AUTM Professional Development Programs
www.autm.net/events

Tips for Managing Technology Transfer Website Design, Content & Maintenance

Welcoming remarks will begin at
11:55 a.m. Eastern Time.

The formal presentation will begin at Noon Eastern

FOR AUDIO:
To connect by phone: dial +1-866-365-4406 Access code 5627649
To connect by VoIP: Click the AUDIO button at the top of the screen.

For a list of international toll-free numbers check your confirmation email for the direct link.

AUTM Professional Development Programs
www.autm.net/events

The following presentation reflects the personal views and thoughts of Katherine Moynihan and Sara Dagen, and is not to be construed as representing in any way the corporate views or advice of the Indiana University Research and Technology Corporation or the University of Florida and their Affiliates, Subsidiaries or Divisions, nor the views or advice of the Association of University Technology Managers (AUTM). The content is solely for purposes of discussion and illustration, and is not to be considered legal advice.

AUTM Professional Development Programs
www.autm.net/events

Tips for Managing Technology Transfer Website Design, Content & Maintenance

Speakers:
Sara Dagen, *University of Florida*
Katherine Moynihan, Ph.D.,
Indiana University Research and Technology Corporation

March 30, 2016

AUTM Professional Development Programs
www.autm.net/events

Thank you to our sponsors.

MARSHALL GERSTEIN ip

UNIVERSITY OF PITTSBURGH innovation INSTITUTE

Questions?

We will be taking questions at the conclusion of the presentation.

AUTM Professional Development Programs
www.autm.net/events

Operator Assistance

Audio difficulties: Dial 0 0

Other issues: +1-847-686-2244

AUTM Professional Development Programs

www.autm.net/events

www.autm.net

AUTM Professional Development Programs

www.autm.net/events

Welcome

AUTM Members

www.autm.net

AUTM Professional Development Programs
www.autm.net/events

Member Benefits

Discounted Pricing

- Professional development courses
- Annual Meeting
- Online courses
- Online job posting
- Membership mailing lists

• Access to AUTM Publications

- *AUTM Better World Report*
- AUTM Salary Survey
- AUTM Technology Transfer Practice Manual
- AUTM Licensing Activity Survey (currently for United States and Canada)
- AUTM Update

AUTM Professional Development Programs
www.autm.net/events

Member Benefits

In-person and Online Networking

- Special Interest Groups (SIGS)
- Online Discussion Groups
- Volunteer committees
- Partnership Forum at Annual Meeting
- Meetings at national and regional levels

Additional Benefits

- Updates on legislative activity and how it affects you
- Meeting proceedings and presentations
- Member discount on the AUTM Licensing Activity Survey (currently for United States and Canada)
- Access to post data on the **Global Technology Portal**

AUTM Professional Development Programs
www.autm.net/events

Sara Dagen,
University of Florida
Office of Technology Licensing

AUTM Professional Development Programs
www.autm.net/events

Katherine Moynihan, Ph.D.,
Indiana University Research and Technology Corporation

Tips for Managing TTO Website Design, Content & Maintenance

Katherine Moynihan, PhD
Indiana University Research and Technology Corporation

Sara Dagen
University of Florida Office of Technology Licensing

AUTM Professional Development Programs
www.autm.net/events

The following presentation reflects the personal views and thoughts of Katherine Moynihan and Sara Dagen, and is not to be construed as representing in any way the corporate views or advice of the Indiana University Research and Technology Corporation or the University of Florida and their Affiliates, Subsidiaries or Divisions, nor the views or advice of the Association of University Technology Managers (AUTM). The content is solely for purposes of discussion and illustration, and is not to be considered legal advice.

- Design
  - Identify the audience
  - Responsive design
  - Images
- Content
  - Technology portfolio
  - Disclosure form and other forms
  - Policies
  - Staff and contact information
  - Resources
  - Social media, news and events
- Maintenance
  - Technology portfolio updates
  - Social media, news and events

AUTM Professional Development Programs
www.autm.net/events

POLL QUESTION
How would you describe your role or position in your institution?

