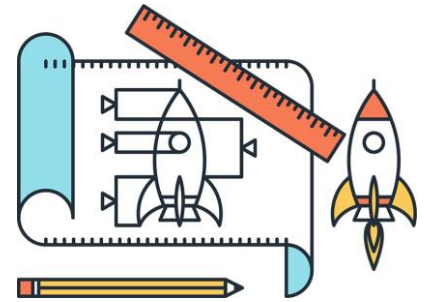


Technology Development Engineering

*Develop World-Class Capacity
in R&D Competency*



OVERVIEW

As market conditions and customer behaviors are rapidly changing, companies must adapt to emerging competition scenarios timely manner to commercially stay sustainable. Among several critical approaches that can be taken, introducing new and innovative products developed by utilizing competitive technologies is one of the most impacting and long-lasting solutions. Not to pay licensing fees, not to economically and strategically depend on third parties; many companies prefer developing their own technologies to use in their products or processes. Running a successful technology development project, however, necessitates use of effective tools, skill sets, and a proven step-by-step engineering methodology. In this regard, Technology Development Engineering is an engineering training program that has been developed and being practiced in world-class R&D centers. In a further study, the program content and format were enriched by blending implementation experience in regional companies to make the methodology effectively practicable in the region.

KEY BENEFITS

The program helps participants master how to deal with competitors and succeed by developing and implementing new technologies in their next generation products by utilizing a step-by-step methodology. Particular benefit areas are as follows:

- Identify how the company's product is positioned.
- Increase competitiveness with a new technology.
- Develop functional requirements of the technology.
- Develop concepts and select technology strategies.
- Develop technological models and architectures.
- Make technological proof of concept calculations.
- Build prototypes, plan/ conduct tests, collect data.
- Through robust optimization, bring the technology to a maturity (readiness) level to be used in a new product.

WHO SHOULD ATTEND

"Technology Dev. Engineering" is for technical people on R&D teams who have challenges in developing new technologies for their next generation products. It's specifically designed for:

Scientists, engineers, and designers at all levels (including C-levels) on R&D teams of technology driven organizations.

SCHEDULE (40 HOURS)

Day 1

- Technology Dev. Engr. basics.
- Identifying functional requirements of the need.

Day 2

- Technological benchmarking, and generating new concepts.
- Evaluating and selecting the best technological concept.

Day 3

- Developing a functional model and proofing the concept.
- Developing robustness model.

Day 4

- Planning test conditions, and conducting feasibility tests.
- Optimizing the technology.

Day 5

- Planning and conducting tolerance design.
- Validating technology for readiness for products.

THE SCHOOL of Technology & Innovation

ABOUT THE SCHOOL

The School is an international research, training, and consultancy company, dedicated to provide guidance to technology development engineering and innovation engineering projects towards creating quantified value-propositions for all stakeholders, thereby, achieving competitive and sustainable business solutions.

ABOUT THE EXPERT (Dr. SUAT GENÇ)

Dr. Suat Genç is the founder and CEO of the School, who have more than 25 years of experience in the field of technology and innovation as a researcher, faculty member, engineer, consultant, and C-Level executive.

Dr. Genç is also currently a part-time adjust professor at Boğaziçi University and Board Member at Gebze Technical University Technopark in Turkey.

Up until recently, Dr. Genç served for 4 years as General Manager of BMC Power Company, developing Power-Packs (Engine, Transmission and Cooling Systems) for both military and commercial vehicles (e.g., Altay Main Battle Tank and Armored Vehicles).

Prior to these appointments, Dr. Genç was Vice President for 8 years at MAM and BİLGEM Research Centers of the Scientific and Technological Research Council of Turkey (TUBITAK). His responsibilities were methodology development for Strategy and Technology Management as well as developing new business models to transfer available technologies to industrial companies.

Dr. Genç served for 7 years as Product Development Coordinator at Turkish Institute for Industrial Management (TUSSIDE/TUBITAK), where he found the opportunity to provide professional R&D training and certification programs as well as consultation services to more than 500 companies.

Dr. Genç also worked for 5 years as a Senior Systems Development Engineer for Plug Power Fuel Cell Company (General Electric Global Research Center) in New York, where he was responsible for a wide range of technology and system development activities.

Dr. Genç received his BS degree in Mechanical Engineering from Istanbul Technical University (Istanbul, Turkey), and his MS and PhD degrees in Mechanical Engineering from Rensselaer Polytechnic Institute (New York, USA).

THE SCHOOL DIFFERENCE

The programs have been tailored by utilizing global theories and knowledge, but further enriched and enhanced by taking into account regional facts such as cultural differences, market realities, working people skills as well as management styles.

After all these adjustment and improvements, The School is ready to support regional organizations by providing step-by-step, easy-to-understand, and ease-to-implement premium process knowledge; primarily in “Technology” and “Innovation.”

OUR PROFESSIONAL PILLARS

The School is dedicated to provide services in below core areas:

**GLOBAL
R&D
SERIES**

To make things **Work**

Technology Development Engineering

To **Meet** users' needs

Product Development Engineering

To have robust **Performance**

Process Development Engineering

To make an Innovative Idea **Viable**

Design Thinking for Innovation

To **Launch** an Innovative Product

Innovation Engineering

To **Sustain** an Innovative Company

NSF I-Corps Bootcamp

**SILICON
VALLEY
SERIES**