

**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

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

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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



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Questions?

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



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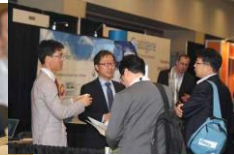
Operator Assistance

Audio difficulties: Dial 0 0

Other issues: +1-847-686-2244



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- 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

Member Benefits



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Member Benefits

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- Special Interest Groups (SIGS)
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- 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](#)



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Sara Dagen,
University of Florida
Office of Technology Licensing



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

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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

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- **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

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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...

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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



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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>

How Googlebot sees this page



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Using images

- Relevance
- Quality
- Appeal



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



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What information do we share?

- **Non-confidential!**
- **Great content with keywords**

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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**

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What information do we share? (Continued)

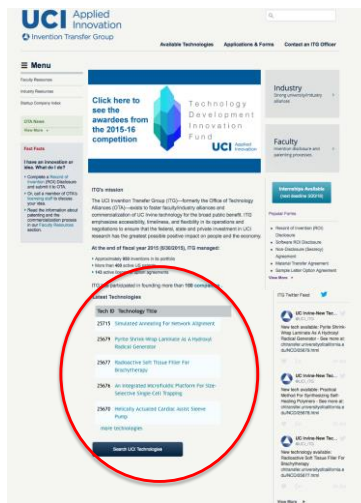
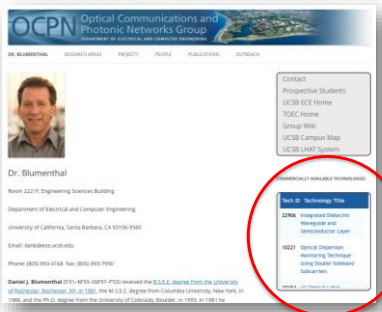
- Inventor(s), link to research/publications

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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

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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**

Tips for Managing TTO Website Design, Content & Maintenance

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 Flick](#)
Licensing Specialist 734-615-8988

Patent Protection

[PCT Patent Application WO 2016/007577](#)

[US Patent Pending 2016-0007863](#)

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

Technology #5907

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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

Layperson content and keywords →

→ **Visuals**

→ **Find other techs of interest**

→ **Faculty information**

→ **TTO information**

→ **Patent information**

→ **Value proposition**

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Obstacles

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

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How do we get that information to the website?

- **AUTOMATION!**
- **Vendor options**

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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



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POLL QUESTION

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



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Finding Technologies

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

[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

 <p>COMPUTER SCIENCE & SOFTWARE Includes all computer science & software, bioinformatics and software technologies.</p>	 <p>MEDICAL DEVICES Includes all medical devices, cardiology, neurology, orthopedics, radiology & imaging and surgery & critical care technologies.</p>	 <p>PHYSICAL SCIENCES Includes all physical sciences, agriculture, chemicals, chemistry & chemical engineering, materials & mining and physics technologies.</p>
 <p>CREATIVE WORKS Includes all creative works and education & training technologies.</p>	 <p>DENTISTRY Includes all dentistry technologies.</p>	 <p>RESEARCH TOOLS Includes all research tools, antibodies, proteins & peptides, DNA/RNA expression systems and stem cells technologies.</p>
 <p>DIAGNOSTICS Includes all diagnostics, biomarkers, genetics, PCR & sequencing and reproductive medicine technologies.</p>	 <p>ENERGY & ENVIRONMENT Includes all energy and environment technologies.</p>	 <p>TANGIBLE PROPERTY Includes all tangible property and animal models and cell lines technologies.</p>
 <p>ENGINEERING & MANUFACTURING Includes all engineering & manufacturing, electrical engineering, mechanical engineering, microfluidics, microscopy and nanotechnology.</p>	 <p>VIEW ALL TECHNOLOGIES Includes a search feature to view all of our technologies by category.</p>	
<p>Technology & Venture Commercialization at the University of Utah</p>		

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Additional Options

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

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Other Content

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

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The screenshot shows the Johns Hopkins Technology Ventures website. At the top, there is a navigation bar with links for "GOT AN IDEA?", "LICENSING A TECHNOLOGY?", and "STARTING A VENTURE?". Below this is a main content area with a large image of hands holding a glowing orb. The text reads: "From idea to industry. Johns Hopkins Technology Ventures helps develop new discoveries and inventions into products and services that benefit society and transform the world. We help inventors and entrepreneurs protect and license their innovations and foster collaboration with business partners who specialize in launching new inventions. Our mission is to protect the intellectual property of Johns Hopkins faculty and to commercialize these inventions for the public good and bring the benefits of discovery to the world." To the right of this text is a "FACULTY RESOURCES" section with a "QUICK LINKS" menu including: About Us, Events, Facts & Figures, FastForward, Innovation Support, Investor Portal, JHTV Newsletter, News, Our Story, Student Resources, and Support Our Mission. At the bottom, there are three colored buttons: a green button with a lightbulb icon for "GOT AN IDEA? LEARN MORE", a blue button with a dollar sign icon for "LICENSING A TECHNOLOGY? LEARN MORE", and an orange button with a network icon for "STARTING A VENTURE? LEARN MORE".

