



12<sup>th</sup> R&D Autumn Conference 2018 · October 18/19, Balzers, Liechtenstein

# Turning Innovation into Profitable Business

**Thursday, October 18**

Hotel Tamina, Bad Ragaz (Switzerland)

13:00 Get Together and Standing Lunch

14:00 Afternoon Session

## **Welcome & Introduction**

Martin PAPING · Kontrapunkt Technology · Konstanz (Germany)

*R&D in Small Companies*

## **A Lean Product Development Process to Combine Start-Up Creativity and Market Success**

Philip KELLER · Marketing & Product Mgmt · Metrolab Technology SA · Plan-les-Ouates (Switzerland)

*Technology Push*

## **When New Product Development Needs a New Marketing Strategy**

Clemens TÜRCK · Technology Innovation Manager · Ravensburger Spieleverlag · Ravensburg (Germany)

*Invention-on-Demand*

## **A New Approach to Boost Patent Creation**

Martin PAPING · Managing Director · Kontrapunkt Technology · Konstanz (Germany)

*Case Study Digital Printing*

## **Market Success Through Industrialization Excellence**

Alex BRETON · CEO · PrintDreams International AB · Stockholm (Sweden)

18:00 End of Afternoon Session

19:30 Dinner, afterwards: informal Get Together at the Bar

**Friday, October 19**

Inficon, Balzers (Liechtenstein)

08:30 Transfer to Inficon

09:00 *Innovation at Inficon*

## **Early Customer Involvement to Transform High Technology to Market Success**

Urs WÄLCHLI · General Manager · Inficon Ltd · Balzers (Liechtenstein)

10:00 Guided **Factory Tour** at Inficon

11:30 *Risk Driven Product Development*

## **Doing the right things in the right order to turn innovations into commercial success**

David GRIFFIN · Senior Consultant · 42 Technology Ltd · St Ives (Great Britain)

12:30 Lunch

13:30 End of Conference

## The Contributions in Detail

### *R&D in Small Companies*

#### **A Lean Product Development Process to Combine Start-Up Creativity and Market Success**

Small and medium sized companies face particular challenges when stipulating formal design processes for innovation and product development. Some employees may find it unnecessary, given flat hierarchies and short communication paths. For others, at least lean structures, templates and basic rules are indispensable to guarantee a certain degree of professionalism. Metrolab introduced a product development process in 2013, after a long period of market introduction failures. Philip reports about the steps in designing an appropriate process and the problems faced, and gives an overview of the solution and an assessment of its impact.

**Philip KELLER** · Marketing & Product Mgmt · Metrolab Technology SA · Plan-les-Ouates (Switzerland)

### *Technology Push*

#### **When New Product Development Needs a New Marketing Strategy**

Last year Ravensburger launched GraviTrax, an interactive track system game, combining gravity, magnetism and kinetics to propel a marble to the finish line. The new game was sold out within days, and the company had problems to keep supplies going. Although the technical concept was challenging, the innovation team having to solve various physical problems, the main challenges for Ravensburger were the integration of the game into existing product lines and the optimization of the marketing and sales strategies. Clemens will give some insights into this innovation project, and draw conclusions on why it created such a success in the market.

**Clemens TÜRCK** · Technology Innovation Manager · Ravensburger Spieleverlag · Ravensburg (Germany)

### *Innovation-on-Demand*

#### **A New Approach to Boost Patent Creation**

The challenge is well-known in many R&D teams: because of pressure to meet project deadlines and to support ongoing daily business, engineers do not find enough time to work on invention disclosures, to discuss their ideas with peers, or even to meet with a patent lawyer. Kontrapunkt Technology took a new approach and held a two-day patent workshop, bringing together some 15 engineers and patent specialists. The goal: screen the current project portfolio and other hidden ideas and create at least 20 disclosures which could be subsequently handed over to a patent lawyer. The challenge: how to concertedly create 20 valuable patent disclosures, each containing several chapters, sketches and pictures ...? A part of the solution was found in a powerful online collaboration tool, which allowed the team to jointly write, review and assess the disclosures. A canban board helped to structure the workload; an assistant scanned the sketches drawn on-site and integrated them into the documents. By the end of the workshop the team generated no less than 35 valuable disclosures!

**Martin PAPING** · Managing Director · Kontrapunkt Technology · Konstanz (Germany)

### *Case Study Digital Printing*

#### **Market Success Through Industrialization Excellence**

In essence, profitability is all about being able to offer the demanded functionality, manufacturing at lowest possible cost and selling at a high price which is accepted by the market. To achieve these three goals a company has to carefully manage all steps along the industrialization process, involving hardware, software, firmware and mechanics, manufacturing partner selection, RfQs from project- down to component level, diligent DfX analysis to enable going from expensive prototypes to cost-effective mass production. As entrepreneur par excellence Alex will share his learnings from various projects he carried out in the domain of digital printing and innovation.

**Alex BRETON** · CEO · PrintDreams International AB · Stockholm (Sweden)

**Early Customer Involvement to Transform High Technology to Market Success**

Inficon has a long track record of innovative products, mainly in the domain of gas analysis, measurement and control. The product range is based on strong expertise in physics, material science and manufacturing engineering. Inficon has established a sound innovation process combining ideas generation, development and product launch. However, on occasions, ingenious ideas follow a different path, far away from processes and rules. In his talk, Urs will report about an innovation project which was started within a small circle of physicists. The project aims to apply fundamental concepts in plasma physics to a new powerful gas sensor: less expensive, smaller footprint, more functionality. A major success factor was the early involvement of pilot customers, helping to shape the product functionality and to define key features for various markets.

**Urs WÄLCHLI** · General Manager · Inficon Ltd · Balzers (Liechtenstein)

**Doing the right things in the right order to turn innovations into commercial success**

Product innovation starts with a number of assumptions, and every assumption carries with it the risk that it is incorrect. Good risk reduction involves eliminating risk as early as possible with the minimum investment. Engineers are traditionally highly focused on the technical risks, and so a lot of early development work focuses on proof of concept development. But the commercial risks are usually greater: the wrong target specification, the wrong target price point or the risk that another company could bring something to market first. A true risk driven development approach compares all these risks side by side in order to correctly assign priorities.

**David GRIFFIN** · Senior Consultant · 42 Technology Ltd · St Ives (Great Britain)

## How to Get to the Conference

On **Thursday, Oct 18**, the conference will be held in the **Hotel Tamina** in **Bad Ragaz (Switzerland)**:

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### Hotel Tamina

Am Platz 3

CH-7310 Bad Ragaz

+41 81 303 71 71

[www.sorellhotels.com](http://www.sorellhotels.com)



On **Friday, Oct 19**, we will transfer to **Inficon** in **Balzers (Liechtenstein)** after breakfast. Opposite to the main entrance you find the **parking lots**. We will meet in **lobby**.

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