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RESEARCHER LIAISONS FOR TECH TRANSFER: A VALUABLE INTERNAL PARTNERSHIP

AUTM Webinar
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PROGRAM MOTIVATIONS

- Lots of researchers; relatively few Technology Transfer personnel
  - ORNL Direct FTE:CM ratio = 710:1
- Recent hiring
  - ~50% of ORNL researchers have been at the laboratory for 5 years or less
- Inconsistent participation in the invention process
  - Over the past 5 years, approximately 30% of the research staff contributed to one or more invention disclosures
- Increasingly engaged DOE Office of Technology Transitions (OTT)
  - OTT has sponsored a number of funding opportunities for researchers in recent years

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PROGRAM GOALS

- ❑ Increased capture of DOE intellectual property
- ❑ Increased researcher participation in tech transfer
- ❑ Increased impact of DOE innovations and more licenses

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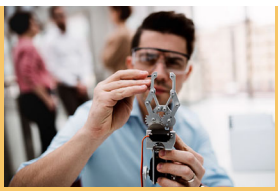
LIAISON ROLE



- ✓ Ambassador to/for the TTO
- ✓ Embedded tech scout
- ✓ Local subject matter expert
- ✓ Champion for researcher

- X Evaluator
- X Decision maker

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MEASURES OF SUCCESS

- Increase in the number of Invention Disclosure Records (Target: >10%)
- Increase in the number of first-time inventors (Target: >20%)
- Increased researcher engagement in DOE:OTT programs (Target: >10%)

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BASIC TRAINING

The Basics
- Technology Transfer
- Inventions and Inventors
- Intellectual Property

Tools
- Market-Based Perspective
- Communicating Value Proposition

Available Resources

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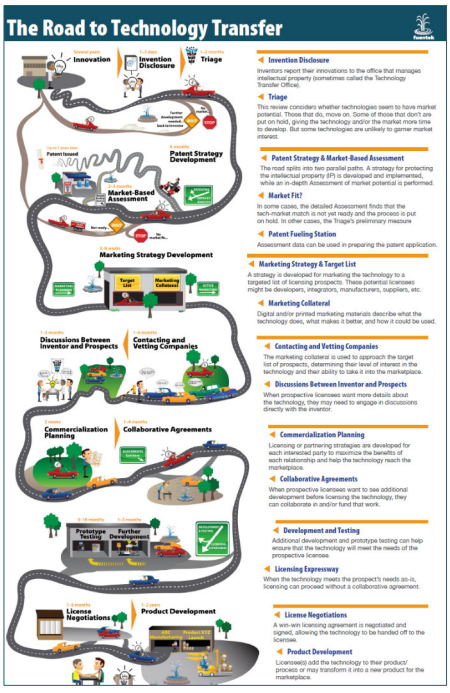
Road to Tech Transfer

https://www.fuentek.com/techtransfer-process-infographic.php



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Worksheet for Market Perspective

Use AMMO to Hone Your "Pitch" *

(It's all about *them*.)

Audience
Identify target audience

Message
Refine core message to match audience

Mechanism
Select best tool for conveying message to audience

Outcome
Determine CALL TO ACTION and metrics for assessing success

* The AMMO concept is quite versatile and can be useful when applied to any communications with any audience.

Audience
"Who" is my audience for this "pitch"? What are they looking for...what matters to them? What is the appropriate "tone" for communicating with them effectively?

Message
What are the core message(s) I want my audience to receive with this "pitch"? How do I convey it to my audience in a way that will most resonate with them?

Mechanism
What "channel(s)" is best suited to reach my audience most effectively? (Possibilities include informal conversations, formal presentations, email, formal research posters, etc.)

Outcome
What do I want to achieve with this particular communication initiative to this audience? What outcome would be considered successful? What specifically do I need to ask my audience...what do I want them to do?

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Format 1: The Value Proposition

Our product/service is _____
A NOUN OR SHORT PHRASE

for _____ who are dissatisfied
POTENTIAL APPLICATIONS/USERS

with _____. It provides
CURRENT MARKET ALTERNATIVE THAT ADDRESSES THE SAME PAIN POINT

_____.
POTENTIAL BENEFITS

Courtesy of Geoffrey C. Moore in "*Crossing the Chasm*"

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Format 2: Technology Overview

- Be clear and concise
- Focus on ***what*** it does, ***not*** how it works
- Focus on innovative aspects
- Benefits not features
- End uses beyond original concept
- Think broadly
- Compelling summary
- What it is and key benefit

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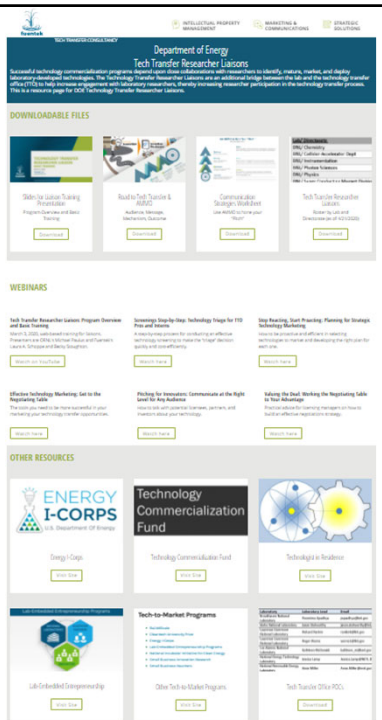
WEB LINK FOR CONSOLIDATED INFORMATION



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MONTHLY COMMUNICATION

- Share experiences
- Guest speakers
- Reinforce training
- Answer questions

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OUTCOMES: INVENTION DISCLOSURES

- FY19 Total Invention Disclosures: 1373
- FY20 Total Invention Disclosures: 1560

14% Increase

- Average change per laboratory

10% Increase

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OUTCOMES: FIRST TIME INVENTORS

- FY19 First Time Inventors: 702
- FY20 First Time Inventors: 928

32% Increase

Average % Change per Laboratory: 39%

- FY19 Inventions with First Time Inventors: 448
- FY20 Inventions with First Time Inventors: 558

25% Increase

Average % Change per Laboratory: 29%

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OUTCOMES: RESEARCHER ENGAGEMENT

TCF PEDs

- FY19 PEDs: 189
- FY20 PEDs: 266

41% Increase

Average % Change per Laboratory: 47%

Energy I-Corps Lite

- FY19 participants: 103
- FY20 participants: 93

10% Decrease

Average % Change per Laboratory: -5%

Energy I-Corps

- FY19 participants: 21
- FY20 participants: 28

33% Increase

Average % Change per Laboratory: 30%

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PANEL DISCUSSION

- Impact of Covid
- Commitment Level
- Impact on the TTO
- Liaison Selection
- Future Plans

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Q&A

Thank you for joining us!

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