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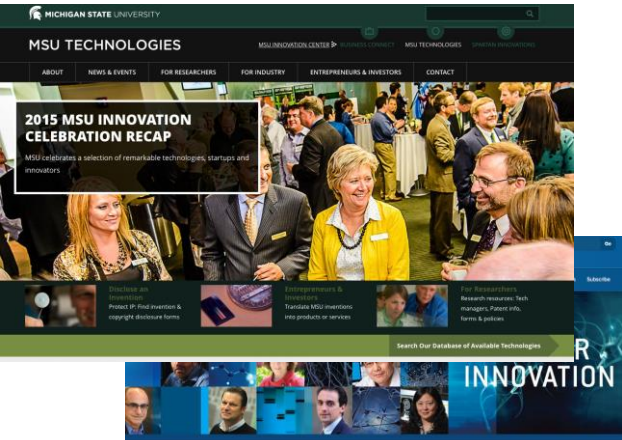


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Gateway to Discovery, Innovation, and Products

Forms

Note: Most users, please utilize Adobe Reader, rather than Apple Preview, to avoid potential corruption issues.

Item	File Type	Posted Date
Standard Disclosure Form	PDF	4/1/2014
Research Tool Disclosure Form	PDF	6/5/2014
House Model Disclosure Form	PDF	6/5/2014
	PDF	02/05/09
	PDF	02/05/09

Petition for Release or Assignment

Item	File Type	Posted Date
Petition for Release or Assignment	PDF	02/06/02
	PDF	02/14/05

Correspondence can be sent to ott-web@msu.edu

Material Transfer Agreements

Item	File Type	Posted Date
MTR Instructions	PDF	06/28/02
Streamline MTR Questionnaire	PDF	08/25/07

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AVAILABLE TECHNOLOGIES RESOURCES NEWS AND EVENTS ABOUT US

Home > About Us > Staff Directory

Staff Directory

Ed Pagan, Chris Fick, Joohae Kim, Jessica Souliere, Mike Psarouthakis, Dave Reppi, Diane Giannola, Chuck Cole, John Dahler, Mike Johnson, Lora Kerr, Eyal Mizrahi, Braden Robison and Luane King are not pictured

OTT Staff:

Associate Vice President for Research - Technology Transfer, **Kenneth Nisbet**
 Coulter Program Director, **Tom Marten**
 M-TRAC Transportation Program Director, **Jay Ellis**
 M-TRAC Life Science Program Director, **Brad Martin**

Licensing

Managing Director of Licensing, **Robin Bator**
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 Assistant Director, Licensing - Physical Sciences & Engineering, **Nadine Wong**

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Tech Alerts and Email Campaigns

- Tech Alerts
- RSS feeds and MailChimp option

Subscribe to Tech Alert Email Service

University of Florida Office of Technology Licensing contracts with [InnoQuest](#) to provide this service. You will receive email alerts when new technologies matching these areas become available. All fields are required unless otherwise noted.

First Name Last Name

Email Address Phone Number Optional

Organization Title Optional

Include only technologies that match the search terms:

Include only technologies listed under at least one of the checked categories (or one of their descendants):

<input type="checkbox"/> Engineering	<input type="checkbox"/> Research Tools
<input type="checkbox"/> Materials	<input type="checkbox"/> Antibodies
<input type="checkbox"/> Electrical	<input type="checkbox"/> Cell Lines
<input type="checkbox"/> Mechanical	<input type="checkbox"/> Biological Materials
<input type="checkbox"/> Chemical	<input type="checkbox"/> Others
<input type="checkbox"/> Computer Science	<input type="checkbox"/> Diagnostics
<input type="checkbox"/> Instrumentation-Sensors-Photonics	<input type="checkbox"/> Therapeutics
<input type="checkbox"/> Others	<input type="checkbox"/> Medical Devices
<input type="checkbox"/> Cell	<input type="checkbox"/> Gene/Genome
<input type="checkbox"/> Human Health Care	<input type="checkbox"/> Equipment
<input type="checkbox"/> Others	<input type="checkbox"/> Others
<input type="checkbox"/> Diagnostics	<input type="checkbox"/> Environmental
<input type="checkbox"/> Therapeutics	<input type="checkbox"/> Air

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>



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Tips for Managing TTO Website Design, Content & Maintenance

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Questions? Comments?





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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.



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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



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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

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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



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AUTM Western Region Meeting

Nov. 1 – 4
Waikiki Beach Marriott Resort
Honolulu, HI USA

AUTM Region Meetings



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!

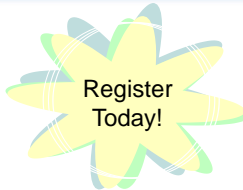


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AUTM Partnering Forums

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





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Have an Interesting Topic?

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



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www.autm.net



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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





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AUTM Annual Meeting



AUTM 2017 Annual Meeting

March 12 – 15
Hollywood, FL USA

