

Technology Acquisition & Exploitation

Methods of Acquiring Technology

	Company's Relative Standing	Urgency of Acquisition	Commitment/ Investment Involved	Technology Life Cycle Position	Categories of Technologies
Internal R&D	High	Lowest	Highest	Earliest	Most Distinctive or Critical
Joint Venture		Lower		Early	Distinctive or Basic
Contracted – Out R&D		Low		Early	Distinctive or Basic
License – In		High		Lowest	Later
Non-acquisition: Buying final product or part production	Low	High	Non Commitment/ Investment	All stages	External

Exploitation of Technology

	Company's Relative Standing	Urgency of Acquisition	Need for Support Technologies	Commitment/ Investment Involved	Technology Life Cycle Position	Categories of Technologies	Protentional Application
Employ in own production or products	Lowest	Lowest	Lowest	Highest	Earliest	Most Distinctive or Critical	Narrowest
Contracted-out Manufacturing or Marketing	Lower	High	High		Early		Narrow
Joint Venture	High	Low	High		Early		Wide
License - Out	High	Highest	Low		Lowest		Later