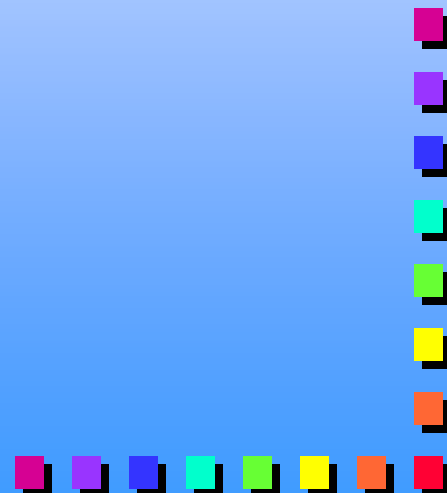


# *Expanding Your Horizon*

## **FINDING NEW PARTNERS AND NEW STRATEGIES FOR TECHNOLOGY TRANSFER**

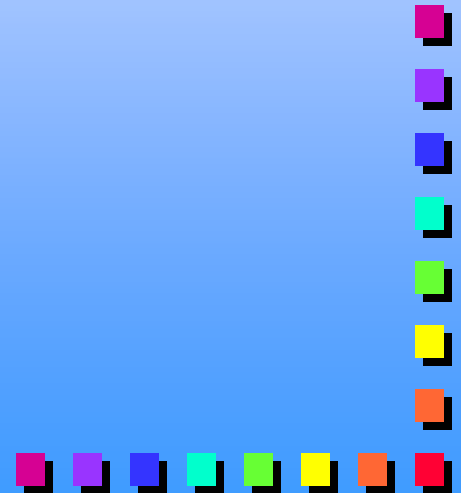
**Dave Appler**  
**FLC DC Representative**

**September 15, 2004**



## *Data Points*

Some data points that should alter your thinking  
and your strategy



## *Points to Ponder*

US funding of academic R&D has grown 70% from 1990-2002

Strategy – Find the other agencies and labs that fund universities in your lab's interest area

Use technology transfer to leverage off other investments

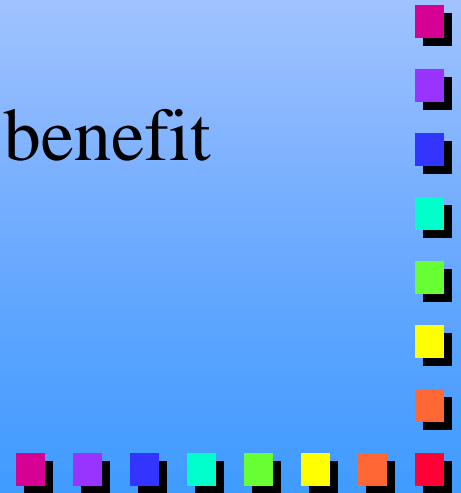


## *International Alliances*

New international technology alliances per year have tripled in the last 20 years

US in 80% of those alliances

Strategy – Find an alliance to join and/or benefit from working with your lab



## *Industry Support*

Industry funds 68% of all US R&D

55% of industry R&D goes outside the funding company including Federal labs

What industries can benefit from your lab's capabilities?

Should the sharing of IP rights be considered differently?



# *Manufacturers*

High technology based manufacturing has doubled over the last 20 years

Manufacturers want your technology

100's of Manufacturer related associations

Strategy – Look for opportunities, like the PDMA Conference in Chicago on Oct. 23-27, to connect to the manufacturers



## *Targeted Information*

General PR helps, but develop some targeted information like

1. Hot sheets on your latest lab projects
2. A sample of a CRADA, patent license, and work for other/facility use agreement from your lab



## *Uniqueness*

3. What is the strength of your lab or what makes it unique

Technologies

People Skills

Facilities and equipment

Test and fabrication

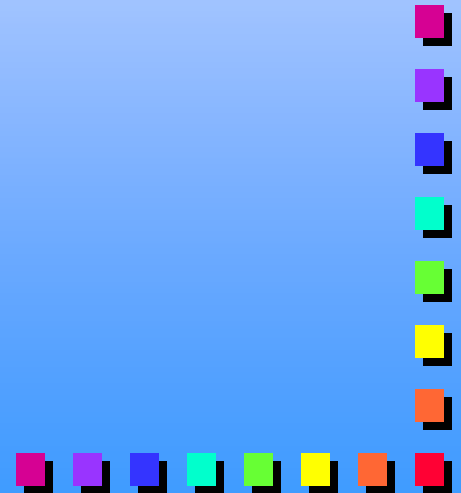
4. A list of companies attending a conference (developed in advance) that you want to meet.



