

# A Virtual Think Tank Tracking the Technology Revolution



## Introduction and Description of Services

**TechCast**

A Virtual Think Tank  
Tracking the Technology Revolution

# Who Are We?

TechCast is a virtual think tank focused on tracking and forecasting the emergence of new technologies.

Based at George Washington University (Washington, DC, USA) for over a decade, TechCast pools the knowledge of over 100 experts and scholars worldwide to forecast breakthroughs for over 70 technologies.

TechCast offers on-line access to forecasts and consulting services that enable client organisations to

- ✓ **Identify emerging technologies that will optimise their organisation,**
- ✓ **Identify emerging technologies that offer significant commercial opportunities, and**
- ✓ **Determine technology strategies that will create competitive advantage for the future.**

TechCast was cited by the U.S. National Academies of Science and Engineering as among the best forecasting systems available.



# Some Technologies We Cover

Alternative Energy

Telework

Star Travel

Space Tourism

Moon Base

Humans on Mars

Space Contact

Intelligent Cars

Hypersonic Planes

Automated Highways

Telemedicine

Synthetic Life

Life Extension

Artificial Organs

Genetic Therapy

Smart Sensors

Smart Robots

Nanotechnology

Micro-Machines

Virtual Reality

Thought Power

Intelligent Web

Artificial Intelligence

Power Storage

Mass Customisation

Virtual Education



# Our Value And Advantage?

- 1. Methodology:** TechCast uses a unique and advanced iterative Delphi methodology that draws on the knowledge of over 100 technology experts from around the world to develop forecasts. This methodology and intellectual base is unique among the competition and enables TechCast to bring higher value to our clients because we provide
  - ✓ More accurate forecasts,
  - ✓ A global perspective, and
  - ✓ Global coordination and rapid delivery of localised services.
- 2. Lower Rates:** Because we are a cutting edge virtual organisation we can provide high quality consulting services at lower rates.
- 3. Intellectual Resources:** As an academically based institution, we are able to draw on a significant intellectual base of experts from around the world, colleagues, graduate students, and the intellectual resources of Washington, DC.



# Our Methodology?

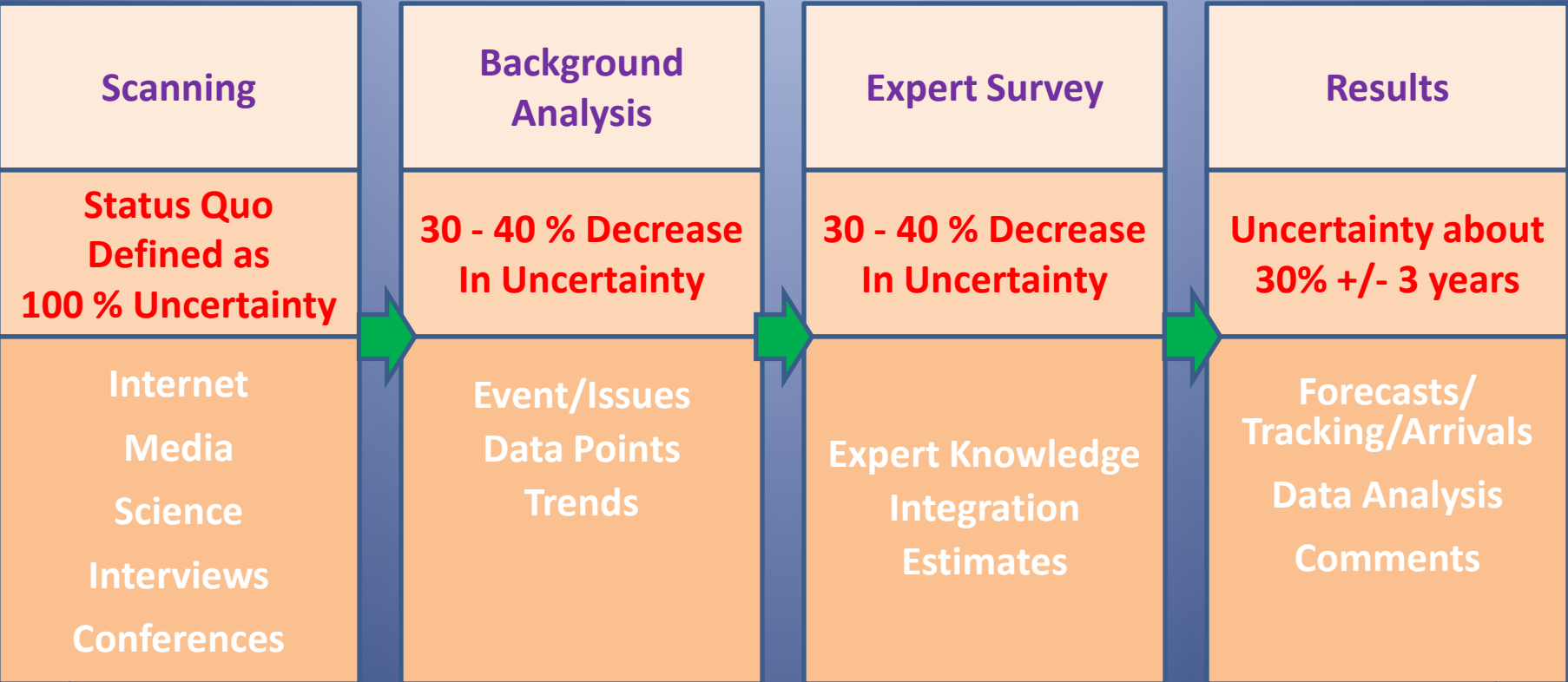
TechCast uses a unique, advanced, iterative Delphi methodology that draws on the knowledge of over 100 technology experts from around the world to develop forecasts.

