

COMMERCIALIZATION SUCCESS TOOLS

Strategic Marketing for your TTO

Wendy Kennedy

President & Founder

WKI – wendykennedy.com inc.

wendy@wendykennedy.com

INTRODUCTIONS

- 7 Years - President & Founder of WKI
- wendykennedy.com inc.
 - Author of So what? who cares? why you? –
Commercialization Toolkit
-



- 16 years – Marketing Executive – 6 Startups – VP of
Marketing, Product Management, Channels, Product
Marketing,.....
- 12 Years – Professor of Marketing – Technology Marketing,
B2B, B2C, Marketing Strategy, International Business,.....

“

There are no magic wands,
no hidden tricks,
and no secret handshakes
that can bring you
immediate success,
but with **time, energy,
and determination**
you can get there.

DARREN ROWSE
FOUNDER, PROBLOGGER



Image Credit: Hryck

WHAT DO MARKETING & COMMERCIALIZATION HAVE IN COMMON?



Commercialization is about discovering and communicating the business value of an innovation.



AGENDA –

1. Taking Stock – Are You a “Spaghetti Marketer”?

2. The Marketing Roadmap

1. What Customers to Serve?
2. What Products to Offer?
3. What Message to Send?
4. What Vehicles to Deploy?



ARE YOU A SPAGHETTI MARKETER?







Events

Podcasts

FaceBook

Web Sites

Apps

Internet TV

PR/Media

Linked In

Blog

Email/CRM

Case Studies

Seminars

Infographics

Webinars

Newsletter

Showcases

YouTube

Brochures-2
pagers

SPAGHETTI MARKETING IS....

- Time Consuming
- Costly
- Frustrating
- Expensive
- Dangerous
- And....A Liability to Your Office

5 Common Mistakes to Avoid

1. Sprinkling
2. Following the Pack
3. Flavor of the Month
4. It's "Free" ...
5. Arm's Length Marketing

BUILD YOUR MARKETING ROADMAP



WHAT'S YOUR SUCCESS METRIC?

- What are you trying to achieve? What's the goal line?
 - more CRADAs?
 - more licensees?
 - reach new types of customers?
 - increase disclosures from more staff?
 - deeper relationships with existing partners?
 - Attract a new industry sector?



- What's the main metric you want to move? *What's on the back of your envelop?*

YOUR MARKETING ROADMAP

- A 4 POINT DIAGNOSTIC



#1. WHAT CUSTOMERS TO SERVE?



WHO IS YOUR CUSTOMER?

- **Customers = people/organizations that:**
 - Pay you money – i.e. Royalties, CRADA, Co-Development, etc.
 - Ask yourself – who do you create value for?
 - Customers are how you achieve your metric
 - **How well do you know your customers, really?**
 - **What problem(s) can you solve for them?**
 - **Customer Focus is Key**
 - Do you know who your customer is? And is NOT?
 - **Clarity/Commitment**
- 

“

Focus on the core problem your business solves & put out lots of **content & enthusiasm**, & ideas about how to solve that problem.

