

# Technology Assessment

SAGENTIA

**In today's competitive marketplace, there is growing commercial pressure on even the most successful companies to explore the full potential of their technology and intellectual property (IP). This is a significant challenge for most companies because they may lack the commercial and technical insights required to make informed decisions, especially when looking at opportunities away from their core markets and technical competencies.**



At Sagentia, our Technology Assessment service helps companies assess the true commercial value of a specific piece of technology and the risks associated with its exploitation.

The first step is a thorough technical assessment of the technology. Our analysis here is broad. In particular we will look at how the technology – which may exist as a patent, an empirical model, a piece of process knowledge or an existing developed technology – can be enhanced to enrich the range of application and market opportunities.

Technical appraisal is followed by a commercial creative phase, the aim of which is to identify, within the context of risk and commercial value, an overall market proposition and positioning for the technology. This analysis may lead us to propose the development of an entirely new business model to support the new technology, or the establishment of a joint venture with a third party. If appropriate, we can also seek out and actively identify customers for the new technology.

An important part of our Technology Assessment service is the due diligence work we undertake on behalf of financial investors. We provide a detailed appraisal of technologies and markets and are active in a range of sectors including telecommunications, electronics, engineering, biotechnology, IT, pharmaceuticals and medical devices.

Our broad knowledge of the scientific basis of technologies allows us to identify potential threats to our clients from emerging, competing technologies. And where a market is poorly defined or does not yet exist, our commercial insight and expertise enables us to use analytical methods, including extrapolation, benchmarking and comparison with proxy markets, to obtain valid, accurate results.

**For further information email:**  
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## Sagentia

### Many minds make bright work

We create value from technology by developing richer solutions with our clients that enable them to realise better business opportunities.

We operate in six market sectors developing new technologies, products and services that change the basis of competition. We assist business leaders and policy makers to create strategies for technology, innovation and growth.

Our *Collective Technology Wisdom*<sup>®</sup> – the unique characteristic of our company – guides how we work. We form highly creative teams that draw on individuality and collective experience. And we take a multi-dimensional approach to opportunity discovery and problem solving, drawing on our combined technical expertise, business acumen and industry experience.

We can work with you wherever you are in the world. Our teams are situated in state-of-the-art facilities in Europe, the USA and China.

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