

# Managing Research in Startup & SME

Core/Distinctive Competence

Competitive Advantage

Leadership Skills for Startup

Roles for Technology Managers

***JRL consulting***

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# Managing Research in Startup & SME

## Competence & Competitive Advantage

**Take away: SWOT**

### (A) Identify Core Competence

- (1) A skill or capability of a firm
- (2) A know how in helping a firm to achieve its purpose

### (B) Develop Distinctive Competence

- (1) A skill or capability of a firm
- (2) Visible to customers and superior to other firms.
- (3) Difficult to imitate.

### (C) Create a Competitive Advantage

- (1) Difficult to imitate
- (2) A superior resource enables the firm to be successful.

# Managing Research in Startup & SME Leadership Skills for Startup (95% Failed)

- (A) Leader to move the idea forward
- (B) Fundraiser for science-to-product
- (C) Strategist on how to deliver
- (D) Decision Maker for Pathforward  
& Exit Strategy

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## Roles for Technological Managers

- (A) Create/Define Opportunity
- (B) Mapping Science-to-Product with Marketing
- (C) Resources Distribution

# Managing Research in Startup & SME

## Case Study:

- (A) Internet (Software) Related
- (B) Electronics Related
- (C) Medical Devices Related
- (D) Analytical Devices Related
- (E) Manufacturing (Operation) Related

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