1. Full-time marketing
2. Marketing plus other duties
3. I'm just curious
4. Marketing? I think I'm in the wrong webinar…

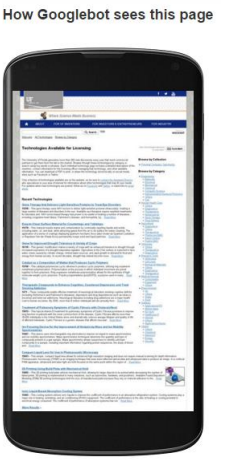
Tips for Managing TTO Website Design, Content & Maintenance

Identify your audience

- **Primary targets**
  - **Inventors**
  - **Investors**
  - **Entrepreneurs**
  - **Industry partners**
- **Overview of content**
  - **Reporting discoveries, the licensing process, etc.**
  - **Starting companies, opportunities, funding**
  - **Licensing a technology, news & events**

AUTM Professional Development Programs
www.autm.net/events

Responsive web design



- **Optimal viewing no matter the device**
- **http://responsivedesignchecker.com/**
- **https://www.google.com/webmasters/tools/mobile-friendly/**
- **SEO algorithms**
- **http://searchengineland.com/google-boost-mobile-friendly-algorithm-coming-may-244941**

Using images

- Relevance
- Quality
- Appeal

AUTM Professional Development Programs
www.autm.net/events

Why host your technology portfolio on the website?

- Passive marketing
- Hook a visitor to showcase entire portfolio
- Landing page to bookmark, receive updates
- Allow for seamless export to other portals
- Faculty satisfaction

What information do we share?

- Non-confidential!
- Great content with keywords

AUTM Professional Development Programs
www.autm.net/events

What information do we share?

- Non-confidential!
- Great content with keywords
  - Engaging description of the technology
  - Layperson friendly
  - Visuals if possible
  - Value proposition
    - Advantages and applications
    - Target market and current issues

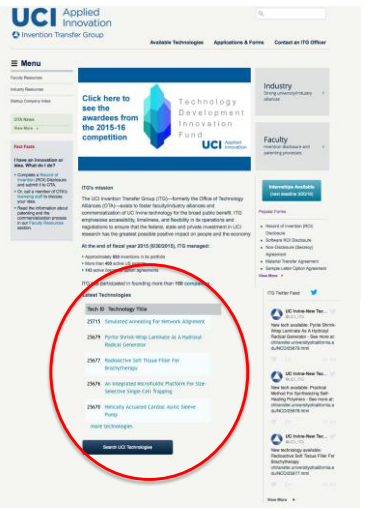
Tips for Managing TTO Website Design, Content & Maintenance

What information do we share? (Continued)

- **Inventor(s), link to research/publications**

AUTM Professional Development Programs
www.autm.net/events

University of California uses "embedded technology descriptions" and has gathered Google Analytics data that indicated the embedded pages were a pretty good source of engaged traffic.



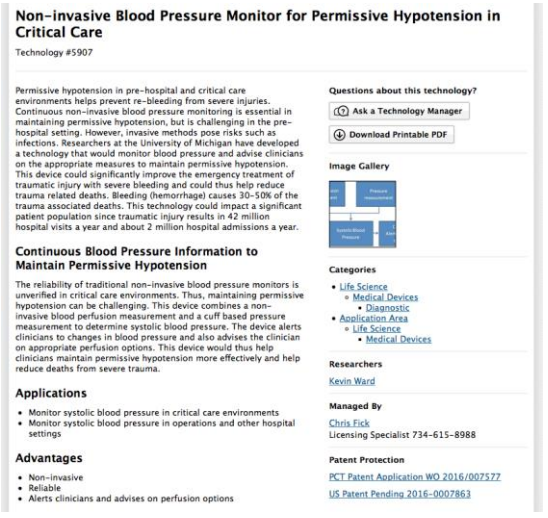
For more information, contact Sajeel Malani, Sajeel.Malani@ucop.edu or Ron Franck, Ron.Franck@ucop.edu

Tips for Managing TTO Website Design, Content & Maintenance

What information do we share? (Continued)

- Inventor name(s)
  - Link to relevant publications and research
- Licensing manager contact information
  - Forms versus contact information
- IP status, link if published patent or application
- Stage of technology development
- Static website address

AUTM Professional Development Programs
www.autm.net/events



Non-invasive Blood Pressure Monitor for Permissive Hypotension in Critical Care

Technology #5907

Permissive hypotension in pre-hospital and critical care environments helps prevent re-bleeding from severe injuries. Continuous non-invasive blood pressure monitoring is essential in maintaining permissive hypotension, but is challenging in the pre-hospital setting. However, invasive methods pose risks such as infections. Researchers at the University of Michigan have developed a technology that would monitor blood pressure and advise clinicians on the appropriate measures to maintain permissive hypotension. This device could significantly improve the emergency treatment of traumatic injury with severe bleeding and could thus help reduce trauma related deaths. Bleeding (hemorrhage) causes 30-50% of the trauma associated deaths. This technology could impact a significant patient population since traumatic injury results in 42 million hospital visits a year and about 2 million hospital admissions a year.

