

# NCI Technology Transfer Branch

Current Marketing Tools  
and  
Future Plans

Bonnie Chamberlain

# Topics

- Current Tools for Marketing CRADA Opportunities
- Marketing Problems
- Future Marketing Plans

# Currently Used Tools

- TTB Web Site
- Exhibit Booth at Conferences
- List Serve
- Direct Marketing
- Partnership Brochure

# TTB Web Site

- <http://ttb.nci.nih.gov>
- Post all CRADA opportunities on web
- 50% of monthly hits to the site
- Other technology exchange web sites

# Exhibit Booth

- Focus on smaller, business development oriented conferences
- TTB's booth next to OTT's booth
- Lead retrieval
- Distribute CRADA opportunity packets and brochures
- One-on-one discussions

# List Serve

- 250 names
- Mail one CRADA opportunity each month
- Names from 2 sources:
  - Web-site sign up
  - Lead retrieval

# Direct Mailings

- NIH Library staff do searches for relevant companies.
- Materials sent:
  - CRADA opportunity
  - Journal articles
  - Other relevant documents
  - Cover letter

# Partnership Brochure

- Developed by NCI offices and OTT
- Identifies NCI programs seeking partnerships with commercial companies
- Helps TTB staff as well as companies

# Marketing Problems

- Identity Problem –TTB?, NCI?, NIH?
- Remember to ask – “Where did you hear about the CRADA?”
- Lack of Ph.D. Level Biological Science Background
- List Serve Maintenance

# Future Plans

- Schmoozer
- List Serve Maintenance Improvements
- Web Usability Testing
- CRADA Opportunity Post Cards
- Direct Mail Improvements
- Advancing Early Stage Technologies

# Schmoozer

- Strong science background, extrovert, likes to travel.
- Attends conferences to network and market CRADA opportunities
- Speaks at conferences about the NCI's tech transfer program.
- Triage calls about marketed CRADAs

# Other Plans

- Automate transfer of leads to the list serve
- Usability analysis of TTB's web site
- CRADA opportunity post cards
- Follow-up with direct mail recipients

# New Initiative

- Develop a process to review CRADA opportunities not yet partnered
- Peer review of the science
- Identify available NCI or NIH resources to advance early stage technologies

# Summary

- Current Tools for Marketing CRADAs
- Marketing Problems
- Future Plans