

# Developing and Commercializing New Products

How to gain organizational and national competitive advantage through time  
cycle reduction and R&D commercialization

4<sup>th</sup>-7<sup>th</sup> April 2005, Crowne Plaza Mutiara, Kuala Lumpur, Malaysia

## Pre-Conference Workshop on DEVELOPING PRODUCTS IN HALF THE TIME

4<sup>th</sup> & 5<sup>th</sup> April

NPD guru and former NASA scientist

*Dr. Preston Smith*

**Best  
Seller**

### Benefits of Attending

- Learn how do you dramatically decrease your time to market without compromising your product quality
- Learn how to calculate the cost of delay
- Avoid pitfalls and learn to motivate cross functional teams
- Find out how to assemble a rapid development team
- Develop your personalized action plan for instant implementation

## Conference on COMMERCIALIZATION OF R&D PRODUCTS

6<sup>th</sup> April

### Benefits of Attending

- Gain insights into the national strategy on commercialization
- Learn how to leverage on IP as a commercialization strategy
- Understand the role of universities in the commercialization process
- Learn to utilize business models for effective commercialization
- Understand the stages of new product introduction from a commercial perspective

## Post-Conference workshop DEVELOPING A NEW TECHNOLOGY INTO A WINNING PRODUCT

7<sup>th</sup> April

NPD guru and former NASA scientist

*Dr. Preston Smith*

### Benefits of Attending

- Learn how to build an effective commercialization capacity into your organization
- Discover how you can incorporate the voice of customer into the design process to enhance market viability
- Understand how you can most effectively utilize your resources for the commercialization process

## Your eminent panel of speakers:

 Mr. Boon Swan Foo

Executive Chairman

**Exploit Technologies Plc**

Managing Director

**Agency for Science, Technology and Research  
Singapore**

 Dr Nazlee Kamal


Director, Business Development

**Ministry of Science, Technology and Innovation,  
Malaysia**

 Mr. Kay Das

R&D Director

**STMicroelectronics Singapore**

 Prof. Dr. Noraieni Hj Mokhtar

Deputy Dean

**Bureau of Innovation and Consultancy  
Universiti Teknologi Malaysia**

 Mr. Zaid Hamzah

Director


Intellectual Property, Commercial Software,  
Multilateral Organization

**Microsoft**

 Mr. John Chong

Managing Director

**Mindvault Sdn Bhd**

 Mr. Ramamoorthy G. Iyer,

General Manager New Product Introduction

**Finisar Malaysia**

## VALUE BACK GUARANTEE + RM 100 CASH

We are so confident that you'll benefit from this program that if you attend and do not like it for any reason, just tell us. We'll issue a voucher of the same value that you can use for any of our future workshops, PLUS + RM 100 cash to spend on yourself or on your loved ones.



# Pre-Conference Workshop: Developing Products In Half The Time

4<sup>th</sup> & 5<sup>th</sup> April

Best  
Seller

## Preparing for Rapid Product Development

- Where speed fits/doesn't fit
- Drawbacks to cutting too much time from your development schedule
- Balancing speed with project goals
- Calculating and applying the cost of delay
- **Exercise: working with the cost of delay**
- The fuzzy front end of development
  - Opportunities to move faster
  - Tools to accelerate the fuzzy front end

## Capitalizing on the Product Related Factors

- Applying incremental innovation to avoid the mega-projects
  - The escalating impact of complexity
  - Letting customers tell you when the product is good enough
- Keys to involving the customers in designing the product
- Cross-functional, customer-centered product specification
- Aligning product architecture for speed
  - Modular architectures
  - Product architecture to control risk
- Exercise: applying incremental innovation/ architecture to your products
- Focusing product definition on customers
  - Writing product specifications quickly
  - Cross-functional balance/buy-in
  - Managing creeping elegance

## Assembling a Rapid Development Team

- Staffing product development teams
  - Choosing effective team leaders
  - Overcoming team fragmentation
  - Myth of the specialist

