Life as an Innovation Advisor:

Technology Commercialization, Landscaping, and Ideation

2020 Internship Showcase

Blaide Woodburn

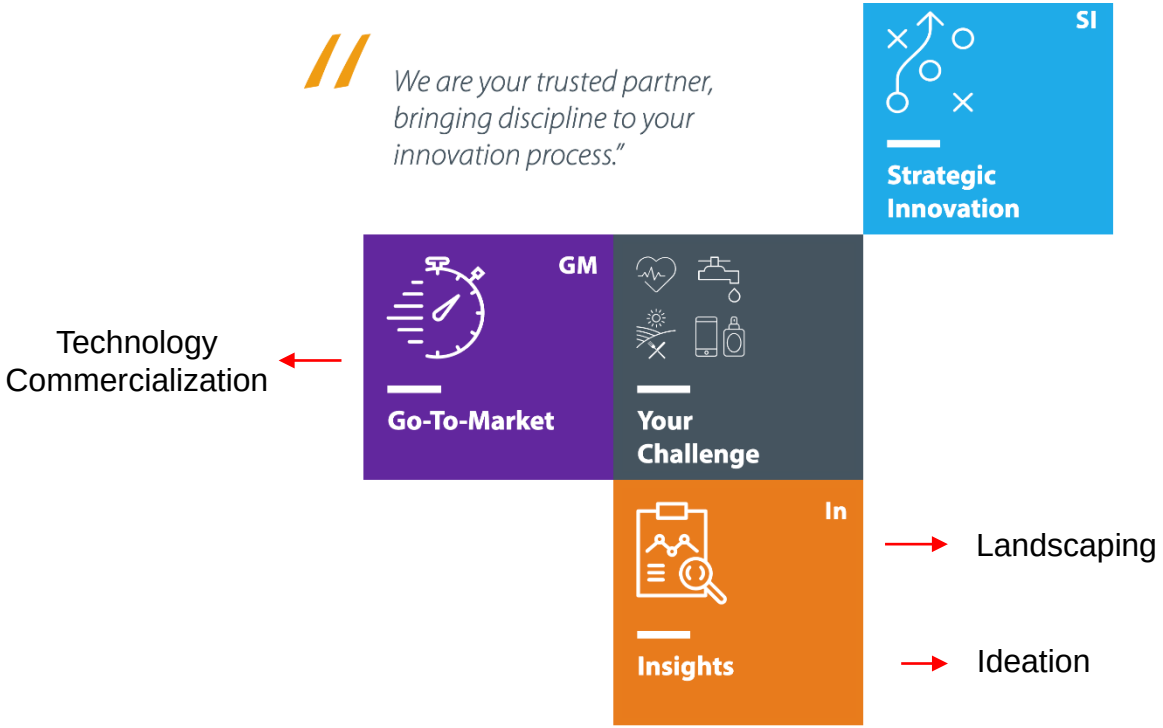
UNC-Chapel Hill

internships@rti.org

RTI INTERNATIONAL

Innovation Advisors Perform a Variety of Tasks for a Diverse Client Base

- ✓ RTI Innovation Advisors (IA) assist a diverse portfolio of clients in a wide range of industries including Consumer Products, Health, Food and Agriculture, and Water.
- ✓ IA facilitates Strategic Innovation, helps client's Go-To-Market with their products, and can providing meaningful Insights into a specific field/market.
- ✓ As an IA Intern, I have primarily been involved in Go-To-Market and Insight related projects.