Continuous Blood Pressure Information to Maintain Permissive Hypotension

The reliability of traditional non-invasive blood pressure monitors is unverified in critical care environments. Thus, maintaining permissive hypotension can be challenging. This device combines a non-invasive blood perfusion measurement and a cuff based pressure measurement to determine systolic blood pressure. The device alerts clinicians to changes in blood pressure and also advises the clinician on appropriate perfusion options. This device would thus help clinicians maintain permissive hypotension more effectively and help reduce deaths from severe trauma.

Applications

- Monitor systolic blood pressure in critical care environments
- Monitor systolic blood pressure in operations and other hospital settings

Advantages

- Non-invasive
- Reliable
- Alerts clinicians and advises on perfusion options

Questions about this technology?

Ask a Technology Manager

Download Printable PDF

Image Gallery

Categories

- Life Science
  - Medical Devices
    - Diagnostic
- Application Area
  - Life Science
    - Medical Devices

Researchers

Kevin Ward

Managed By

Chris Fick
Licensing Specialist 734-615-8988

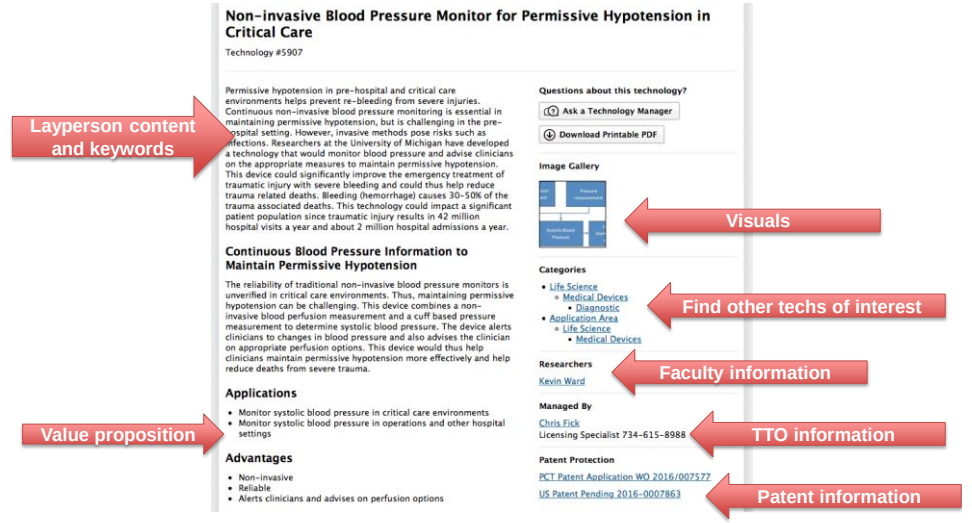
Patent Protection

PCT Patent Application WO 2016/007577

US Patent Pending 2016-0007863

Tips for Managing TTO Website Design, Content & Maintenance

AUTM Professional Development Programs
www.autm.net/events



AUTM Professional Development Programs
www.autm.net/events

Obstacles

- **Technology manager bandwidth in developing content**
- **Updates in:**
  - **Development**
  - **IP status**
  - **Availability**

Tips for Managing TTO Website Design, Content & Maintenance

AUTM Professional Development Programs
www.autm.net/events

How do we get that information to the website?

- AUTOMATION!
- Vendor options

AUTM Professional Development Programs
www.autm.net/events

How do we get that information to the website?

