

**Aberdeen Proving Ground  
Business Development Office**  
*An Intermediary In Action*

# Outline--An Intermediary In Action

*Research & Analysis*

*IP Protection*

*Design*

*Marketing*

*Event Support*

*Partnership Creation*

Presented by

Blake Sajonia & Christina Frain

Contract Operators of the APG BDO

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# Disclaimer

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# APG BDO as an Intermediary

## Mission

- Serve as a Single Point of Contact to APG
- Market APG Resources
- Promote collaborations among federal agencies, state and local government, academia, and industry

*Intermediaries support the efforts of existing tech transfer and business development offices or fill a gap where those offices don't exist*



# Research & Analysis: Beware of Extraterrestrials

- Use intermediaries to filter inquiries and requests
- Make sure basic details are known before referring
- Save resources by choosing even potential partners wisely

<http://www.dogpile.com>

<http://dunandbradstreet.com/us/>

<http://www.hoovers.com/free/>



# IP Protection: Turn butcher paper to gold

- Better balance the workload to maximize number of quality patents
- Tap into specialized legal and technical expertise
- Help the patent attorney work more efficiently by gathering and presenting details for a quality application

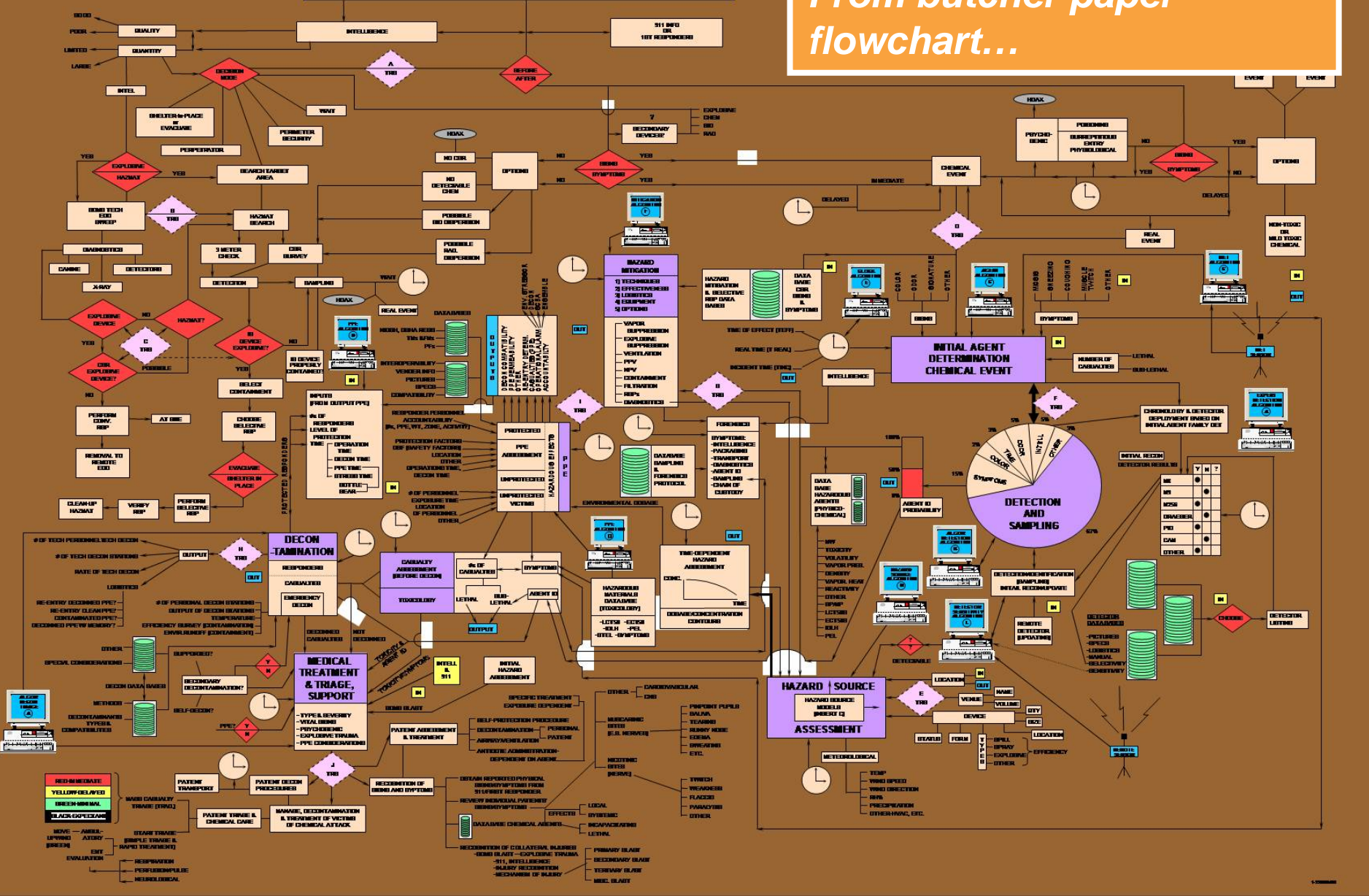
## ***INVENTOR INTERVIEW***

*We need to show how your invention is new, useful, and nonobvious; check that there is no statutory bar; and describe the invention in such detail that the reader can make and use the invention.*

# AUTOMATED DECISION-AID SYSTEM FOR HAZARDOUS INCIDENTS (ADASHI) WITH TRAINING OVERLAY

From butcher paper flowchart...

