

Short Interim Papers

During the first part of the course I will ask you to write two short papers that apply ways of thinking and mental models developed during the previous weeks to a technology domain (*noun*: specified sphere of activity or knowledge) of your choice. Both papers should be about the same domain; you should see me if this proves to be impossible.

Both of these papers should be a maximum of four (4) pages long, excluding tables or figures, 1.5 line spacing, 10 to 12 point (10-12pt) font, with 1 inch or greater (≥ 1) margins.

Due Date	Topic
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13 April	Why is this technology and its domain interesting and important? What is it that makes it significant and worthy of focus?
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What stage of evolution is your technology and its domain now in, and what have been the episodes in its evolution over time? What are the objective metrics that characterize each stage in the life cycle or episode in its evolution, such as the number of firms over time, level and rate of penetration, adoption or usage, type of technology, rate of technological change or innovation trajectory?

What are the implications of these data for technology strategy? How have customer segments and customer needs evolved over time? What are the key factors in diffusion and adoption in this domain now, and what do you anticipate that they will be in the future?

How do you anticipate the key technologies in this domain are likely to evolve? Are they likely to be subject to “natural technological limits”? Have there been, or are there likely to be significant “disruptions”? Why is this likely to happen, and when do you anticipate that it will happen?

2 May	How have the firms in this domain captured the value that has been created during each episode in the evolution of the domain? What business models have worked, and which have failed? How important are uniqueness, resources, intellectual property or complementary assets? How significant are compatibility standards or network effects?
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Looking forward, how do you anticipate the landscape for value creation will change? What are the implications for the key players within the domain, or adjacent to it and affected by it?