- AUTOMATION!
- Vendor options
  - In house with institutional IT support
  - Nouvant/iKuity
  - iBridge 2.0
  - Flintbox
  - KSS TechFinder
  - GTP

POLL QUESTION

- What system does your institution use for hosting its technology portfolio on the website?
- Answer Choices:
  - None
  - In house framework
  - Nouvant/iKuity
  - iBridge 2.0
  - Flintbox
  - KSS TechFinder
  - GTP
  - Other

AUTM Professional Development Programs
www.autm.net/events

Finding Technologies

- Keyword Search
- Faculty name
- Taxonomies/Categories
  - Widely adopted classification system: http://taxonomy.nouvant.com/categories

AUTM Professional Development Programs
www.autm.net/events

Search Help

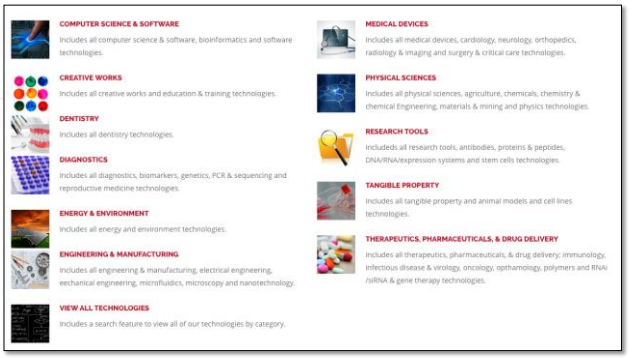
Welcome – All Technologies – Browse by Category

Browse by Category

Expand All Collapse All

- Creative Works
- Agriculture
- Veterinary Medicine
- Energy, Cleantech & Environmental
- Engineering & Physical Sciences
- Materials
- Sensors & Controls
- Life Sciences
- Imaging
- Medical Devices
  - Consumable
  - Equipment
  - Implantable
  - Surgical
- Software & Information Technology
- Research Tools & Design Tools
- Healthcare Portfolios
- Other Portfolios

Categories



Technology & Venture Commercialization at the University of Utah

AUTM Professional Development Programs
www.autm.net/events

Additional Options

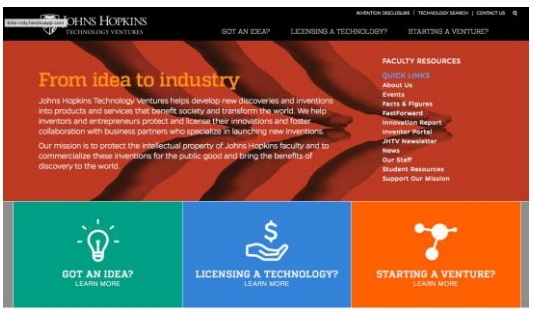
- **Subscription to searches/category results for future available technologies**
- **Google analytics**

Tips for Managing TTO Website Design, Content & Maintenance

Other Content

- Disclosure form and other forms
- Policies
- Staff and contact information
- Resources and links
- Social media, news and events

AUTM Professional Development Programs
www.autm.net/events

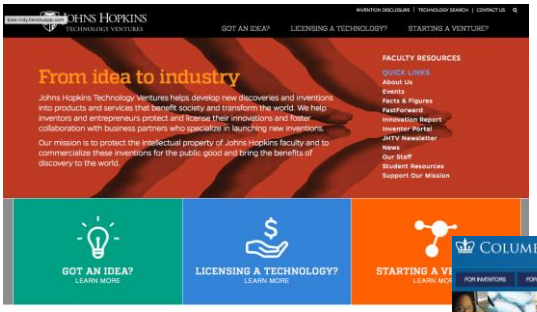


Tips for Managing TTO Website Design, Content & Maintenance

AUTM
Association of University Technology Managers®
Advancing Discoveries for a Better World®

AUTM Professional Development Programs

www.autm.net/events

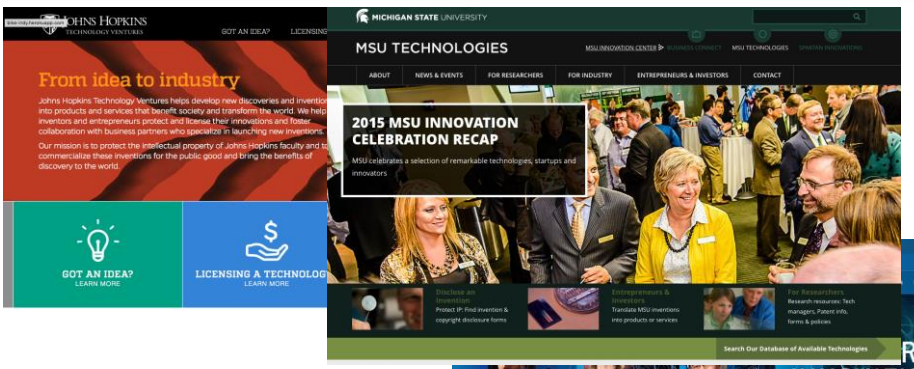


Tips for Managing TTO Website Design, Content & Maintenance

AUTM
Association of University Technology Managers®
Advancing Discoveries for a Better World®

