

# RTI's Innovation Advisors

Connecting Science and Business



Innovation Explored



Innovation Enabled

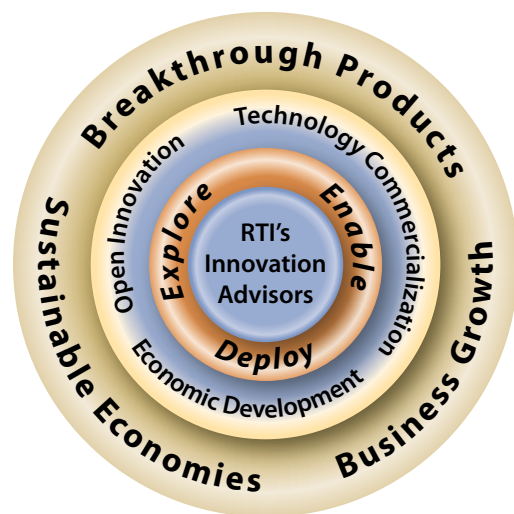


Innovation Deployed

**Innovation is the currency for competitive advantage.** What does that mean for you and your organization? Maximize the impacts from your innovation activities by partnering with RTI. We work at the intersection of innovation and opportunity to provide keen insight, analysis, and connections to identify growth opportunities, commercialize emerging technologies, and transform communities.

To compete in a global economy, corporations, regions, and R&D organizations alike face the challenge of connecting science and business. The solution increasingly depends on finding the right partner—a partner who not only links new innovations to market applications but also has the foresight to see emerging trends that will drive commercialization success and economic growth.

RTI's Innovation Advisors provide a thorough understanding of a wide array of technologies and markets. Coupled with our expansive global network, we become **your connection between scientific discovery and business opportunity.**



## RTI's Innovation Advisory Services

	Innovation Explored	Innovation Enabled	Innovation Deployed
	<i>Open Innovation</i>	<i>Technology Commercialization</i>	<i>Innovation-Led Economic Development</i>
<b>Clients:</b>	Corporations, government labs	University technology transfer offices, government labs, R&D companies	State and local governments, regional organizations, nonprofits
<b>Benefits:</b>	Helping clients identify enabling technologies, growth opportunities, and new partnerships via proactive, proven methods that extend vision and reach	Translating science and innovation into business or partnership propositions to commercialize emerging technologies	Transforming communities by applying innovations in economic and workforce development, entrepreneurship, and science and technology
<b>Services:</b>	<p><b>Innovation Management</b> Needs analysis, road-mapping, and multi-disciplinary ideation sessions that generate creative ideas to solve tough problems</p> <p><b>Market Intelligence</b> Analysis of the market opportunity for a new technology or innovation for use in strategic business and product development plans</p> <p><b>Landscape Analysis</b> Research of a technical field that identifies global technology innovators, describes the state of the art, and illustrates innovation trends</p> <p><b>Technology Scouting</b> Discovery of solutions to R&amp;D challenges and the uncovering of innovations that can revolutionize current product lines through proactive processes</p> <p><b>Partnership Development</b> Identification of organizations with appropriate technical matches, plus negotiation support for licensing and partnership agreements</p>	<p><b>Opportunity Assessment</b> Timely and perceptive analysis of the market opportunity for a technology, based on direct market feedback and secondary research</p> <p><b>Technology Marketing</b> Thorough understanding of market sectors, including market segmentation and size, competing technologies, market barriers, and technology fit</p> <p><b>Licensing Support</b> Creation of a realistic, objective valuation plus support in negotiations, leading to win-win licensing deals</p> <p><b>Strategic Advisement</b> Consulting on technology commercialization and IP management issues, including strategic business plans and training on technology transfer issues</p>	<p><b>Strategic Planning and Policy Development</b> Evaluation of community assets (e.g., economic, social, innovation-related) to develop broad-reaching strategies to accelerate knowledge, wealth, and job creation</p> <p><b>Industry, Technology, and Market Assessments</b> Analysis of industry and technology trends, community innovation assets, and market opportunities for use in the development of specific action plans for supporting key industries and/or commercializing research</p> <p><b>Program Evaluation and Benchmarking</b> Program and performance evaluations to track the progress of initiatives and to measure economic impact and return on investment</p>

### More Information

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RTI International is one of the world's leading research institutes, dedicated to improving the human condition by turning knowledge into practice. Our staff of more than 2,800 provides research and technical expertise to governments and businesses in more than 40 countries in the areas of health and pharmaceuticals, education and training, surveys and statistics, advanced technology, international development, economic and social policy, energy and the environment, and laboratory and chemistry services. For more information, visit [www.rti.org](http://www.rti.org).

RTI International is a trade name of Research Triangle Institute.