## Organizing team for rapid execution

- Empowering teams for action
- Selecting your organizational form
- Team co-location; making it happen
- The vital difference between assigning members and volunteering
- Using reward and other motivators
- Exercise: identifying/overcoming critical weaknesses in your teams

## New Methods for Managing a Fast-Cycle Project

- Designing heavily overlapped development processes
  - Applying partial information/triggers
- Exercise: streamlining development
- Aligning management control systems for agility
- Managing project overload
- The 3 catastrophic effects of overloading your development resources and how to avoid them
- Exercise: discovering the fully loaded project
- Managing project risk to avoid late surprises
  - Using risk maps to manage projects
  - Watching for market risk, which is usually much more catastrophic than technical risk

## Making Swift Organizational Changes

- Accelerating organizational change
  - Using pilot projects and redesigning bottlenecks to make organizational changes faster
  - The "breakthrough strategy" approach
  - Tapping the power of continuous improvement to build an adaptive development process for these changing times

FREE

- **FREE Diskette** containing the formula to calculate Cost of Delay for Product Development
- **Post-Class support** by Email or phone with the trainer, after the training to ensure that you can apply what you learned unhindered by lingering questions.

Lucky Draw

Upon registration for this workshop, you automatically enter a lucky draw where you stand a chance to win 5 copies of the book by Mr. Preston Smith:

**Developing Products in Half the Time**



Limited to 32  
participants  
only

# Conference Program 6<sup>th</sup> April

## 0900 International Keynote Address

### Commercialization of Research: From Mind to Market

- Commercialization landscape in Singapore
- Commercialization strategies
- Need for strong IP protection and ownership
- Challenges moving the product of research to the market

#### Mr. Boon Swan Foo

*Executive Chairman  
Exploit Technologies Plc  
Managing Director  
Agency for Science, Technology and Research Singapore*

## 0945 Special Address

### The Malaysia National Strategy on Commercialization of R&D

#### Dr Nazlee Kamal

*Director, Business Development  
Ministry of Science, Technology and Innovation, Malaysia*

## 1030 Coffee Break

### 1045 Session Three: Intellectual Property Aspects of Commercialization of New products

- IP Rights clearance prior to commercialization
- Developing an IP protocol/policy for commercialization
- Key points to look out for in contracts
- The IP regulatory regime in Malaysia

#### Mr. John Chong

*Managing Director  
Mindvault Sdn Bhd*

### 1130 Session Four: The Role of Universities in the Commercialization of R&D

- Models for incentives for R&D at universities
- Elements of Government-Industry-University collaboration
- Local success stories of university commercialization

#### Prof. Dr. Noraieni Hj.Mokhtar

*Deputy Dean of Commercialization  
Bureau of Innovation & Consultancy  
Universiti Teknologi Malaysia*

### 1215 Session Five: Case Study: Evolving Business Models for the Mobile Cellular and Related Semiconductor Industry

- Changing business models for changing market conditions
- How to build beneficial industry- university partnerships

#### Mr. Kay Das

*R&D Director  
STMicroelectronics Asia Pacific, Singapore*

## 1300 Lunch Break

### 1400 Session Five: Successful New Product Introduction from a Commercial Perspective

#### Mr. Ramamoorthy G. Iyer,

*General Manager New Product Introduction,  
Finisar Malaysia*

### 1445 Session Six: Effective Business Models for Commercializing New Technologies

- Elements of a business model
- Creating a value proposition
- Understanding a technology's value chain
- Formulating a competitive strategy
- Selecting a target market
- Building a competitive advantage

#### Dr. Preston Smith

*Time-cycle Reduction Guru and MD  
New Products Dynamics, USA*

## 1530 Coffee Break

### 1545 Session Seven: Strategic Management of Intellectual Property Issues in R&D Commercialization

- Why a strategic approach to managing IP is critical for successful R&D commercialization
- How to develop a strategic and structured framework for IP asset management
- Why R&D commercialization may fail because of IP pitfalls
- Understanding cross-border IP challenges and problems
- IP and R&D funding – structured financing issues
- Case studies

#### Mr. Zaid Hamza

*Director Intellectual Property, Commercial Software and Multilateral Organization,  
Microsoft*

## 1630 World Class Debate

This debate will feature Malaysia's and the world's top two debaters. They will engage in an entertaining battle of wits over the motion:

**“That the developed world benefits more from the current Intellectual Property regime”**

The debate will be judged by a panel of experts from the panel of speakers.

