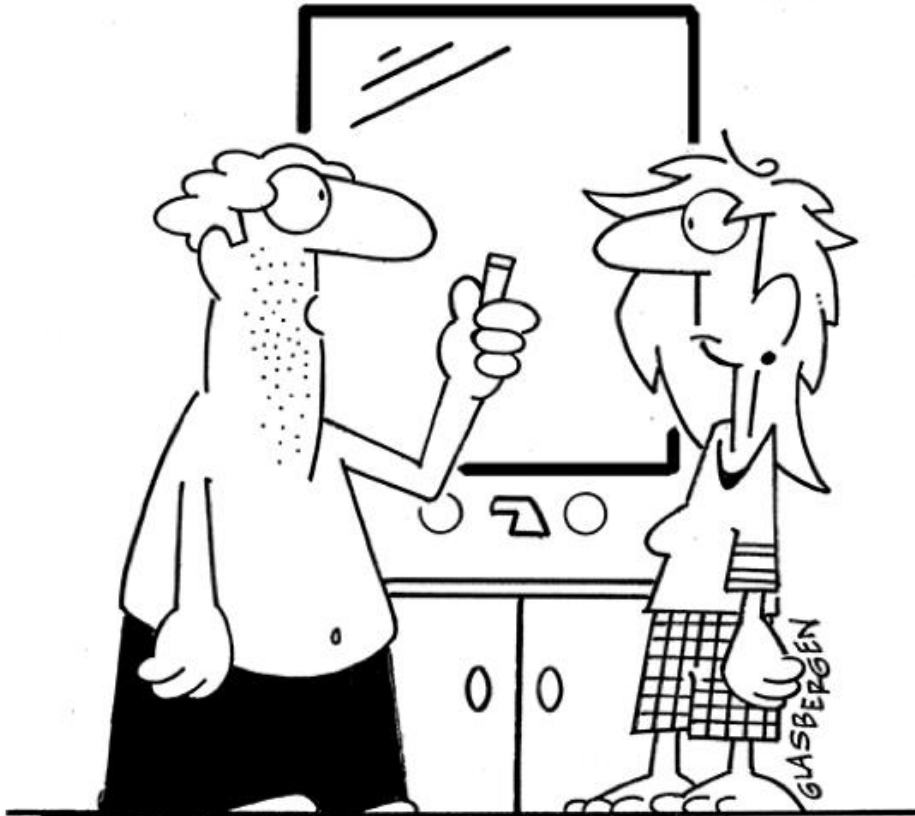




# What is tech commercialization?

- Process of converting ideas and approaches into marketable goods or services.
- Assignment of technological intellectual property, developed and generated in one place, to another through legal means such as technology licensing or franchising.



**“It’s a toenail clipper that gets Facebook, checks my e-mail and makes phone calls. What do you mean, why do I need that?”**



# Tech Commercialization Assistance

- Encountering Innovation - Preparation, Pitch, and Poster Events
- SBIR/STTR Training and Assistance
- Ideation
- Our team (Alan, Bill, Jack, Karl & Tom)

*Note: Tech commercialization model is Based on Goldsmith*



## Encountering INNOVATION

- Finding technology clients with solutions that matches DoD identified problems
- Assessing the technology
- Prepare the client to pitch their innovation
- Supporting commercialization efforts by our clients



# DoD Tech Scouts are looking for all kinds of solutions

- Medical (i.e. skin, innovative splints)
- Communications (i.e. blocking cell phone use, securing communications)
- Fuel/Energy (solving support logistics & transportation problems)
- Housing
- Denial of service







# SBIR/STTR

SMALL BUSINESS INNOVATION RESEARCH  
SMALL BUSINESS TECHNOLOGY TRANSFER

- Partnership/provider with Wichita State University delivering the FAST grant program services to help access \$2.4 billion worth of US federal seed capital.
- Training potential and existing grant applicants
- Advising and connecting to various resources

# Ideation

- Helping people onto the path of deploying innovative ideas.
- Connecting people to find synergies in products or services that wouldn't happen any other way.



# Business Development approach

- Tech commercialization closely aligns with other types of business development
- Accessing funding resources
  - SBIR/STTR
  - VC's and Angels
  - Industry groups
  - Federal government procurement
- Main elements include:
  - Developing an idea (including technology)
  - Protecting the innovation (IP & Market Position)
  - Business model development (planning, marketing, finance and management)







# Commercialization Approach Science/Technical Track



- Technical Analysis
- Feasibility
- Engineering
- Pre-production Prototype
- Production



# Commercialization Approach Marketing Track

- Market Analysis
- Market Feasibility
- Strategic Marketing Plan
- Market Valuation
- Sales & Distribution
- Market Diversification





# Commercialization Approach Business Track

- Product Strategy Analysis
- Economic Feasibility
- Strategic Business Plan
- Business Start-up
- Business Growth





# What About Rural Access

- Every Kansas SBDC region contributed innovations that were pitched to the DoD in our October 2017 Encountering Innovation Week events.
- Applied for USDA economic development grant to reach out to all of rural Kansas during 2018-2019.
- Commercialization opportunities we hope to find include ag related and innovative solution for other

# Outcomes



- **Funding**

- SBIR grant can range from \$100 → \$millions (with \$2.4 Billion available to competitive applicants).
- DoD investment can be any amount of product development (with \$95 Billion available to private/public research and development)
- Angel/VC are looking for investment opportunities, there are no practical limits to the opportunities

- **Jobs Creation**

- Creating/keeping jobs here in Kansas
- Developing rural opportunities and wealth