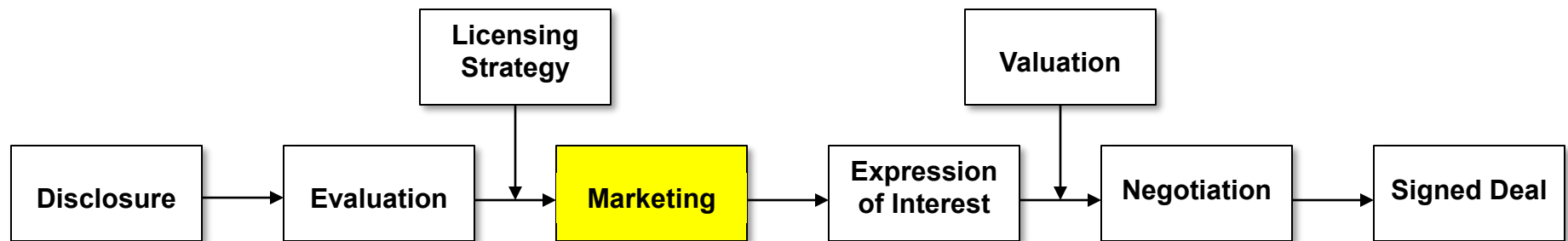


Technology Marketing

Dr. Ashley J. Stevens
President



The Technology Transfer Process

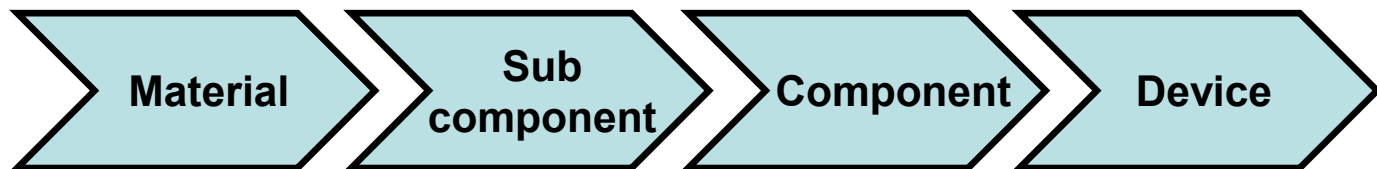


Some Key Strategic Questions

- ❑ Value Chain Strategy
- ❑ Licensing Strategy

Value Chain Analysis

- ❑ Where in the supply chain does your technology fit?
- ❑ How far forward in the supply chain does the technology's value add let you integrate?
- ❑ The further forward you go, the more value you capture
 - ❑ e.g., a new material



- ❑ Most supply chains have been so disaggregated that you can usually find a contract manufacturer

