



**Pending Presidential Memorandum:**

***Role of IAWGTT &  
Implications to 2012***

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# ***White House Innovation Initiatives***

- **September 2009: Release of President Obama's "Innovation Strategy"**

**A STRATEGY FOR AMERICAN INNOVATION:  
DRIVING TOWARDS SUSTAINABLE GROWTH AND QUALITY JOBS**



**SEPTEMBER 2009**

# ***White House Innovation Initiatives***

- **WH Innovation & Entrepreneurship working group (Dec 2009 – August 2010)**
  - 9/2010: Launched *i6 Challenge Grants (EDA)*, *Regional Innovation Clusters (SBA)*, *Rural Innovation Initiative (USDA, RD)*, *SBIR-TT (NIST)* pilot program
  - Report out with recommendations for FY 2011-initiatives
- ***"Startup America "* roll out January 31, 2011.**
- ***"A Strategy for American Innovation: Securing Our Economic Growth and Prosperity"* released February 4, 2011.**

Startup America

# Startup America

"Entrepreneurs embody the promise of America: the idea that if you have a good idea and are willing to work hard and see it through, you can succeed in this country. And in fulfilling this promise, entrepreneurs also play a critical role in expanding our economy and creating jobs."

-PRESIDENT BARACK OBAMA, JANUARY 31, 2011



## Startup America Initiative

Roll out on January 31, 2011

Eisenhower Executive Office Bldg, South Auditorium

### Startup America FAQ's

Posted on January 30, 2011 at 07:01 PM EST

What is the role of the federal government in **Startup America**? In accordance with the President's call to action, the Administration is creating a supportive environment ... What is the **Startup America Partnership**? The partnership is a key element of **Startup America**. As President Obama noted in his call to action last week, it is up to us on whether or not we are creating ... of **Startup America**. Leaders in the **Startup America Partnership**, an independent alliance to mobilize resources, include Steve Case, co-founder of AOL and Chairman of the Case Foundation.



# A STRATEGY FOR AMERICAN INNOVATION

Securing Our Economic Growth and Prosperity

National Economic Council, Council of Economic Advisers,  
and Office of Science and Technology Policy

FEBRUARY 2011



## ***A Strategy for American Innovation: Securing ...***

Released February 4, 2011

the WHITE HOUSE PRESIDENT BARACK OBAMA



BLOG

PHOTOS & VIDEO

BRIEFING ROOM

ISSUES

the ADMINISTRATION

### **Strategy for American Innovation: Executive Summary**

[Home](#) | [Executive Summary](#) | [Introduction](#) | [Invest in Building Blocks](#) | [Market-Based Innovation](#) | [Catalyze Breakthroughs](#) | [Appendix A](#) | [Appendix B](#) | [Appendix C](#)

## **White House Innovation & Entrepreneurship working group *et seq.***

- ***May, 2011: What policy proposals could be developed for a Presidential Memorandum to address Technology Transfer & Commercialization from Federal laboratories?***
- Brenner volunteered 6 weeks full time to work with OSTP / NEC on issue (“informal detail” with Ginger Lew)
- Convened several sessions of full IAWGTT, and core IAWGTT agencies; included IDA / STPI authors
- Provided document of proposed actions submitted to Ginger Lew
- Draft PM developed, reviewed by agency “Deputies” (June 16)
- Finalizing PM for agency review through OMB (agency comment / review closed 30 September 2011)

**PROMOTING COMMERCIALIZATION OF FEDERAL INNOVATIONS (pre-decisional working draft of ideas; close hold, not for distribution)**

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(Report to Ms. Lew based on IAWGTT discussions)

- 1. Enhance research collaborations across federal agencies, universities and the private sector. (4 Actions proposed)**
- 2. Improve access by the private sector to federal technologies and innovations. (3 Actions proposed)**
- 3. Facilitate commercialization clusters through local/regional partnerships. (3 Actions proposed)**

PROMOTING COMMERCIALIZATION OF FEDERAL INNOVATIONS (pre-decisional working draft of ideas; close hold, not for distribution)

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(Report to Ms. Lew based on IAWGTT discussions)

**1. Enhance research collaborations across federal agencies, universities and the private sector. (4 Actions proposed)**

**Goal:** Foster greater coordination across the research community for more rapid scientific advancements and innovations.

- **Promote greater flexibility across federal labs in assisting commercialization by sharing best practices and unique authorities across agencies.**
- **Utilize CRADA and other federal agency instruments such as NASA's Space Act authority to develop multi-institution (federal and/or university) collaborations with private sector companies.**
- **Ensure adequate funding, within the existing R&D budget, to assist in-house personnel and the private sector, start ups and small / medium businesses access and commercialize the technologies developed with federal funding.**
- **Ensure adherence to the highest ethical standards.**

PROMOTING COMMERCIALIZATION OF FEDERAL INNOVATIONS (pre-decisional working draft of ideas; close hold, not for distribution)

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(Report to Ms. Lew based on IAWGTT discussions)

2. ***Improve access by the private sector to federal technologies and innovations. (3 Actions proposed)***

**Goal:** Provide consolidated access to technologies available for commercialization from all federal laboratories through development of a comprehensive single source, and increase licensing through business friendly, innovative approaches.