Technology Commercialization for NASA

01

NASA Researchers Develop Technology

02

Researchers Submit Technology to NASA Tech Transfer Office

03

NASA Provides RTI with background to begin Technology Opportunity Assessment

03b

Generating Technology Opportunity Assessment Sheet

- Purpose: Inform and attract potential licensures
- Distilling wealth of primary/secondary market research into informative and aesthetic brochure-like format
- Ideating on potential uses and applications

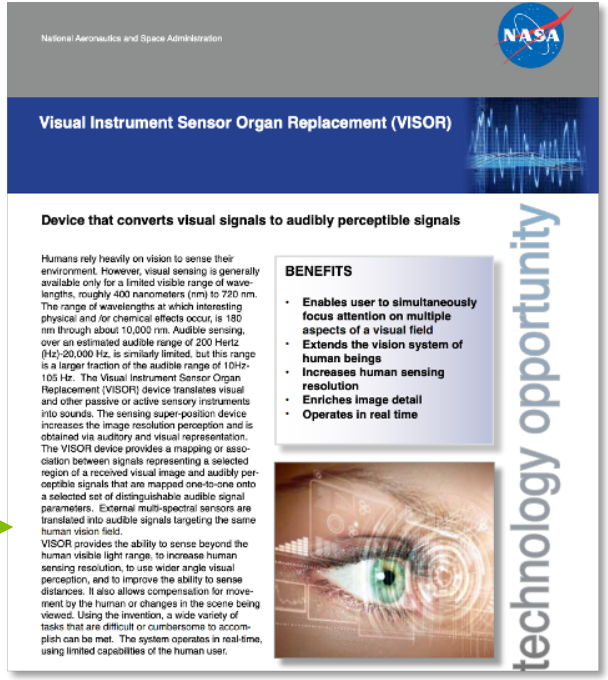


Image courtesy of NASA:
https://www.nasa.gov/sites/default/files/arc-15578-2.pdf

Landscaping: Shallow Snorkeling and Deep Dives

- ✓ Clients approach Innovation Advisors (IA) with a specific interest, but need a broader perspective or more granularity.
- ✓ IA conducts extensive secondary research on the area of interest that includes regulations, scientific validity, trends, technologies, key opinion leaders, market opportunity, and costs.
- ✓ I was responsible for distilling regulation information, profiling technologies and helping facilitate Mind Mapping sessions and interviews with industry experts.

Landscaping Overview

Client

Client A Client B

Topic

Healthy Indoor Air

Technologies for Commercial Disinfection

Approach

Secondary Research

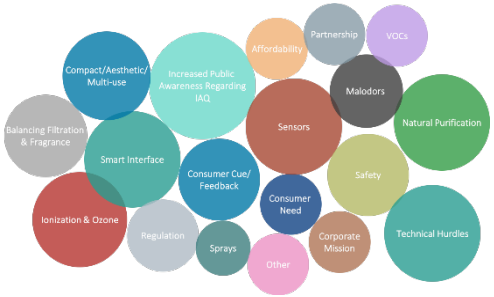
Interviews with industry experts

Mind Mapping

Ideation: Providing the Resources Necessary for Informed Thought

- ✓ After landscaping, conducted ideation sessions with clients to identify overarching areas of interest, market opportunities, or pain points.
- ✓ Utilized multiple different tools including ThinkTank and Mural.
- ✓ I was responsible for helping facilitate and contribute to sessions and transforming resulting data into more quantitative graphics.

ThinkTank Session

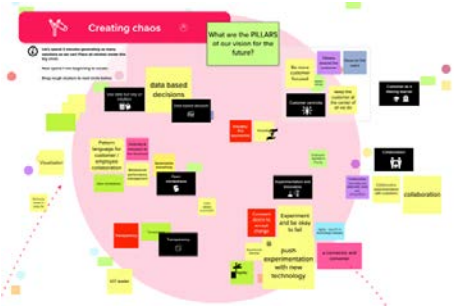


Client A

Client B

Innovation Advisors

Mural Session



Acknowledgments

The Team

- Cary Strickland
- Yogesh Abichandani
- Rebecca Shute
- Amy Rydeen
- Andy Helminger
- Allison Sykes
- All RTI & IA Staff

Thank you

Contact: Blaide Woodburn | email: internships@rti.org