

Specification Document for Knowledge Landscape™

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What is Knowledge Landscape™?

Knowledge Landscape™ is an expanse of knowledge. 'Knowledge' means different things to different people. Not all information is valuable. Therefore, it's up to individuals/organizations to determine what information qualifies as intellectual and knowledge-based assets. Knowledge Landscape™ is a medium for *collection, storage and dissemination of knowledge* at the broadest sense.

Why Knowledge Landscape™?

Information and knowledge are the thermonuclear competitive weapons of our time. Knowledge is more valuable and more powerful than natural resources, big factories, or fat bankrolls. In industry after industry, success comes to the companies that have the best information or wield it most effectively--not necessarily the companies with the most muscle. Companies that have been successful over the last few decades have been testimony to this fact.

Hence a comprehensive knowledge landscape in terms of distributed knowledge repositories which help in collection, storage and dissemination of knowledge is inevitable.

What Knowledge Landscape™ has?

Knowledge Landscape™ has "intellect capital". Intellect capital is the sum of everything everybody in the landscape knows that gives it a competitive edge. Unlike the assets with which business people and accountants are familiar--land, factories, equipment, cash--intellectual capital is intangible. In a sentence: *"Intellectual capital is intellectual material--knowledge, information, intellectual property, experience--that can be put to use to create wealth"*. It is collective brainpower. It's hard to identify and harder still to deploy effectively. But once you find it and exploit it, you win.

What Knowledge Landscape™ offers?

The benefits Knowledge Landscape™ are difficult to quantify. In today's information-driven economy, organizations uncover the most opportunities — and ultimately derive the most value — from intellectual rather than physical assets. To get the most value from a company's intellectual assets, knowledge must be shared and serve as the foundation for collaboration.

- Foster innovation by encouraging the free flow of ideas
- Create a huge intellect capital that could be leveraged for creating wealth

- Foster transfer of technology, explicit knowledge (such as patents, trademarks, licensing) from the source to implementation.

How Knowledge Landscape™ works?

The philosophy behind Knowledge Landscape™ lies in the effective collection, storage and dissemination of information. In general, however, intellectual and knowledge-based assets fall into one of two categories: *explicit or tacit*. Included among the former are assets such as patents, trademarks, business plans, marketing research and customer lists. As a general rule of thumb, *explicit knowledge* consists of anything that can be documented, archived and codified, often with the help of IT. Much harder to grasp is the concept of *tacit knowledge*, or the know-how contained in people's heads. The challenge inherent with tacit knowledge is figuring out how to recognize, generate, share and manage it.

Collection

Knowledge Landscape™ has an effective method of collecting the knowledge accumulated (explicit/tacit) from the knowledge sources and storing them in easily retrievable formats in distributed knowledge repositories. The retrieval of this knowledge could be through a pull/push technique. Collection of explicit knowledge is easier when compared to collecting tacit knowledge because in most cases the individual does not realize that he holds this know-how or probably that this could be useful to some other entity. The greatest challenge lies in collecting this tacit knowledge.

Storage

The stored data in the distributed knowledge repositories need to be searched/mined to gain insights into the knowledge accumulated. (The distributed search engine could be used here!) Prospective clients who are looking for certain ideas/technology directly or could consult the centralized experts' panel to gain access to specific information could search the knowledge in these distributed repositories.

Dissemination

Prospective clients could have ideas that need to be implemented, they could hire resources base on their knowledge potential/experience. They could also consult a panel of experts who could aid in the implementation of these ideas. These implementations could use the Virtual Workplace™, a virtual work environment that allows synergy of these knowledge carriers (!).

Few requirements:

1. The system is completely web-based.
2. The system prototype information needs to be done in Java. (Adequate help would be given to the students by the Technology Transfer Team in prototyping)

There needs to be frequent interaction between the teams working on the project and the Technology Transfer Portal team members, apart from the normal classroom interactions and video conferencing schedules to get more clarity on these requirements.

The project teams need to sign a non-disclosure agreement with the TTP Team before they could get more information on Knowledge Landscape™.

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