PARC Engage is a 2-day revolutionary program created to manage disruptive innovation through a repeatable framework. We assemble multidisciplinary teams of scientists and engineers to develop technology strategies and roadmaps that solve your business challenges.

From Listening and Workshop to Outcome and Solution, our collaborative program is designed to address strategic issues in an actionable way within your current business or seize new opportunities within your industry and target market.

Through PARC Engage your company can:

» Identify and leverage early technology trends across industries, illuminating potential breakthrough applications.

» Respond quickly to market changes and avoid being blindsided by emerging technologies.

» Rapidly prototype new technologies and accelerate time to market.

PARC Engage is a service that explores how different technology opportunities and technology-based solutions can impact your business, and guides you toward the best option. Our process helps to thoughtfully and strategically turn your company’s vision and growth ambition into an actionable roadmap toward new offerings.

Get the holistic approach you need with the right balance of knowledge and pragmatic action to get more from your innovation investment. Gain immediate access to our top experts and disruptive technologies.

Contact us today to begin exploring your future.

To discover how PARC can solve your business challenges, speak with an expert today:

engage@parc.com
+1 650.812.4000
PARC’s Innovation Framework

**Team**
PARC attracts the world’s most elite scientists and researchers. We comprise 300+ world-class scientists who together hold 2,500+ patents and have written 4,000+ scientific papers.

**Reach**
PARC has a rich legacy of driving innovation. We have worked with 60 active Fortune 500 customers, and helped generate $1 trillion in new industries and $60 billion in startups and spin-offs.

**Resources**
PARC is headquartered in Palo Alto in the heart of Silicon Valley, with offices in Tokyo and New York, with hardware and software labs crossing printed electronics, networking, data analytics, energy technologies, and more.

Based on a study by Washington University, 40% of today’s Fortune 500 companies on the S&P 500 will no longer exist in 10 years. As disruptive technologies continuously develop and evolve, companies must adapt to changing markets by capitalizing on external innovation resources, and often moving to new business models.

Through PARC’s custom model of open innovation we distill decades of experience in ideation and invention into a service that helps guide our customers toward the appropriate technologically focused solution. PARC’s methods combine rapid technology prototyping with design thinking, allowing even the largest enterprise to rapidly adapt to disruptive technologies.

**Impact:**
- Gaining immediate access to our world-renowned scientists and researchers, as well as to our extensive IP portfolio.
- Integrating disruptive technologies to change your competitive landscape.
- Enlisting PARC as a contributor while still controlling and maintaining the jointly-conceived ideas, vision, and roadmap.
- Leveraging emerging technologies without having to build an internal team.

Find out how PARC Engage can help your company implement open innovation to reach transformative and protectable new offerings.