



science and technology

Department:
Science and Technology
REPUBLIC OF SOUTH AFRICA

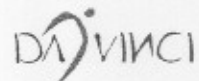


A perspective on South African Innovation Technology Top 100

Presentation to the Portfolio Committee on Science and Technology

10 October 2006

Presented by:
Stephan J Lamprecht
GM: Technology Top 100
stephan@tt100.co.za

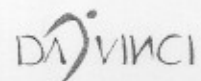


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TT100 mandate, objectives and vision



The Technology Top 100 Awards are recognised as the premier business excellence awards in South Africa. This celebration of excellence is also a celebration of truly South African innovation. – Mosibudi Mangena, Minister of Science and Technology.



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TT100 mandate, objectives and vision



- National programme
- Evaluates and assesses the application of technology and innovation (own or in-sourced)
- Encourages, motivates and honours the achievers
- Highlights the role of technology and innovation in the NSI
- Any organisation: private, public, PPP, not-for-profit, academic, science council
- Private initiative owned by Da Vinci Institute of Technology Management
- Operated with strong support from government and the private sector

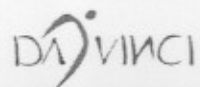


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TT100 mandate, objectives and vision (2)



- Mandated by the DST to CELEBRATE South Africa's role-models in the APPLICATION of science and technology
- We're telling the good story
- Why?
- Accelerator of growth and achievement
- Large vs. small/medium interests
- National interests



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Stakeholders



- Sponsors:
 - Department of Science and Technology
 - Eskom
 - JSE/AltX
 - FM Innovations
 - TBM
 - Da Vinci (owner)
- Endorsed by the South African Academy of Engineering
- Entrants
- Adjudicators
- Enabling environment
- Special interest groups

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Annual process



- Call for entries
 - Media campaign
 - Publicity and awareness
 - Partnership
- Adjudication
 - 1st half: Emerging
 - 2nd half: Established
 - Research activity
- Celebration
 - Twelve month celebration
 - Emerging Enabling Events
 - National Awards Banquet hosted by the Minister

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Established vs. Emerging



- **Established:**
 - Traditional TT100
 - 3 years or more in business
 - 50% of entries
 - Very much about prestige
 - Annual benchmark
- **Emerging:**
 - Recent introduction based on national activity/objectives
 - Less than 3 years in business
 - About assistance, support, critical evaluation, empowerment
 - Growth area of TT100

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Awards and recognition



- All qualifiers allowed to use TT100 logo for one year (TT100 and eTT100 qualifiers)
- Ten eTT100 qualifiers selected as 'Most Promising'
- Two overall winners: Minister's award for excellence - small and large enterprises
- Six category awards to recognise leadership in:
 - Innovation
 - Research & Development
 - Commercialisation
 - Empowerment
 - Portfolio Management
 - Social Innovation



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Figures



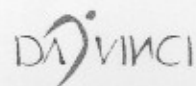
- 2005:
 - 240 entries
 - 165 face to face interviews
 - 50% Gauteng
 - 30% Western Cape
 - 20% rest
 - 65 were emerging (+/- 30%, 50% in 2006)
 - Emerging Enabling Events: 300 guests not previously involved
 - National Banquet: 840 guests
- Enormous pay-off in 2006
- BEE:
 - Emerging TT100
 - Transformation in Established TT100 enterprises
 - Adjudication
 - Media and publicity



National focus



- Cannot perpetuate the past: Gauteng only focused
- Huge focus on growing Western Cape in 2005, with intros into Kwazulu-Natal
- Resulted in substantial growth in Western Cape participation
- Difficult to penetrate KzN and Eastern Cape
- Start at local level: chambers of commerce, SEDA's, etc.
- How can the TT100 platform help to achieve local objectives
- Growth in 2006, 2007
 - Bio2Biz
 - CITI
 - PE/EL/Durban



Development areas



- Need to address specific issues relevant to entrants
- Cannot only hand out certificates
- Three key areas:
 - Funding
 - Funding survey in 2006
 - Involvement with SAVCA
 - EVM and international investment focus
 - Intellectual Property
 - Traditional weakness in most organisations: Product is king
 - In adjudication process (instruments and adjudicators)
 - Recent workshops on basic IP
 - Public Funded IP discussions included TT100
 - Research and Development
 - G8 expanded

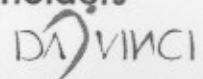


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Leveraging the media



- Moved away from media exclusivity
- Developed targeted relationships with interested journalists
- Stimulate debate on science and technology
- Focus on key development areas
- Major drive for brand building and awareness of stakeholders
- 31 placements in last six months
- 27 mentions of DST
- Media meetings with key role-players
- Regular meetings facilitated between media and stakeholders

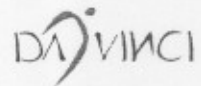


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Collaboration within NSI



- GODISA Incubator Programme (SEDA)
- Technology Transfer Offices (Innovation Fund)
- BRICS
- ESASTAP (EVM Potsdam, Innovative SA, other)
- COFISA and related DST International Relations initiatives
- Council for Public Sector Innovation – Social Innovation category
- Top-down approach supported by bottom-up work
- Provides an interface between the public instruments and private sector



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Why support TT100?



- Traditional approach: all about the National Banquet
- National Banquet still premier showcase of South African technology and innovation
 - Expand publicity
 - Reposition format
- Real value is in the opportunities to interact with the people and organisations that are at the cold face of S&T
- Adjudication process:
 - Annual yardstick for effectiveness of S&T policy and interventions
 - Commercialisation incubator for adjudicators
 - SA fundamentally different after each round of adjudication
 - Facilitates discussion and knowledge about NSI
- TT100 is neutral, objective and have no axes to grind

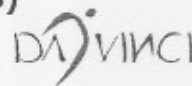


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TT100 National Awards Banquet



- Four main forms of annual celebration:
 - National Awards Banquet
 - Emerging TT100 Enabling Events
 - Ongoing celebration process
 - Media
- Thursday November 16th at the Sandton Convention Centre
- Premier business excellence awards event recognizing achievement in application of S&T
- Hosted by the Minister of Science and Technology
- Key aspects:
 - 800 guests
 - Dual platform (auditorium & dinner: awards & networking)
 - 8 awards presented (two main, six category awards)
 - Extensive media coverage and publicity

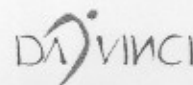


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Some examples



- Altech is largest technology company in Africa; uses TT100 as annual benchmarking platform across the board
- Idea Hub – proves entrepreneurial interests in S&T
- incuBeta – R200 mil in 3 years
- Cell-Life – opportunity through TT100 to adapt business model
- SmartGuide – changed business approach fundamentally, eTT100
- Fundamo – international acclaim, TT100 best process
- Anglo Research – developed best research laboratory in world
- Spectrum Visual Networks – used TT100 status for international credibility



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What would we like?



- Involvement in celebratory activities
- Attend Minister's National Banquet 16 November 2006
- Join media distribution list
- Use TT100 platform to understand NSI
- Provide Portfolio Committee on S&T with annual executive report; annual opportunity for TT100 feedback and overview
- Create opportunities to interface in constituencies so as to bring the good story to all South Africans

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