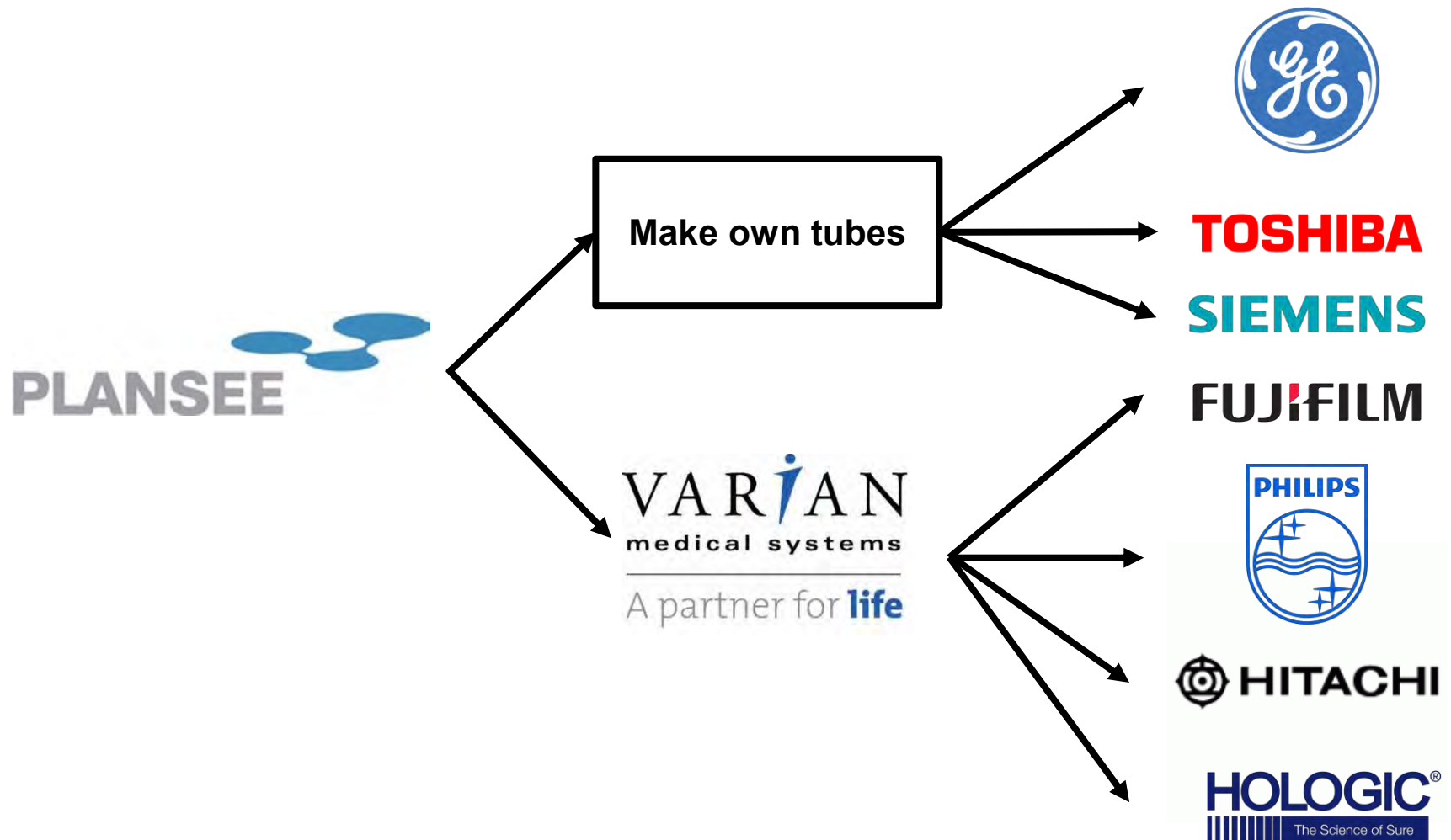
Example: A Material for an Improved X-Ray Anode

- ❑ The supply chain options:
 - ❑ Make the material and sell to anode manufacturers
 - ❑ Make anodes and sell to X-ray tube manufacturers
 - ❑ Make X-ray tubes and sell to X-ray system manufacturers
 - ❑ Make and sell X-ray systems to healthcare providers
- ❑ The supply chain realities:
 - ❑ Only a few manufacturers of X-ray systems
 - ❑ Only one manufacturer and seller of X-ray tubes
 - ❑ Only one manufacturer of anodes

X-Ray Anode
Manufacturers

X-Ray Tube
Manufacturers

X-Ray Machine
Manufacturers



Example: A Material for an Improved X-Ray Anode

- ❑ The only strategic options:
 - ❑ Make anodes and sell to the four tube manufacturers; or
 - ❑ Make the material and sell to the one anode manufacturer
- ❑ Strategy:
 - ❑ Talk to tube manufacturers and see if they're happy with Plansee
 - ❑ If not, maybe a start-up opportunity
 - ❑ If they are – buy a ticket to Austria

Technology Marketing

Technology Marketing

- ❑ It's not like marketing a product...and..... it's not like sales
- ❑ What is it?
 - ❑ Putting the right information.....into the right hands.....at the right time
- ❑ Why is it important?
 - ❑ Technology/IP does not sell or license itself.....(even “good” technology)
 - ❑ Technology Transfer without technology marketing.....is like one hand clapping

We Market Technology Two Ways

- ❑ Passive Marketing
 - ❑ Shot gun marketing
 - ❑ Putting the Tech Brief out on the web
 - ❑ Hope somebody finds it
 - ❑ Necessary first step
 - ❑ Generates things for second step
- ❑ Active Marketing
 - ❑ Rifle shot marketing
 - ❑ Fire off the Tech Brief to:
 - ❑ Carefully selected contacts
 - ❑ At carefully selected companies
 - ❑ Labor intensive
 - ❑ Second priority

Passive Marketing

- ❑ Your own website
- ❑ Other peoples' websites
 - ❑ Portals
 - ❑ Don't pay for access to a portal
 - ❑ Which portals do companies visit?
- ❑ Social media