This unique methodology enables TechCast to achieve an unusually high degree of certainty in forecasts.

This methodology results in a reduction of uncertainty in forecasts of 70%-80%.



# Methodology



**← ITERATIONS →**





# Our Services

***Customised Studies*** on any technology or technology industry for which clients need a better insight and understanding.

***The TechCast Team can also identify organisational needs, assess the state of the art, forecast breakthroughs, estimate market potential, analyse critical issues, build and run future scenarios, and conduct strategic studies.***

***Strategy Meetings*** designed to help decision-makers better understand the emerging technology landscape and identify potential opportunities and/or threats.

***The TechCast Team can help clients determine the strategic direction they should take to ensure future success for their organisation . Research studies are completed first, followed by deep analysis to identify strategic implications to client organisations.***

***Training Workshops*** to enable clients to develop basic in-house capabilities in technology forecasting and strategy development.



# Our Services

***Strategic Change Systems*** improvement or implementation inclusive of forecasting systems, strategic planning processes, knowledge management, scenario planning, and organisational change.

***Customised Presentations & Briefings*** on specific technology topics, strategy development, organisational and social change, and other significant topics.

***In-House Forecasting System Design & Implementation*** for clients looking to create an on-going, in-house technology forecasting activity.

***Forecasting System Operation & Management:*** for clients who wish to have the benefits of on-going technology forecasting outputs but want the function, operations and management seated externally.



# Our Experience

TechCast has consulted internationally for many corporate, governmental, and non-governmental organisations including:

- ✓ **U.S. Food and Drug Administration**
- ✓ **U.S. Environmental Protection Agency**
- ✓ **U.S. Director of National Intelligence;**
- ✓ **The World Bank**
- ✓ **Asian Development Bank**
- ✓ **Korean Electric Research Institute**
- ✓ **King Saud University**
- ✓ **Corning**
- ✓ **AOL**
- ✓ **Litton**
- ✓ **Parsons**



# What People Say

"TechCast is fantastic." *Wink Sutton, New Zealand Forestry Service*

"We have followed with interest your emerging technologies forecast and are incorporating the findings into our strategic planning." *Dr. Aviva Brecherm, U.S. Department of Transportation*

"TechCast left me very deeply impressed." *Lee Hong Kee, Samsung Corporation*

"TechCast is fascinating." *Captain R.B. Laning, U.S. Navy*

"We found your study on emerging technologies extremely interesting." *Hon. David Watson, Minister of Public Works, Australia*

"I found TechCast very stimulating." *Carl Pistorius, University of Pretoria*

"TechCast is comprehensive and organised in a very useful fashion." *Betsy Irwin, U.S. Federal Reserve*

"The site design is outstanding, and the interactive features draw you in, whether you have time or not. A great project." *Michael Michaelis, Michaelis & Associates.*



# Contact Information

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