# *Team With Economic Development*

Get a local, regional, or state economic development activity to host an open house at your lab

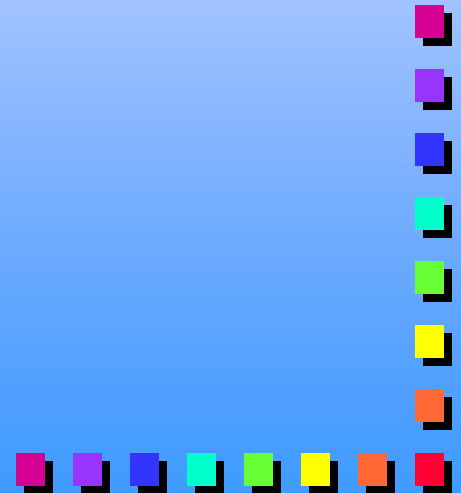
Let them screen attendees to this invitation only event



## *USE Of CRADAs*

Use of CRADAs to obtain funding from other  
Federal agencies

Use CRADAs to increase lab manpower



## *How Do I Do That?*

How can a lab do that?

3710a. Cooperative Research and Development Agreements

(a) Federal labs (and CRADAs) can:

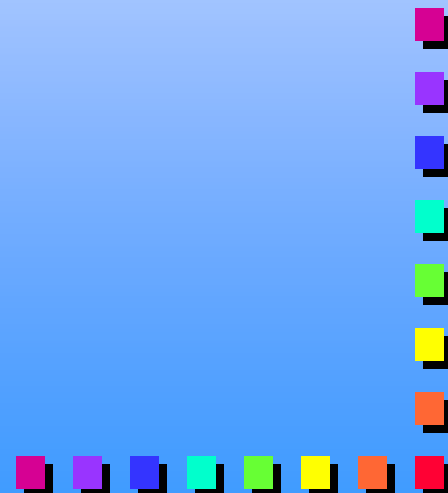
(1) enter into CRADAs with other Federal agencies, state and local government, industrial organizations, public and private foundations (including universities)



## *How Do I Do That?*

(b)(3) A laboratory may:

(A) accept, retain, and use funds, personnel services, and property from a collaborating party



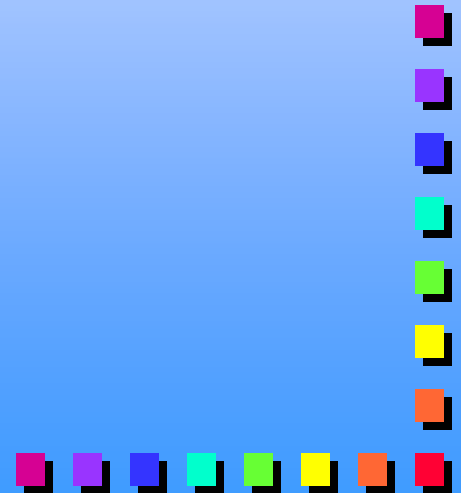
## *How Do I Do That?*

- (B) Use funds received from a collaborative party to hire personnel to carry out the agreement who will not be subject to full-time equivalent restrictions of the agency



# *World's Best Technology*

A Partnership Between the  
Federal Laboratory Consortium for Technology  
Transfer (FLC) and the National Seed and Venture  
Fund (NASVF)



## *Purpose*

To create an environment that encourages the transfer of federally-funded technology to those that can bring it to the marketplace.



# *Applicants*

- Who and Why?
- Mentoring the presenters.
- Cost to attend/present/exhibit.
- How to apply with hints to getting accepted.
- How many technologies are they looking for?



# *Stages of Technology*

- *Platform Technology* – potential to spawn many products
- *First in the Space* – potential for a whole new industry
- *Close to Market* – few barriers or steps to becoming actual commercialized technology



# *WBT04*

World's Best Technology 2004 (WBT04)  
March 21 – 23, 2004, Arlington, Texas



## *WBT04 Results*

- 260 participants
- 60 world class technologies
- 67 seed investors and corporate licensors
- By August 1, six technologies have received \$19 million in VC and R&D funding committed



# *WBT 05*

MARCH 28-30, 2005

ARLINGTON, TX