Some Technology Portals

❑ AUTM Innovation Mktplce <u>innovation-marketplace</u>	<u>https://autm.net/surveys-and-tools/databases/autm-innovation-marketplace</u>	
❑ iBridge	<u>www.ibridgenetwork.org</u>	
❑ Inngot	<u>www.inngot.com</u>	
❑ Innoget	<u>www.innoget.com</u>	
❑ MassTechPortal	<u>mttc.org/tech-portal/</u>	Massachusetts
❑ NineSigma	<u>www.ninesigma.com</u>	Open Innovation
❑ Technologie Allianz	<u>www.technologieallianz.de</u>	Germany
❑ Tynax	<u>www.tynax.com</u>	
❑ University Technology	<u>www.university-technology.com</u>	Scottish Universities
❑ Wellspring	<u>www.wellspring.com/products/technology-scouting</u>	
❑ Yet2.com	<u>www.yet2.com</u>	

Technology Marketing

- ❑ AUTM Innovation Marketplace
 - ❑ Launched in 2013 at Annual Meeting (as Global Technology Portal or GTP)
 - ❑ 23,000 technologies
 - ❑ Biggest technology portal in the world
 - ❑ The one portal all companies will visit!
 - ❑ Must have one member of AUTM in good standing to list your technologies
 - ❑ Or pay \$200

Technology Marketing

- ❑ MassTechPortal
 - ❑ <https://mttc.org/tech-portal/>
 - ❑ Forerunner and inspiration for AUTM Innovation Marketplace
 - ❑ Created by MATTO and Mass Technology Transfer Center
 - ❑ Automatic feeds from all TTO database systems
 - ❑ Feeds into AUTM Innovation Marketplace
 - ❑ Contact Martin Son at Tufts for help

Your Own Country

- ❑ Your own tech transfer association should have a portal to showcase the technologies available from the universities in your own country

Active marketing

- ❑ Research to identify companies who should be interested
 - ❑ Professor's input critical
 - ❑ He knows:
 - ❑ Where his graduates now work
 - ❑ Who co-publishes with his competitors
 - ❑ Who's at the conferences he goes to
- ❑ Market Assessment will have identified potential licensees
- ❑ Founded on person-to-person contact
- ❑ Professional relationships
- ❑ Networking is the key!

The “Right Hands”

- ❑ Obvious company/technology fits
- ❑ Non-obvious company/technology fits
- ❑ Initial contacts: upper-level management
 - ❑ VP (R&D, Business Development, Licensing)
 - ❑ Licensing professionals (e.g. STEM, LES, AUTM)
 - ❑ Marketing dept
- ❑ Contacts in professional settings/networking
- ❑ Meetings and conferences
- ❑ Technology brokers
- ❑ Scanning trade journals, other media
- ❑ Eventual linkage with technical evaluators
- ❑ Orchestrating the technical, business contacts

Social Media

- ❑ Tools:
 - ❑ LinkedIn
 - ❑ Groups to market
 - ❑ Find contacts
 - ❑ Twitter
 - ❑ Facebook

Social Media

❑ Tools:

❑ YouTube

- ❑ A picture is worth a thousand words
- ❑ A movie is worth a thousand pictures
- ❑ http://www.innovationamerica.us/index.php/innovation-daily/19903-is-this-the-best-startup-launch-video-ever?utm_source=innovation-daily---your-daily-newsletter-highlighting-global-innovation-news-and-trends&utm_medium=gazetty&utm_campaign=03-08-2012
- ❑ Launched DollarShaveClub.com
 - ❑ Mark Levine and Michael Dubin.
 - ❑ \$4,500 to produce
 - ❑ March 2012
 - ❑ Bought by Unilever for \$1 billion in 2016

Technology Marketing “Facts of Life”

- ❑ It's practically impossible to predict (despite thorough research) if a company will or will not be interested in a particular technology.
- ❑ Successful technology transfer is probabilistic
- ❑ However, the technology marketing professional can improve the probabilities significantly

The “Right” Time

- ❑ It is very difficult to predict the “right” time for any given company and a particular technology
- ❑ Look for obvious potential for strategic positioning:
 - ❑ Entry into new market
 - ❑ New product in existing market
 - ❑ Enhance current product portfolio

Sources of Leads that Resulted in Licenses

<u>Source</u>	<u>%</u>
Inventor	56%
Marketing efforts of OTT	19%
Company called university	10%
Research sponsor requested license	7%
Unknown	7%

Source: "Where do the leads come from? Source data from six institutions" Jansen and Dillon,
Journal of the Association of University Technology Managers, 11, 1999

Marketing Documents: Quad Charts & Tech Briefs

- ❑ The vehicles for communicating the value proposition
 - ❑ Makes sure you understand the technology
- ❑ Used to market technologies through the website, targeted marketing campaigns and at trade shows