

Agenda – TMN Meeting #35

Meeting topic: **Technology Project Valuation**

Date: Wednesday 3rd and Thursday 4th October 2012

Venue: Eni offices: Via dell'Unione Europea 3, (Sala Nirvana), San Donato Milanese, Italy
Tel: [+39] 02 5201

On arrival please report to the Via dell'Unione Europea 3 building. Your names will be on a list, and you will receive instructions on how to reach the meeting room (Sala Nirvana)

Eni contact: Thomas Lockhart, Eni [+39] 02 520 59020/ Patrizia Saltarelli, [+39] 02 520 64625

OTM contact: Chris Dudgeon, OTM Consulting, mobile [+44] 7810 544495, office [+44] 1483 598000

Hotel: Crowne Plaza Milan Linate, Via Adenauer 3 - 20097 San Donato Milanese (MI),
Tel: [+39] 02 516001. Room rate: €146 per night

Please contact OTM if you would like them to book a room for you

Travel: Either via Milan-Linate Airport (LIN) (5km to Hotel; Taxi takes 10 minutes/ €25.00);
Or via Milano Malpensa Airport (MXP) (70km to Hotel; Taxi € 110.00);
Local 'Metro' Station: SAN DONATO; (1km to Hotel (10-15 minutes walk)

Dinner: Ristorante Bice, via Borgospesso 12, Milano, Tel: [+39] 02 7600 2572

Day 1 (Wednesday 3rd)			
1	Welcome, introductions and objectives/ agenda	OTM/ all	09.00
2	Keynote presentation by host	Eni	09.30
3	Round table sharing of successful practices/ case histories etc. related to meeting topic (see briefing notes on attached sheet)	All attendees	10.15
	Coffee		10.45
4	Round table sharing (continued)	All attendees	11.15
	Lunch		12.15
5	New Project Proposal		13.15
6	Thought-piece by External Speaker	Andrea Aparo, Ansaldo/ Finmeccanica	14.00
	Tea		14.45
7	Round table sharing (continued)	All attendees	15.00
	End of day 1		17.00
8	Dinner		18.00
Day 2 (Thursday 4th)			
9	Further round table discussion and conclusions	All attendees	09.00
10	Open-Oil discussion	All attendees	11.00
11	TMN future plans – meeting topics etc./ Any other business	All attendees	12.00
	Lunch		12.30-13.00

Presentation and Discussion Guidelines

As has happened so successfully at recent TMN meetings, all TMN members attending the meeting are encouraged to present briefly on their company's practices/ lessons learnt relating to the meeting topic.

Regarding the meeting topic, and areas to address in your presentation and discussions, the meeting topic will be '**Technology Project Valuation**'.

Based on the topic, please address the following areas in your presentation:

- How do you define the overall nature of the value expected from an R&D project?
- How do you estimate the potential financial value of R&D projects?
 - Do you estimate the value of all projects within your R&D portfolio?
 - What metrics do you use?
 - How often do you update this valuation process?
- How is 'intangible' (strategic) value handled?
 - e.g. aspects of value that cannot be meaningfully quantified in financial terms, such as HSE
- How have your company's practices in technology project valuation changed in the last few years, and how are they likely to change in the next few years?
- How is 'probability of success' estimated, and does this differ from 'risk'?
- Do you feel that attempts to estimate the 'financial value' and 'risk' of R&D projects are worth the effort?
 - What are the limitations of such approaches?
 - How do you balance accuracy of data with time and effort required to generate it?
- If you do make the effort to value technologies / R&D projects, how are such data USED (e.g. R&D project selection, or as a metric for the technology function)?