To our new readers, welcome to Brainovation®!
And to our returning readers, welcome back.

As always, I look forward to continue to share insights into
global developments in the Innovation and Expertise fields
- and how they can work in and improve your business.
This month I comment on the commercialization of
innovation and point to a case study of a Swedish
infrastructure technology start-up.
Is your organization trying to commercialize innovation?
Share your thoughts on my blog, the Brainovation Twitter feed, Facebook page, or by email.

Our contact information is at the bottom, as well as reprint permissions. Also
included is a brief taste of what you can expect in upcoming issues.
And remember, "In knowledge organizations, learning is work, thinking is
doing"

_Anders Hemre_

**Down the drain: An innovative way of re-piping Europe**

Many European cities are struggling with basic infrastructure in need of repair
or replacement. This creates innovation opportunities. Ideas and prototypes
identify solutions. However, these don’t become actual innovations until
adopted in the marketplace. As always, bringing new products and
technologies to market requires careful planning, good timing and a skillful
execution.
Commercializing product innovations can be done in different ways such as direct sales, through distributors or by way of licensing. Entering a new market with a new technology requires particular attention. This study of Swedish technology entrepreneur Repiper illustrates the challenge involved in the firm’s attempt to enter the Italian market. It’s an interesting and well written paper, which also includes general practice theory as well as a description of the innovative Repiper® technology used in renovating drain pipes – a common challenge associated with aging buildings:

**Commercialization Strategies in an Innovative Technology Start-up**

**In the Previous Issue**
In case you missed the October issue, here it is again:

**Entrepreneurial Canada – trying hard north of the border**

**In Upcoming Issues**
Planned features for future issues of our newsletter include conversations with leading management gurus, interviews with international technology management executives as well as more readers' spotlights.

If you have feedback or questions about Brainovation, please contact me by email or through my twitter feed @geoffdahl

**Geoff Dahl**
Brainovation editor

**Guru Interviews**

Since our inception, sharing management and technology insights from around the world has been a focus of Brainovation. Now we give you the chance to enjoy all our previous guru interviews in one document.

**What the Gurus Say: Brainovation® Interviews 2007-2016** (PDF)

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Anders Hemre | Styrften 2C | 417 64 Gothenburg | Sweden