## DETAILED INITIAL HAZARD EVENT ASSESSMENT



**...to a solid patent application which was easily licensed...**

SYSTEM AND METHOD FOR HAZARDOUS INCIDENT DECISION SUPPORT  
AND TRAINING

RELATED APPLICATION

- 5 This application is a non-provisional application claiming benefit under 35 U.S.C. 119(e) of U.S. Provisional Application Ser. No. 60/184,376, filed February 23, 2000.


FIELD OF THE INVENTION

10 The present invention is related to decision aids and in particular to providing a time-dependent decision aid for responder action to hazardous incidents.

BACKGROUND OF THE INVENTION

In the past decade, Government officials in the United States have expressed heightened concern over the threat posed by weapons of mass destruction and the country's vulnerability to an attack

# ...to commercial product line



**ADASHI**  
AUTOMATED DECISION AID SYSTEM  
FOR HAZARDOUS INCIDENTS

[▶ ABOUT](#)   [▶ PRODUCTS](#)   [▶ SUPPORT](#)   [▶ CONTACT](#)

**▶ THE ADASHI PRODUCT LINE**

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The ADASHI product line provides civil authorities responding to chemical, biological, radiological, nuclear or explosive (CBRNE) events with an integrated picture of the event and an intelligent processing of gathered intelligence that will support detection, mitigation, personal protection, decontamination and medical triage. The ADASHI decision aids are derived from subject matter experts, physics-based models, and experience in the development of tactics, techniques, and procedures for dealing with HAZMAT incidents.

**▶ FIRST RESPONSE®**

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ADASHI First Response is a basic subset of the ADASHI framework designed for responders founded on well-known tools such as CAMEO and ERG 2000. It provides emergency responders, decision-makers, and support personnel with a user-friendly, intelligent PC-based tool.

[>> ORDER FIRST RESPONSE ONLINE](#)

# Design: Stop and talk to ME!

- Good design gets someone to act
- Don't overwhelm, confuse & intimidate with clutter
- Serve as a mediator to keep all parties focused on the booth's goal of getting visitors to stop & talk

## ***HINTS FOR GETTING GOOD CONTENT***

- *Avoid org charts, schematics and images pulled from the web*
- *Get photos or graphics that print 8.5" x 11" at 300dpi-minimum- SmartScale can help*
- *Try stock photography- [gettyone.com](http://gettyone.com), [punchstock.com](http://punchstock.com)*
- *Minimize text and make it BIG*



What are these things and how  
can they help your business?

# Design: Stop and talk to ME!



# Marketing: Ma Bell is the Key

- Call good target companies, don't just rely on ads & articles
- Take advantage of connections intermediaries have in the business community
- Intermediaries & lab teams can use web research to find companies to contact

<http://www.hoovers.com/free/>



# Event Support: Focused booth bunny coalitions

- Coordinate teams that have never worked together
- Help team collectively focus on lead generation
- Free lab representatives to attend sessions and work the exhibit hall

## OTHER HINTS FOR BOOTH SUCCESS

- Don't sit behind a table as standing individuals are more inviting*
- Use leadsheets and take notes to facilitate follow-up*
- Employ icebreakers to kick-start conversations*
- Guide conversations to get to the visitor's real need*



# Event Support: Focused booth bunny coalitions

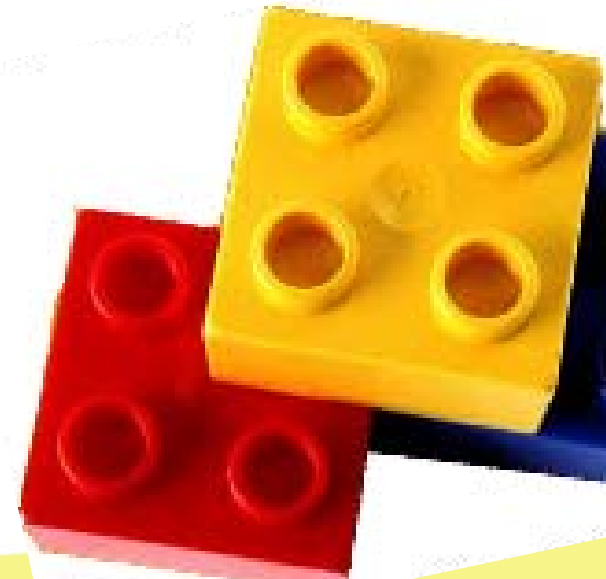


# Partnership Creation: Think Legos®

- Partnership creation is the goal
- You have many tools at your disposal
- Flexibility is the key

To overcome, *“No”*, *“You can’t do that”*, *“That’s not how we do it”*, etc.

- Silent objections or concerns are the worst



# Legoland®



# Recap: Intermediaries can be useful

## *Remember--*

- Research & Analysis: Beware of extraterrestrials
- IP Protection: Turn butcher paper to gold
- Design: Stop and talk to ME!
- Marketing: Ma Bell is the key
- Event Support: Focused booth bunny coalitions
- Partnership Creation: Think Legos®

# Contact

**Blake Sajonia**

301-987-5700

[bsajonia@teamtrsg.com](mailto:bsajonia@teamtrsg.com)

**Christina Frain**

301-980-3919

[cfrain@teamtrsg.com](mailto:cfrain@teamtrsg.com)

<http://www.teamtrsg.com>