AUTM Professional Development Programs

www.autm.net/events

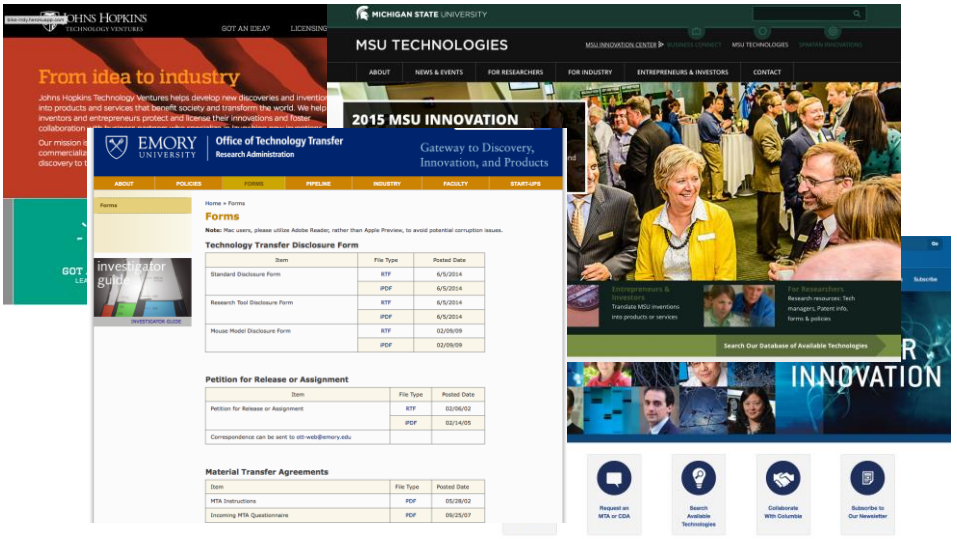


Tips for Managing TTO Website Design, Content & Maintenance

AUTM
Association of University Technology Managers®
Advancing Discoveries for a Better World®

AUTM Professional Development Programs

www.autm.net/events

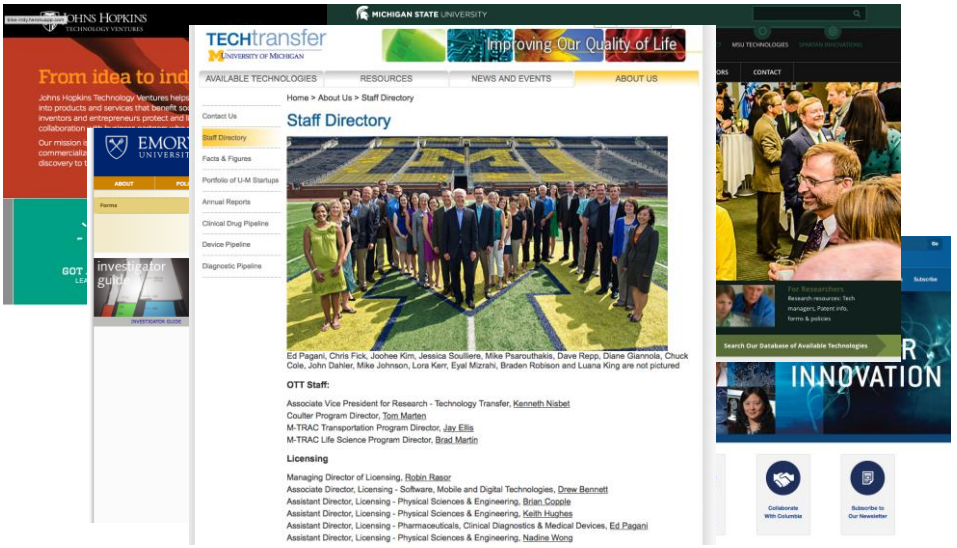


Tips for Managing TTO Website Design, Content & Maintenance

AUTM
Association of University Technology Managers®
Advancing Discoveries for a Better World®

