



# Inventures Insights

September 2024 Newsletter



## Navigating the Innovation Ecosystems: Strategies for Effective Technology Alliance Management

In an innovation ecosystem, many diverse types of companies and other organizations contribute to developing new technology for a new or existing market. To bring such a technology to market these organizations may want to collaborate to improve the probability of success. Some of the several types of organizations that may wish to participate in the collaboration include:

- Technology Companies: Organizations that are developing technology or components of the technology necessary for a market solution
- Government Agencies
- R&D Institutions
- Academic Institutions

To effectively collaborate and help reduce antitrust/anti-competitive concerns and provide proper intellectual property (IP) protection, the collaboration will often take the form of a technology alliance or consortium established as a not-for-profit (and open) organization.

A key factor in developing a technology solution that will be adopted by the market i.e., a “success,” is ensuring that representatives both from (1) different areas of the innovation ecosystem and (2) the different pieces of the value (or service delivery) chain are participating in the collaboration.

Note that the various parts of the value chain comprise the technology companies in the innovation ecosystem and the end users.

Therefore, the technology alliance needs to motivate the different players to participate in the collaboration — whether it is joining the not-for-profit organization or participating via some other mechanism. Inventures’ “best practices” that help ensure as many players as possible are participating in the collaboration include:

- Creating compelling member value proposition(s): Ensuring that the proposed activities, initiatives, and outputs of the collaboration provide value to the prospective member organizations.
- Designing a membership structure consisting of multiple tiers: Different organizations, especially technology companies at different places in the value chain may have dissimilar value propositions. Therefore, a tiered membership structure allows the collaboration to construct value propositions with varying levels of participation and costs for joining.
- Enabling end-user input/feedback: End-users and other decision-makers like specifiers and/or integrators do not often find direct value in joining a technology alliance, so the organization needs to enable other mechanisms to facilitate input and feedback from those constituents. Opening requirements work groups, feedback workshops, or member conferences for these members of the value chain should be considered and implemented when appropriate.
- Involving government agencies, research, and academic institutions: These types of organizations often have fewer financial resources to participate in technology alliances and/or have restrictions on participation, so if the collaboration members want to involve these organizations, then accommodations will need to be made in the membership structure (e.g., via details in the governance documents for the collaboration).

In summary, while there are many factors in developing an effective strategy for effective technology alliance management, Inventures believes that having the right organizations participating in the collaboration is one of the most important. Having the right organizations ensures that the breadth and depth of domain expertise are available to develop the technology solution and provides credibility to the collaboration.

## Employee Spotlight:

### What is your role at Inventures?

I have been with Inventures since 2019 and started as a finance coordinator, and was later promoted to my current role, finance manager.

### What does your job entail and what is a typical day like?

A typical workday includes daily bookkeeping, report, and presentation preparation for multiple clients. I also review the work of others for accuracy and thoroughness, guiding teammates, and training new hires.

### What's the key to excellent customer care?

Efficiency and accuracy are the keys to excellent customer care. Responding to client requests promptly, providing added value beyond immediate requests, and always meeting deadlines are extremely important.

### What would it be if you could do another job for just one day?

I would like to be a babysitter. As a mom of two kids, I enjoy spending time with children, watching them grow, and play, and teaching them is very rewarding.

### What is your favorite vacation destination?

I love the ocean, and the warm weather, and Hawaii is my current favorite vacation destination. Lying on the beach, looking at the blue sea, and listening to the sound of waves is the most relaxing activity. Moreover, Hawaii has well-developed travel facilities, delicious foods to eat, and a welcoming culture, which makes me want to go every year.

Fiano Han  
BOS Manager-  
Finance



## Smart Social Media Strategies for Conferences



Crafting engaging social media posts for events relies on establishing a strong connection with your audience. An [Associations Now article](#) tells us how The Project Management Institute achieved a successful social media campaign for their latest conference by allowing staff creative liberty, adopting a casual style, and encouraging member involvement by using three key approaches.

1. [Encourage Creativity and Trust](#): The main goal when creating social media posts around an event is to get people excited about being involved. Creating awareness while also sparking creativity and interest in the event is vital to capturing attention that will lead to participation.
2. [Embrace a Conversational Tone](#): Creating relevant and fun social media posts is a way to set the tone for an upcoming event. This gives potential attendees something to be excited about. Make sure to let the people know what they are getting in for by including what they will learn, who they will meet, etc.
3. [Get Excited about Engaging](#): An audience is more likely to engage with social media content that is meaningful to them. Giving the audience a sense of community and discussing relevant topics will allow them to connect with the content and how it is relevant or applicable to their own experiences.

Overall, it is important to create engaging, captivating, and relatable social media content for an upcoming event. It will increase the excitement and visibility of the event, resulting in the future growth of an organization.

If you have not already, sign up to receive Inventures Insights [here](#).

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### Thread Group Releases 1.4 Specification



[The Thread Group](#) recently released its Thread 1.4 specification. With this new specification, Thread Group members can bring powerful enhancements to new and existing wireless IoT devices, as well as advanced sensor networks, which use Thread to create secure, private mesh networks.

Read more about the announcement [here](#). For more information about Thread Group, visit their [website](#).

### MSSA Launching New Marketing Efforts to Encourage Growth



[Mobile Satellite Services Association \(MSSA\)](#) launched earlier this year intending to leverage existing satellite networks and spectrum to expand mobile coverage globally. The association is looking to collaborate with a wide range of partners to create a global Direct-to-Device (D2D) ecosystem. As such, it is working to craft collaborative agreements with [GSMA](#), [ESA](#), and [5GAA](#), as well as participating in many upcoming industry events to incite member recruitment, including [World Space Business Week \(WSBW\)](#), [6G World Symposium](#), [MWC Las Vegas](#), and [Silicon Valley Space Week](#).

Learn more about MSSA [here](#).

### ONVIF Hits Milestone of 30,000 Conformant Products



[ONVIF](#) has announced that over [30,000 product models](#) now meet its interoperability standards, a milestone that highlights the doubling of conformant products in the last three years and a tripling since 2018. This surge reflects the growing demand for flexible and integrative security solutions, enabling seamless compatibility among diverse devices. ONVIF's standards ensure reliable communication across various security functions, with ongoing development of new profiles to address evolving industry needs.

Read more about the announcement [here](#). For more information about ONVIF, visit their [website](#).

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