

Sample In-House Agenda

Quantitative Technology/Market Forecasting™

This two-day, applications-based, workshop teaches hands-on techniques for making quantitative technology/market forecasts using computer programs.

An Overview of Quantitative Technology/Market Forecasting (QT/MF) Principles and Techniques

- An overview of technology/market forecasting principles and techniques
- The power of quantitative forecasts
- Goals of QT/MF workshop
- Determining what to forecast

Mathematical Models and Linear Transforms

- Extrapolation of unlimited trends
- Using linear regression to improve curve fitting

Effective Use of Computers in Forecasting

- The special role of computers in QT/MF (disorganizing your computer for effective forecasting)
- Overview of several useful Excel features
- Loading of tf.Innovate

Practical Application of Mathematical Modeling Techniques

- A structured exercise using trend extrapolation and linear regression techniques

The Use of Limited Growth Models in Technology/Market Forecasting

- Using exponential with limits, Pearl-Reed, and Gompertz curves to project trends with defined limits
- Strengths and weaknesses of each trend extrapolation technique

Lead-Lag Relationships and Envelope Curves

- The use of quantitative lead-lag relationships in technology/market forecasting
- Precursor patterns: what to look for
- Formulating and employing envelope curves

Structured Exercise in the Application of Limited Growth Models

- Practice in the "real world" application of trend extrapolation techniques

Basic Substitution Models

- Projecting technology takeover using logistic curve analysis
- Projecting market takeover in a consumer market

Multiple Substitution

- How to project technology takeover when multiple, simultaneous substitutions are taking place
- Factors that can impact the rate of market takeover

Practical Application of Substitution Analysis

- How the results of substitution analysis can be used in business planning and management.

The Application of Quantitative Forecasts in Real Business Situations

- How the results of a quantitative forecast can be used in making business decisions such as economic life assessment, asset evaluation, and purchase volumes
- Examples of "real world" use of quantitative forecasts from past projects

Final Thoughts on Quantitative Technology/Market Forecasting

- How to evaluate your own and other people's forecasts
- Reality checks for quantitative forecasts

This course may be tailored to your individual needs.



13740 Research Blvd., Bldg. C, Austin, Texas 78750-1859
(800) TEK-FUTR [835-3887] or (512) 258-8898 • Fax: (512) 258-0087
E-mail: seminars@tfi.com • www.tfi.com