

## REGIONAL INDUSTRY AWARD

**Nominee's Name:** The West Virginia High Technology Consortium Foundation

**Affiliation:** The West Virginia High Technology Consortium Foundation

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The West Virginia High Technology Consortium (WVHTC) Foundation recently launched an Internet portal – [www.navytechmatch.com](http://www.navytechmatch.com) – that is designed to foster the transfer of technology out of government laboratories and also among organizations (Navy, Industry, and Academia). The site has already proved to be invaluable to Navy ORTAs who need quick access to information on their IP holdings and Industry users who are trying to improve their knowledge base and working relationship with the Navy. Specific issues that were addressed and problems that were solved include:

1. Navy patents available for licensing can be searched from a single location; the information was previously accessible only through the searching of approximately 19 different Navy lab web sites.
2. An overview of individual laboratory capabilities and a comprehensive listing of facilities available to industry and other government partners (e.g. via CRADAs) within those laboratories is now available at a single site; the information was previously accessible only through the searching of over 40 Navy lab web sites.
3. Email features are incorporated that allow industry, academia, and other government partners to quickly communicate with ORTAs at the laboratories. In addition, ORTAs can add “marketing” information into the system database that serves to enhance industry’s understanding of the technology available.
4. The site captures technology transfer success stories that serve to illustrate to industry the benefits of working with the Naval laboratories.

The Navy TechMatch Internet portal development effort was noteworthy in that the design requirements were generated through the careful consideration of the needs of the Navy ORTAs, candidate industry and government partners, and the Office of Naval Research. Over 30 well-documented interviews were conducted to support the generation of detailed system design requirements.

Not only did the team develop a complex Internet portal, but they were able to orchestrate a comprehensive outreach effort to Industry and government. Included in this outreach effort was a direct mailing campaign, an email campaign, and the development of a high-quality tradeshow booth and tradeshow support material. This outreach resulted in over 200 individuals becoming registered users during the first week of operation.

Since the Phase I launch, the site has been used extensively by the Navy ORTAs as a tool to help them manage their technology transfer and technology management activities