## 1715 Closing Remarks

# Post-Conference Workshop: Developing a New Technology Into a Winning Product

7<sup>th</sup> April

This full-day workshop will cover the key skills you will need to move your technology into the marketplace and make a winner of it there. Although these skills are similar to the ones used with more mature products, the emphasis must be different to allow for the greater uncertainty involved in the technology itself and in how the marketplace is likely to receive it.

- 👉 **An Iterative Process:** *Starting out with a new technology, many things are unknown: how well the technology will perform, how much users will expect of it, who will use it, and how it might be used for purposes that you never considered. The only way you can resolve these uncertainties is by employing a process that puts a simple version of the product into users' hands early and then refines it according to user feedback. But to keep the iteration from extending your schedule, you must manage it carefully. We show you how to do this.*
- 👉 **Involving Customers:** *Especially with a new technology, you will need close alliances with key customers to help you guide the development toward a commercially successful end. Usually, the scientists who invented the technology are far too close to it to provide this guidance. We show you how to identify and use lead users to engage while protecting your legal and proprietary rights to the technology.*
- 👉 **A Just-Good-Enough Mindset:** *With all new products, there is a great temptation to put more development effort into the product than it needs, providing "exciting" features that will seldom be used. This is especially true with new technologies. We will emphasize releasing an initial version that is just good enough and then tracking it in the marketplace and being prepared to upgrade it incrementally in advance of your competition to retain a leading market share.*
- 👉 **Architectural Flexibility:** *In order to be able to make these incremental changes quickly, you will have to structure the product so that changes can be isolated to small, easily modified portions. In contrast to traditional development where your most advanced technical people determine the architecture, such flexibility requires that your marketing people participate strongly to ensure that flexibility exists where it will be most valuable as the product evolves.*
- 👉 **Effective Teams:** *The uncertainty in a new technology requires both that you be able to place the proper skills on the project quickly as needed and that this cross-functional group be able to communicate effectively. We cover the essentials for setting up your team and guiding it toward effective performance.*
- 👉 **Providing Resources:** *Product development resources are expensive, and a new technology is seldom endowed with the financial resources to develop it using traditional means. We will explore balancing between not having enough resources and not being able to complete the project fast enough.*
- 👉 **Managing Project Risk:** *With a new technology, uncertainty (risk) abounds. We show you how to identify your most serious risks—they are usually not technical ones—and manage them to steer your project toward success without over-investing in risk management.*

Limited to 32 participants only

## TRAINER PROFILE



Mr. Preston Smith began specializing in rapid product development in 1984 as an internal consultant, became an independent management consultant concentrating on time to market issues in 1986, and earned **Certified Management Consultant** (CMC) standing in 1990.

Preston has led more than 100 seminars in 23 countries worldwide on compressing product development cycle time and taught product development courses at several universities. Companies that have attended his workshop include: **General Electric, Intel, General Foods, Siemens, Samsung, Daimler-Chrysler, Honeywell etc.**

Preston gained vast engineering and technology management experience over a period of twenty years. He was employed by **North American Aviation** (now part of Boeing), **Pratt & Whitney Aircraft, IBM, Bell Laboratories** (now Lucent Technologies), **General Motors Research Laboratories, Ensco** (a government transportation safety contractor) and the **Institute for Defense Analyses & Emhart** (merged into Black & Decker). From 1967 to 1971 he worked for **NASA** and was involved in providing system engineering for the Manned Space Program.

He is the co-author of the popular book, *Developing Products in Half the Time: New Rules, New Tools*. This book has over 100,000 copies in use by various companies in many industries. It ranks among the most popular product development titles at [www.amazon.com](http://www.amazon.com). In addition to nearly fifty published articles on rapid development, he regularly writes columns on product development and reviews books in the field.

