

CS class 16b assignment

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Q1. Evaluate Dr. Geordie Rose using the effectual conceptual framework; in terms of who he is, what he knows and whom he knows?

Using effectual conceptual framework to evaluate Dr. Geordie Rose, we can see that he possesses this entrepreneurial characteristic. He grows as he goes. He is the one who takes the route of unknown risks while hoping for the sweet results at the end. He always thinks of what he can do to contribute to his area of interest, in this case it is to research and build quantum computers. He also deeply tries to connect with other people and holds a strong commitment to ensure he can deliver a fruitful outcome. Here we will examine him through who he is, what he knows and whom he knows.

Who he is: Dr. Geordie Rose is a man of his words because before he decides to work on a project, he already has calculated all the steps to be taken. As evidence has shown, he never failed to fulfill his promise. That is his reputation. Apart from that, he holds a specific entrepreneurial identity which is the “Artisan Entrepreneur”. He is immersed in making the best quality of his product which is to build his quantum mechanics. Moreover, he has no fear in reputational, financial and entrepreneurial death risks. This is how competitive sportsmanship works within him.

What he knows: Dr. Geordie Rose held a Ph.D. in theoretical physics in quantum effects in materials. He is one of the experts in his field. He knows what he is doing. He knows that his invention would change the world, especially in the nanotechnology sector. He believes that this is the next keystone that will pave the way for the innovative projects to rely upon. He knows that mankind would benefit from this, so it is his privilege to protect his own intellectual property.

Who he knows: Dr. Geordie Rose knows some key people. These key people are the network that lets him have access to resources that he needs to gain his competitive advantage. He knows Alexandre Zagoskin who held a Ph.D. in solid-state physics and is well-known among the scientific community. He also knows Haig Farris who is the president of a private venture capital company which is specialized in financing high technology start-ups. So Dr. Geordie Rose knows that Farris can provide him with the funds and hops on this long journey with him. Last but not least, he knows Bob Wiens who is an expert in finance, and he knows that Wiens can manage the budget and analyze the net present value of the project as well as the funds that are required to successfully deliver the project.

Q2. What kind of Miles and Snow technology strategy is D-Wave using and how would you evaluate D-Wave's business model of the Research Collaborative Network?

The technology strategy that D-Wave is using is Prospector. They are the first mover who is focusing on innovation and growth in quantum technology. They try to explore far and wide. This could also be considered as a new-game across-board strategy because they are working on a project that is going to be fundamental to many other businesses and activities.

The business model of the Research Collaborative Network is a brilliant way that D-Wave Systems Inc. is following. It has both pros and cons.

Pros:

- It does not limit the manpower in conducting research. The company can get academic papers from institutes that are a part of the network by negotiating the price directly with them. The company can have that intellectual property right under their roof.
- Scientists have the opportunities to meet other researchers in the same network. This helps them to have a chance to share their ideas and research progress with each other.

Cons:

- It is very hard to keep the secret of the research since there is no ultimate control of researchers. They can just take it somewhere else. So the company may find this hard to get that full intellectual property under control.
- The researchers might find it not quite right to delay their publishing to 90 days because it hinders their peer recognition.
- It is hard for any company to grow to their best form if people who are working there do not come and interact with each other in the same place. Best ideas normally come from people's face-to-face interaction. It might delay the time for the company to achieve its goals if their people are still working in different places.