

# **Guidebook of IP/Technology Transfer**

# **Track 1**

## **Entry-level Tech Transfer Professional**

### **Topic 1.9.4**

**Active Marketing:  
Identifying Suitable Prospects,  
Designing a Marketing Campaign,  
Contacting, Tracking & Follow-up**

# Active Tech Marketing:

## Identifying Suitable Prospects

- Conduct on-line market research to discover companies in the markets where the invention has a Value Proposition
- Build a list of companies in various positions in the market value chain
- The list of companies to include different field-of-use applications, if invention supports multiple uses
- Expand the list by making inquiries of contacts in the industry
- Discuss with inventors
- Inquire with professional colleagues

# Active Tech Marketing:

## Identifying Suitable Prospects

- Company information (e.g., size, revenue, markets, products, R&D activity) can be very useful in approaching the contact
- Although size is not an indicator of innovativeness, companies that are small may be unlikely to have sufficient financial resources to embark on a technology acquisition
- When selecting companies for the list, always include inventor in the decision process.
- Inventor's desires for collaborating with a company are a very important factor

# Active Tech Marketing:

## Identifying Suitable Prospects

- Identify at least one person as key contact in the target company
- Vice President is a good level to target
- Business Development is often a good entry point
- Others: R&D, Marketing, maybe Sales
- Look for names of suitable contacts  
website, networking,
- Make cold-calls, if necessary, to find key contact name
- Contact information is critical: email, phone, address

# **Track 1**

## **Entry-level Tech Transfer Professional**

**Active Marketing:  
Contacting Prospects**

# Active Tech Marketing:

## Contacting Prospects

- Initially, contact all companies on the list by email, with Tech Brief attachment
- Prioritize the list; identify those that should receive more attention than others
- Analysis of companies will naturally lead to sorting them into categories:
  - likely candidates;
  - maybe candidates;
  - possibly candidates;
  - unlikely

# Active Tech Marketing:

## Contacting Prospects

- Definitely follow up contact all on the list who do not respond by a secondary email
- Follow up contact all likely candidates by phone
- With time, and if no other candidates have expressed interest, follow up in this order:
  - maybe candidates;
  - possibly candidates;
  - unlikely



# Active Tech Marketing:

## Contacting Prospects

- Keep your emails short and professional; stress that the information sent is non-confidential
- For phone calls, if necessary make a short script of the key points you will make; be prepared to make your points in less than one minute
- Be prepared with what next steps can be taken:
  - sending more detailed (non-confidential) information
  - signing a non-disclosure agreement, prior to sending confidential info
  - arranging for phone call with inventor
  - arranging for face-to-face meeting

# Active Tech Marketing:

## Contacting Prospects

- Well before initial contacts, ask inventors to prepare documentation regarding the invention (e.g., papers, data) that can be easily sent to, and reviewed by the interested party
- Be prepared to send this inventor information
- Be prepared to enter into very early, preliminary discussions about the respective institution and company, the company's business, an overview of the technology
- Maintain a professional, friendly, and personable demeanor

# **Track 1**

## **Entry-level Tech Transfer Professional**

### **Monitoring The Marketing Campaign & Follow-up**

**Thank you**

# Active Tech Marketing:

## Monitoring the Marketing Campaign

- Build a file of companies listed, with key contact information, names, emails, phone numbers
- Indicate all contact events by type and date; for example:

12 Dec      sent intro email to J. Smith

15 Dec      J. Smith responds: interested; send more info

16 Dec      send more info (data) to J. Smith

# Tracking the technology marketing campaign & follow-up

## **Bicycle Safety Institute**

[referred by Rick Lake of ASTM. Randy Swart is Exec. Dir and chair ASTM F.08.53 “Headgear” subcommittee]

[randy@helmets.org](mailto:randy@helmets.org)

03/26/14 RSC sends intro email and Tech Brief to R. Swart

03/26/14 R Swart sends email (copies Rick Greenwald -[rgreenwald@simbex.com](mailto:rgreenwald@simbex.com) and Rick Lake [rlake@ASTM.org](mailto:rlake@ASTM.org)), criticizes Tech Brief

03/26/14 RSC responds to Swart: thank you and we’ll respond soon

04/07/14 PStreeter sent email: replies to Swart’s message critical of Tech Brief with explanation

09/12/14 RSC sent email: would you like a copy of the Summary Report?

## **Black Diamond Equipment, Ltd.**

12/13 RSC sends intro email & Tech Brief to Chris Grover, VP

03/05/14 RSC sends 2<sup>nd</sup> intro email & Tech Brief to C. Grover

## **Bullard**

12/xx/13 RSC sends intro email & Tech Brief to Well Bullard, Dir. of Marketing

03/05/14 RSC sends 2<sup>nd</sup> intro email & Tech Brief to W. Bullard

## **Columbia**

12/xx/13 RSC sends intro email & Tech Brief to Michael McCormick, Exec VP

03/05/14 RSC sends 2<sup>nd</sup> email & Tech Brief to M. McCormick

## AMVAC Chemical Corporation

4695 MacArthur Court, Suite 1200

Newport Beach, CA 92660

Website: <http://www.amvac-chemical.com>

<http://www.amvac-chemical.com/Contact-Us>

888.462.6822

**Glen Johnson**, Senior Vice President – Business Development & Marketing

[glenj@amvac-chemical.com](mailto:glenj@amvac-chemical.com)

01/13/15                      RSC sent intro email to Glen Johnson

04/27/15                      RSC sent intro email, Tech Brief & intro ltr to Glen Johnson

Follow-up Actions: EAFIT TTO to send email to Glen Johnson

## BASF

26 Davis Drive

Research Triangle Park, NC 27709

Website: <http://basf.us>

General info (NJ): 973.245.6000

Mark Kearns, Technology Scout [mark.kearns@basf.com](mailto:mark.kearns@basf.com)

01/13/15                      RSC called and left voicemail: who to contact regarding new technology?

04/28/15                      RSC sent a message (via AUTM) to M. Kearns: who to send email to?

04/28/15                      M. Kearns responds with email: send info to him

04/29/15                      RSC sent email to M. Kearns, Intro ltr & Tech Brief

04/29/15                      M. Kearns responds: will review and respond

# Tracking the technology marketing campaign

- Active follow up should be done within 4 weeks of initial contact
- If no interest, consider waiting for 2-4 months before redoing the campaign;
- Consider waiting to redo the campaign until there is new information to send out (e.g., new data result, patent issued, other)
- Also consider rewriting the Tech Brief for a different angle, different perspective
- Review the invention, its inventiveness, and its market relevance; make changes if necessary



# Technology Marketing follow-up:

- 5% initial response is typical
- Response increases to 35%-50+% by follow-up phone calls
- Significant increase in response if you market the relationship rather than the technology

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**Thank you**