Preston holds a Ph.D. in engineering from Stanford University, and is a member of the Product Development and Management Association (PDMA) and the Society of Concurrent Product Development (SCPD). He is listed in *Who's Who in Finance and Industry* and *Who's Who in the West*.

His client companies come from the motor vehicle, power tool, medical electronics, food packaging, chemical, computer, telecommunications, semi-conductor and industrial equipment industries etc. Some of the companies who applied the tools from this workshop are:

- |                   |                       |            |
|-------------------|-----------------------|------------|
| ◆ Black & Decker  | ◆ General Motors      | ◆ HP       |
| ◆ Chrysler Corp.  | ◆ United Technologies | ◆ IBM      |
| ◆ Honda Motor Co. | ◆ The Boeing Co.      | ◆ Motorola |

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## Who Should Attend?

- Senior personnel from:
- R&D
  - Product Development
  - Innovation
  - Process Improvement/Re-Engineering
  - Technical Development
  - Manufacturing
  - Marketing
  - Production

### Pre-Course Questionnaire



To ensure that you get the most out of this course, a detailed pre-course questionnaire will be sent to you upon registration to capture your specific training requirements.

The completed forms will be analyzed by the course trainer, who will in turn incorporate common areas of interest to participants during the two-day training.

These workshops can be customized for an in-house format to meet the specific requirements of your organization. For further enquiries email [info@kavaq.com](mailto:info@kavaq.com)



### Workshop Schedule

- 8.30 am – Registration and morning coffee
- 9.00 am – Training starts
- 10.45 am – Morning coffee break
- 11.00 am – Training resumes
- 1.00 pm – Lunch
- 2.00 pm – Training resumes
- 3.40 pm – Afternoon coffee break
- 5.00 pm – End of training

## This is what people who attended Dr. Smith's trainings on "Developing Products in Half the Time" in 2004 in KL and Singapore have to say:

"I came with an expectation to learn any new methodologies and benchmarks of good companies, and I am glad that whatever I have needed of my expectations are being met, and I am also glad that our company seems to be on the right track of managing its products. I am enthusiastic to put in place the new learning curves and sharing them with my staff and senior management."

**Ms. Celine Cha**  
**Senior Product Development Manager**  
**Osim International**

"With the worldwide renowned speaker author of the book, we have much deeper understanding of the contemporary corporate world and up-to-date techniques and learnings."

**Yu Zhen Hua**  
**Senior Engineer**  
**Philips Electronics Singapore Pte Ltd**

"This course has introduced to me some very useful tools that can be used in a structured manner in our product development process"

**Wan Shahar Wan Teh**  
**Sect. Head (R&D)**  
**Modenas**

"Practical. Solid Content"

**Taiu Chan Feei,**  
**Product Development Executive**  
**Paling Industries Sdn Bhd**

"Rich in content and excellent insights for Product Development"

**Ahmad Azhar Kamarulzaman,**  
**Design Engineering Manager,**  
**Tricubes Computer Sdn Bhd**

"I would like to congratulate KAVAQ for being able to organize "VALUE FOR MONEY" training"

**Azmi Omar,**  
**Engineering Manager,**  
**Composites Technology Research Malaysia**

"The training cover inspects on new product development. Useful tools were discussed and plenty of exercises."

**Chong Kwan Wai,**  
**General Manager,**  
**Weidaline Sdn Bhd**

"The seminar provided some techniques and ideas which are not practiced by our organization. These could be an interesting topic to be discussed with our management."

**Tan Geok Su,**  
**Deputy Project Manager,**  
**Robert Bosch Malaysia**

"Developing Products in Half the Time has been an overview of the whole product development cycle with a lot of methods and concepts on how to reduce developing cycle time."

**Morgan Raj Sinnapan**  
**R&D Manager**  
**UMW Autoparts Sdn. Bhd**

"DNP is a very good way to know, measure, improve the new product development time. This course provides almost complete overview of the methodology to improve and to know the current condition of the development time."

**Hatta Abdul Rahim**  
**Exe. Designer**  
**SONY EMCS (M) Sdn Bhd.**