of the technology and the cycle of the sector (average reach of new derived technologies)

- Client Area

- Increase in market share (%)
- Access to new markets (%)
- Macro context of the market

- R&D+i Area

- Development expenses/Operating expenses (%)
- Royalty income
- Number of technologies developed from existing technologies

- Human Capital Area

- Engineers and technicians as a portion of the entire workforce (%)

- Process Area

- Productivity increases (%)
- Decrease in delivery time (%)