- ***Provide single point of access to innovations and inventions across all laboratories.***
- ***Develop enhancements to licensing practices from federal agencies.***
- ***Develop authority for federally owned copyrights for software innovation.***

PROMOTING COMMERCIALIZATION OF FEDERAL INNOVATIONS (pre-decisional working draft of ideas; close hold, not for distribution)

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(Report to Ms. Lew based on IAWGTT discussions)

3. **Facilitate commercialization clusters through local/regional partnerships. (3 Actions proposed)**

**Goal:** Synchronize federal, regional, state, and local community resources to assist businesses to succeed in the commercialization of federal innovations.

- **Enhance commercialization ecosystem by fostering federal lab engagement with economic development entities, state & local governments.**
- **Enhance the use of partnership Intermediaries**
- **Provide greater access to unique or underutilized federal R&D assets through Enhanced Use Lease (EUL) authority and other facility use agreements**

**Presidential Memorandum regarding  
Technology Transfer and Commercialization**  
*5<sup>th</sup> Draft (OMB final September 26, 2011) circulated  
to agencies for comment*

Draft August 8, 2011

**Presidential Memorandum Regarding Technology**

**Transfer and Commercialization**

Draft August 26, 2011

Draft September 26, 2011

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

SUBJECT: Accelerating Commercialization of Federally-Funded Research and Reducing Barriers to the Formation of High-Growth Businesses

Section 1. Policy. Innovation fuels economic growth and the creation of new industries, companies, jobs, products and services, and global competitiveness of U.S. industries. One driver of successful innovation is technology transfer -- the private sector adoption of research outcomes -- of Federally-funded research from universities and Federal laboratories to the marketplace. One of the goals of my Administration's "Startup America" initiative is to foster innovation by increasing the economic and societal impact from Federal research and development (R&D) investments. This will be accomplished by committing each executive

# Presidential Memorandum regarding Technology Transfer and Commercialization

*5<sup>th</sup> Draft (OMB final September 26, 2011) circulated  
to agencies for comment*

## **Section 1. Policy.**

“... One of the goals of my Administration’s “Startup America” initiative is to foster innovation by increasing the economic and societal impact from Federal R&D investments. This will be accomplished by committing **each department or agency that conducts R&D** to improving the results from their **technology commercialization activities**. *The aim is to increase the successful outcomes of these activities by 50% significantly over the next five years while simultaneously achieving excellence in our basic and mission-focused research activities.*”

**Presidential Memorandum regarding  
Technology Transfer and Commercialization**  
*5<sup>th</sup> Draft (OMB final September 26, 2011) circulated  
to agencies for comment*

***Section 2. Establish and Track Performance  
Metrics***

***Section 3. Streamline the Federal Government's  
Technology Commercialization Process***

***Section 4. Facilitate Commercialization through  
Local and Regional Partnerships***

**Presidential Memorandum regarding  
Technology Transfer and Commercialization**  
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**Section 2. Establish and Track Performance  
Metrics**

- **Executive departments and agencies w/federal labs shall develop (*within 180 days*) 5-yr plans (2013-2017) and establish performance goals (baseline 2011); now changed to 2009 or 3-yr average**
- **IAWGTT will identify opportunities for improving technology transfer from Federal labs...**
- **Secretary of Commerce and NIST, in consultation with other agencies, shall refine / expand where appropriate, metrics for annual summary**
- **Heads of exec departments / agencies shall ensure performance evaluations adopt technology transfer efforts**

# **Presidential Memorandum regarding Technology Transfer and Commercialization**

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*Section 2. Establish and Track Performance Metrics*

## **Section 3. Streamline the Federal Government's Technology Commercialization Process**

- ***Review licensing practices to reduce the time required to license their technologies **by the maximum practicable extent*****
- ***US CIO and CTO (working with other agencies) ... ensure that all publicly available federally owned inventions are listed on a public database, such as data.gov; develop strategies to increase the usefulness and accessibility of this data ; report progress to OMB and OSTP within 120 days***
- ***SBIR participating Federal agencies to implement administrative practices that reduce the time from application to award **by the maximum practicable extent**; encourage private sector co-investment in SBIR grantees; seek partners for mentoring programs and Proof of Concept Centers; and track outcomes for supported applicants.***

# **Presidential Memorandum regarding Technology Transfer and Commercialization**

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*Section 2. Establish and Track Performance  
Metrics*

*Section 3. Streamline the Federal Government's  
Technology Commercialization Process*

**Section 4. Facilitate Commercialization through  
Local and Regional Partnerships**

- **Encourage executive departments and agencies with Federal laboratories to partner, consistent with their missions & authorities, *with innovation intermediaries ...***
- **Pursue or invoke authorities, *such as Enhanced Use lease...tailored to engage in public-private partnerships leveraging relationships with incubators, accelerators, R&T parks... on or near Federal labs...***
- ***... engage in public-private partnerships outside the geographic area of their Federal labs, especially in rural America, but focused on technical areas of importance to their mission, to further the commercialization of *science-based innovations arising from federal laboratories.****

## Summary

# Presidential Memorandum regarding Technology Transfer and Commercialization

- **Declares and elevates importance of technology transfer & commercialization from federal labs**
- **Holds agencies accountable for developing plans and metrics *tailored to their mission* – for enhancing technology transfer & commercialization**
- **Recognizes role of IAWGTT at NIST / Commerce to lead these efforts (i.e., does not establish separate agency / authority to dictate federal activities)**

**Gives Federal technology transfer professionals the role of defining and implementing enhancements**

### Pending IAWGTT activities:

- **partnership with Office of Government Ethics**
- **seeking limited copyright authority for software**