TRANSPARENCIES FOR UNIT 15

CLASSIFYING, EVALUATING AND MANAGING TECHNOLOGIES FOR TRANSFER

OVERVIEW

- The Elements of Technology Management
- Attributes of a Technology Management System
- Users and Beneficiaries of a Technology Management System
- Soliciting and Identifying Candidates
- Classification
- Evaluation
- Transfer Strategy
- Implementation: File Cabinet or Floppy



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ELEMENTS OF TECHNOLOGY MANAGEMENT

- Awareness and Identification
- Classification and Evaluation
- Transfer Strategies
- Protection
- Markets and Marketing

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ATTRIBUTES OF A TECHNOLOGY PORTFOLIO MANAGEMENT SYSTEM

- INVENTORY
- CLASSIFICATION
- MARKETING
  - Reports of Contact
  - "Needs" Information
- TRACKING
  - Status
  - Current Activity
  - Time and Event Flags
- CULLING
- FINANCIAL MANAGEMENT
  - Costs
  - Value
- INTERACTION WITH RELATED SYSTEMS
- VERSATILITY
  - Uses
  - User Groups

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USERS AND BENEFICIARIES OF A TPMS

- ORTA, or Other Technology Manager
- Laboratory Management
- Agency Management
- Other Federal Laboratories
- Marketing Manager or Consultant
- Seekers of Technology
- Inventors/Identifiers

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SOLICITING AND IDENTIFYING CANDIDATE TECHNOLOGIES

- Technology Portfolio Doesn't Just "Happen"
- Disclosures
  - Invention (Traditional)
  - Application Awareness
- Formal Searches
  - Internally Initiated
  - Externally Initiated
- Evaluation Process
  - New Applications
  - Related Technologies
- Patent Files
- Project Reports

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CLASSIFYING TECHNOLOGY

- WHY CLASSIFY?
  - Describe
  - Evaluate
  - Manage
  - Market
- SELECTION OF ATTRIBUTES
  - Number
  - Importance
  - Commonality
- LABORATORY RELEVANCE
- MARKET RELEVANCE
- FLEXIBILITY



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EVALUATING TECHNOLOGY

- Context in the Innovation Process
- Market Perspective
- Applications
  - Product or Service
  - Ultimate User Group
  - Probable Delivery Sector
  - Candidate Transferees
- Quick and Dirty Questions
  - Quantification and Description
  - Development Status
  - Protection Status
  - Novelty
  - Value
    - Market Pull
    - Market Test
    - Third Party Assessments
    - Internal Assessment
- Remember Your Competition

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TRANSFER STRATEGY

Context, Application Related

- Process Options
  - Drop
  - Publish
  - Protect, but Do Not Transfer
  - Joint Development Program
  - Exchange Personnel
  - License
  - Sell
- Transferee Options
  - Established vs. Startup
  - Large vs. Small
  - Regional vs. National
  - Domestic vs. Foreign

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IMPLEMENTATION CONSIDERATIONS

- Attribute Matrix
- Compatibility
- Cost
- Equipment Availability
- Users
- Size



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16