

T2 COMMERCIALIZATION

Innovation is at the heart of Technology Commercialization

T2 STRATEGY PROCESS

The T2 process typically includes:

- Identifying new technologies
- Protecting technologies through patents and copyrights
- Fostering partnerships with existing private sector companies creating new startup Companies based on the technology



T2 COMMERCIALIZATION STAKEHOLDERS

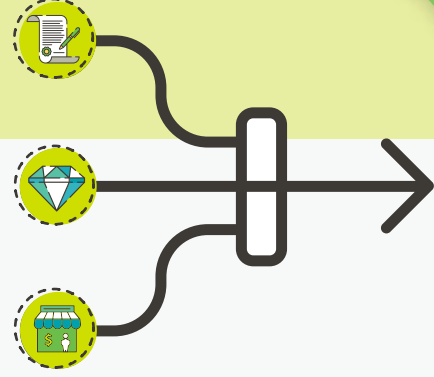
Technology commercialization is a multi-stage process involving different stakeholders (industrialists)

- First time investor
- Investment Group
- Entrepreneur
- Business Thrill Seeker
- Small Business Owner
- Collective, Partnership, LLC, Co op

T2 COMMERCIALIZATION PROCESS

The commercialization process may begin with an idea or concept for a new product, service, or process, and end when it successfully reaches the public and creates financial value. This is typically accomplished through:

- Licensing an invention
- Developing a new product or service
- Creating a new business



Innovation or Invention KNOW THE DIFFERENCE!

INNOVATION
IMPROVING ON OR MAKING A SIGNIFICANT CONTRIBUTION TO AN EXISTING PRODUCT, PROCESS OR SERVICE

INVENTION
THE CREATION OF A PRODUCT OR INTRODUCTION OF A PROCESS FOR THE FIRST TIME

Technological Progress:

- The absorption and adaption of existing technologies to create new products or services
- Invention of new-to-the-world technologies

Keep in Mind - A finished technology must:

- Fulfill a market need
- Is capable of creating a new market
- Be able to compete with products with an established market presence

As a Industrialist, when deciding on the right product to take to market, you must consider:

- If a finished technology fits into your product development cycles
- If the know-how, intellectual property, or expertise associated with the technology has value
- If you know how to take a product to market, run a business, have the resources or know the industry and have contacts

Creating a new business is also referred to as "mind-to-market".

TECHNOLOGY TRANSFER "T2" IS THE PROCESS BY WHICH EXISTING KNOWLEDGE, FACILITIES, OR CAPABILITIES DEVELOPED UNDER FEDERAL R&D FUNDING ARE UTILIZED TO FULFILL PUBLIC AND PRIVATE NEEDS

TECHNOLOGY TRANSFER IS SUCCESSFUL WHEN A TECHNOLOGY IS ACTUALLY PURCHASED AND USED AS A PRODUCT OR SERVICE TO CONSUMERS

PRODUCTS OR SERVICES CREATED THROUGH COMMERCIALIZATION MAY BE "NEW TO THE WORLD" OR "NEW TO THE REGION OR COUNTRY"

Technology Commercialization involves:

- Moving a specific technology to the market

Ideas may come from:

- Universities
- Businesses
- Individual Inventors