

# Innovation Enabled

## RTI'S TECHNOLOGY COMMERCIALIZATION SERVICES



Guide Technology Investments



Increase Licensing Revenues



Connect to Partners



Inform Strategic Decisions

**Innovation is the currency for competitive advantage.** So how do you optimize value from your R&D investments? What are the most promising market opportunities for your innovations, and who are the major players in those spaces? Most important: How can you effectively connect with potential commercial partners? With over 40 years of experience building partnerships around emerging technologies, RTI provides the all-important bridge from the lab to the marketplace. **That's innovation—enabled.**

Effectively translating scientific discoveries into real-world applications requires a blend of business and technical expertise; objective, unbiased analyses; and connections to industry. But all too often, resource constraints and organizational pressures challenge technology commercialization efforts.

RTI's Innovation Advisors extend your capabilities and provide a variety of services that can transform your research and development (R&D) activities into commercial successes. We serve as an ideal strategic partner—one who can address the specific needs and concerns of your organization. In short, we provide:

- **Vision:** strategic planning and problem-solving support in areas including resource allocation, intellectual property (IP) management, and performance metrics
- **Technical bandwidth:** cross-market visibility to capitalize on diverse commercialization opportunities
- **Objectivity:** independent, thorough assessment of your technologies' true market potential
- **Connections:** partnership and licensing opportunities through effective marketing strategies

### Why RTI?

As an international nonprofit research institute, RTI is a unique partner in the world of technology commercialization. We bring:

- **Strong technical and business understanding** across multiple industries and technology fields to identify cross-market applications for your innovation
- **Proven, proactive methodologies** that are comprehensive, yet highly specific to client needs
- **World's largest network** of technology and business support partners—marketing your innovation opportunity across 45 countries through RTI's exclusive membership in the Enterprise Europe Network
- **Over 40 years of experience** conducting thousands of assessments, commercializing hundreds of technologies, and advising on best practices in technology transfer
- **Access to more than 2,500 internal RTI researchers and experts**, expanding our knowledge base and extending our commercialization capabilities to the lab



RTI supports clients across the full innovation continuum, from early-stage R&D to commercialization. Our insightful analyses contribute to a solid understanding and development of the value proposition of a technology and allow our clients to make informed decisions on their commercialization strategies and investments.

## Opportunity Assessment

Timely and perceptive analysis of the market opportunity for a technology, based on direct market feedback and secondary research

## Market Research

Thorough understanding of market sectors, including market segmentation and size, competing technologies, market barriers, and technology fit

## Technology Marketing

Implementation of communication strategies that translate the science and innovation into a business or partnership proposition

## Licensing Support

Creation of a realistic, objective valuation plus support in negotiations, leading to win-win licensing deals

## Strategic Advising

RTI's four decades of experience provide a strong foundation for advising on technology commercialization and IP management issues, including:

- strategic business plans for technology transfer offices
- business incubation practices
- technology transfer and economic development
- state- and institution-level policy
- training on technology transfer topics

## RTI's Technology Commercialization Services

OPPORTUNITY ASSESSMENT	<b>Assess Commercial Opportunities</b> IP status Technology readiness and state of the art Commercial market needs Ability to produce	MARKET RESEARCH
	<b>Analyze Market Sectors</b> Technology benefits to various markets Market players/level of competition Available distribution channels Cost of entry/regulatory drivers Alternate solutions	
TECHNOLOGY MARKETING	<b>Develop Value Proposition for Licensee/Partner</b> Economic (revenue, savings, etc.) Strategic (competition, market timing, etc.) Emotional (human desire, momentum, etc.)	LICENSING SUPPORT
	<b>Attract Qualified Partners</b> Targeted communications Ability to succeed in market Assets of value Investment required Need for exclusivity	
	<b>Develop Negotiation Strategy and Agreement Terms</b> Exclusivity (level, time, limitations, etc.) Up-front fees/royalty rates/minimums Performance milestones	

### More Information

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