

# **The Two Valleys of Deaths in Technology Commercialization**

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## **Abstract**

Technology innovation is challenging and, in most cases, requires multiple inventions. These are generally done at universities, government laboratories, research and industrial laboratories, and product department's R&D groups. While the ideation, invention, and feasibility demonstration are, by virtue of their nature, high risk undertaking, productization and commercialization challenges can kill, an otherwise great technology.

First Valley of death happens when turning the technology into producible product at reasonable cost fails. Second valley of death occurs when the product does not have an existing market and cannot create a new market in any reasonable time.

In this talk, the stages of technology development along with productization and commercialization are reviewed. The two valleys of deaths will be explained in detail and several real world examples will be discussed. In the end, some general guidelines will be proposed, so that the challenges of the two valleys of deaths are better predicted and steps are taken to prepare for them and avoid them.