AUTM Professional Development Programs

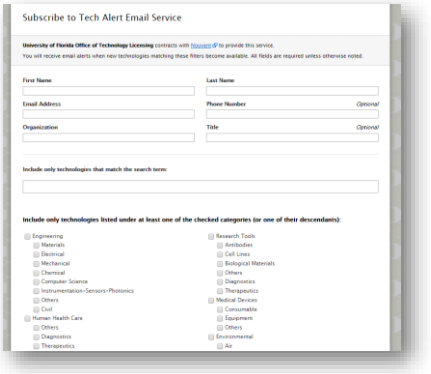
www.autm.net/events



Tips for Managing TTO Website Design, Content & Maintenance

Tech Alerts and Email Campaigns

- Tech Alerts
- RSS feeds and MailChimp option



AUTM Professional Development Programs
www.autm.net/events

Resources

- http://responsivedesignchecker.com/
- https://www.google.com/webmasters/tools/mobile-friendly/
- http://searchengineland.com/google-boost-mobile-friendly-algorithm-coming-may-244941
- https://mailchimp.com

Tips for Managing TTO Website Design, Content & Maintenance

AUTM Professional Development Programs
www.autm.net/events

Tips for Managing TTO Website Design, Content & Maintenance

Katherine Moynihan, PhD
Indiana University Research and Technology Corporation
kmoyniha@iu.edu

Sara Dagen
University of Florida Office of Technology Licensing
saradagen@ufl.edu

AUTM Professional Development Programs
www.autm.net/events

Questions? Comments?

Discussion and Q&A

Click the raise hand button.

When called on, press * 7 on your telephone keypad to un-mute your phone.

Press * 6 to re-mute your phone.

AUTM Professional Development Programs
www.autm.net/events

Thank you for your participation.

Remember to complete our online survey.

AUTM Professional Development Programs
www.autm.net/events

Thank you to our sponsors.

MARSHALL GERSTEIN ip

UNIVERSITY OF PITTSBURGH innovation INSTITUTE

AUTM Professional Development Programs
www.autm.net/events

Webinar Recordings

Basics of Technology Transfer for Licensing Professionals
Basic Patenting 101
Copyright Law and Content/Software Licensing
Equity Based License Agreements
Financial Conflicts of Interest
Marketing: Whether By Traditional or Social Media, the Value
Need to Know Basics of Technology Transfer for Support Staff
Negotiation of License Agreements
Nuts and Bolts for Compliance Under Federal Funding Awards
The Basics of Open Source Licensing
Tips for Managing MTAs
Triage
Valuation of Inventions and Patents
(More Added Monthly)

www.autm.net/onlinelearning

AUTM Professional Development Programs
www.autm.net/events

Register now for AUTM's next webinar

- The Absolute Essentials of Bayh-Dole Compliance!
  - April 5
- Key Elements of a Supportive Ecosystem for University Spinouts
  - April 12
- Technology Transfer in the Crosshairs: How to Help Your University Make Its Case
  - April 21

www.autm.net

AUTM Professional Development Programs
www.autm.net/events

Network with AUTM Online

http://twitter.com/AUTM_Network

Type "Association of University Technology Managers" into the search box on Facebook and click "like"

Search groups for AUTM at www.linkedin.com

AUTM Professional Development Programs

www.autm.net/events

AUTM Region Meetings

AUTM Western Region Meeting

Nov. 1 – 4

Waikiki Beach Marriott Resort

Honolulu, HI USA

AUTM Eastern Region Meeting

Sept. 29 – 30

The Westin Philadelphia

Philadelphia, PA USA

AUTM Central Region Meeting

July 18 – 20

The Pfister Hotel

Milwaukee, WI USA

Registration Open Soon!

AUTM Professional Development Programs

www.autm.net/events

AUTM Partnering Forums

Register Today!

Communication Technologies

Hosted by Georgia Tech Research Corporation

April 19-20, 2016

Georgia Tech Global Learning Center

Atlanta, GA USA

Crop Productivity and Food Processing Technologies

Hosted by University of Saskatchewan

September 28-29, 2016

Radisson Hotel Saskatoon

Saskatoon, Canada

Save the Date!

AUTM Professional Development Programs
www.autm.net/events

Have an Interesting Topic?

The Online Professional Development Committee is seeking proposals and speakers for potential webinars.

Submit Your Idea Today!

www.autm.net

AUTM Professional Development Programs
www.autm.net/events

Get Involved

We need your help. The Online Professional Development Committee is seeking professionals interested in joining their committee.

Interested? Please contact Melinda Briggs – mbriggs@autm.net

AUTM Professional Development Programs

www.autm.net/events

AUTM Annual Meeting

AUTM 2017 Annual Meeting

March 12 – 15
Hollywood, FL USA