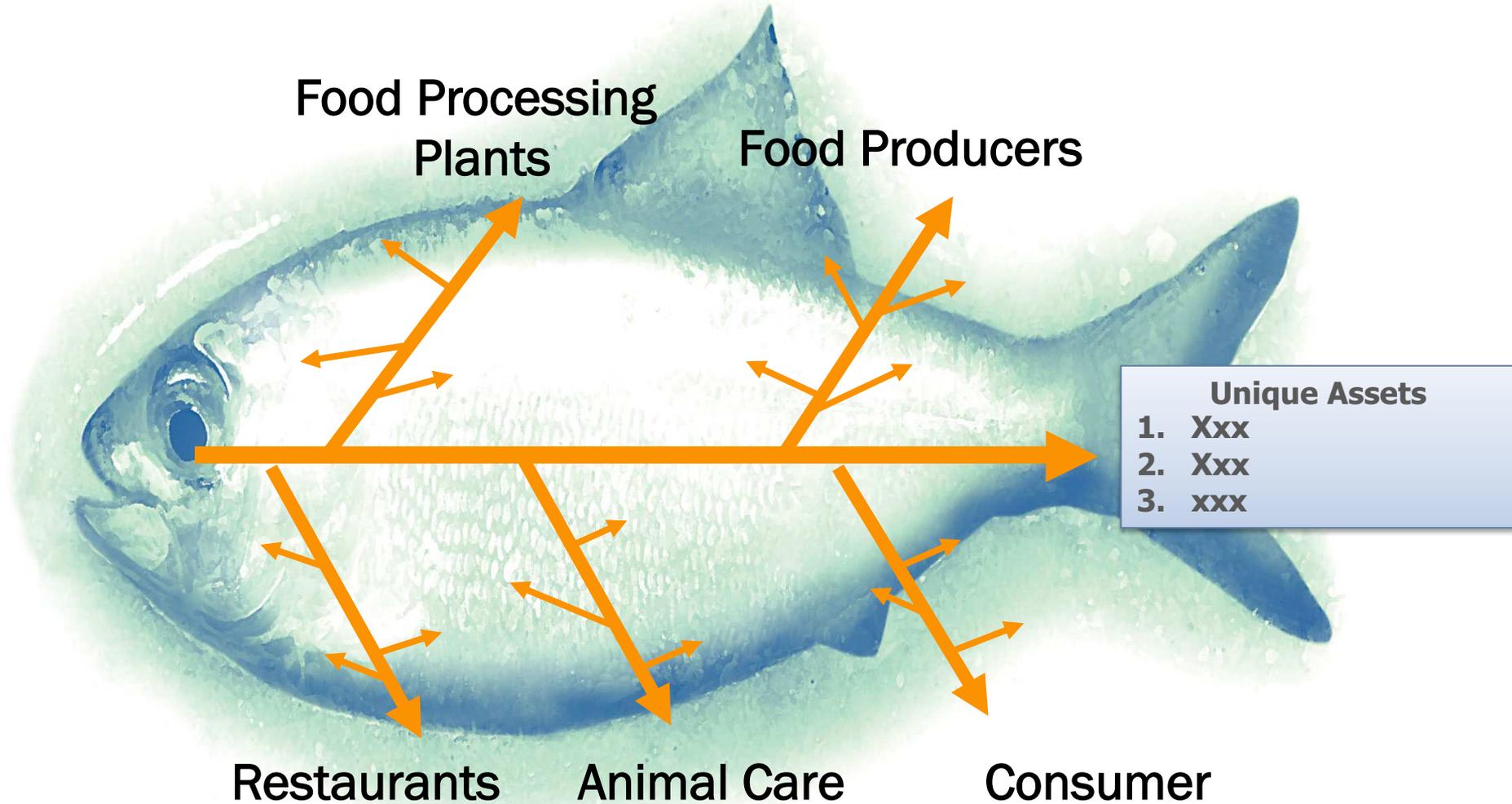
LAURA FITTON
FOUNDER, ONEFORTY.COM



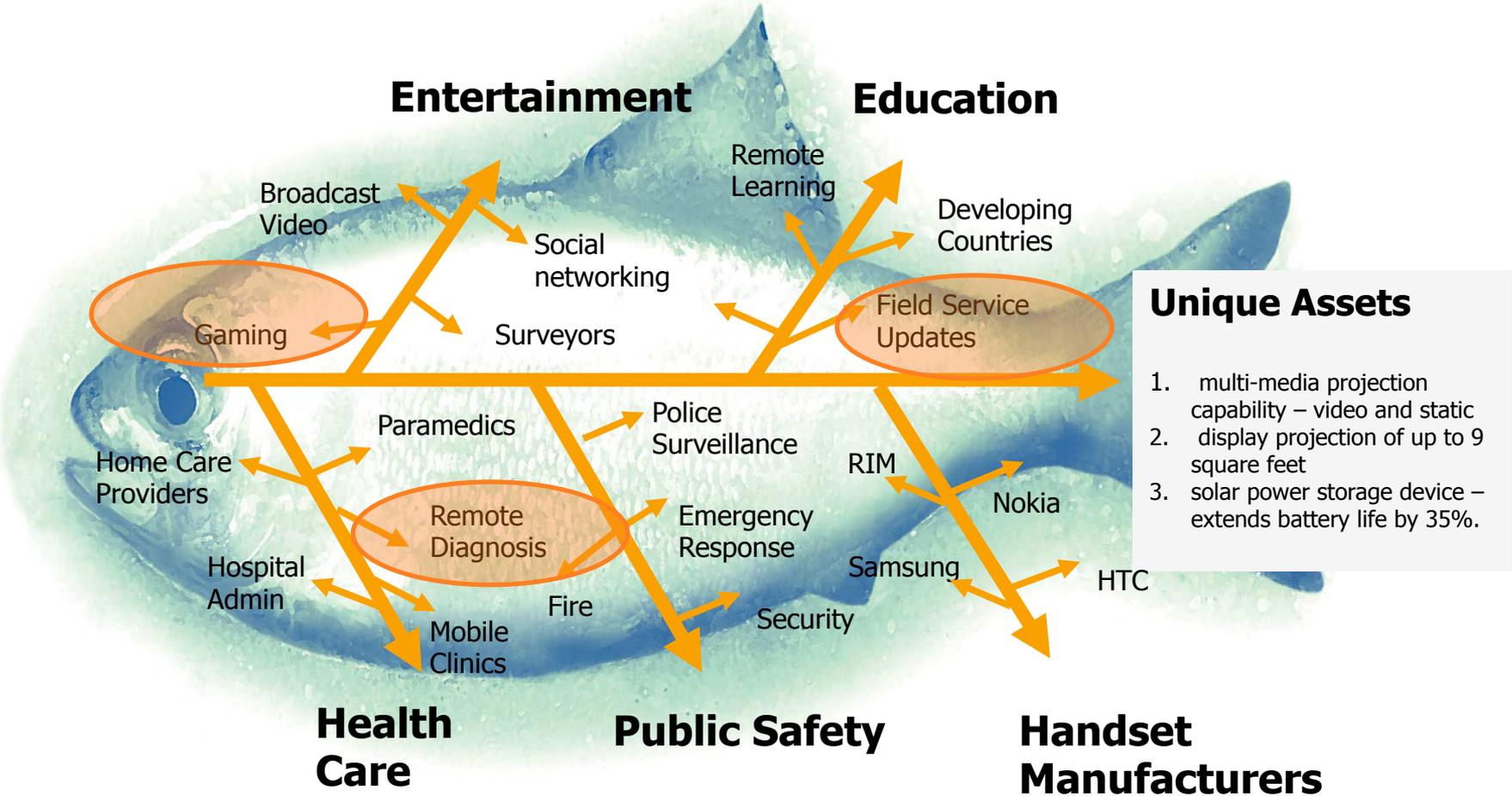
Image Credit: Machine Project

TOOL: MARKET FISHBONE

WHO CAN YOU SOLVE A PROBLEM FOR?



IDENTIFY THE TARGET CUSTOMERS



CHECKLIST – 10 QUESTIONS TO PROFILE YOUR CUSTOMER

Chapter 4 - Who's Your Customer?

Worksheet 4(C)

Profile Your Typical Customer

Call Your Customer

Who are your top prospects? Write down their names – identify at least five of these – then visit or call each of them to complete this Worksheet. You will need these prospects in the future, so it's a good opportunity to start cultivating a relationship with them.

quickTip

If you are planning to license your idea to an organization, you should profile those organizations as customers.

10 Questions to Profile Your Typical Customer:

1. WHO ARE THEY?

Company:

Type of business:

Size:

Who are the key decision makers?
(Include the titles, professional status – Product Manager, MS Manager, HR VP, etc.)

Who ultimately makes the buying decision?
(CFO, IT department, buying committee, etc.)

2. In bullet-point form, list what matters most to the buyer.

(Productivity, cost reduction, revenue generation, etc.)

3. What is the true pain? What is keeping the customer up at night?

Refer back to your work in Chapter Two for this information.

Chapter 4 - Who's Your Customer?

Worksheet 4(C) (continued)

10 Questions to Profile Your Typical Customer

4. Who does the customer consult when making this type of buying decision?

(Peers, technical experts, consultants, board members, etc.)

5. Does the customer see this as a capital expenditure or as an operating expense?

6. How are products evaluated? Who evaluates them? What criteria are considered?

7. How long does the purchase process take in this target segment?
(Weeks, 6 months, 2 years, etc.)

8. What are the two or three benefits that the customer could not say "NO" to?

9. Are any certifications or approvals required before the customer can purchase a product like yours? If so, list these.

(Internal approvals, external certifications, vendors must be on an approved supplier list, etc.)

10. Is your customer a risk-taker, an innovator, a more conservative buyer, or a laggard?

2. WHAT PRODUCTS TO OFFER?



WHAT PRODUCTS SHOULD WE OFFER?

Take a different sheet of paper....
draw 3 big circles across the page ...



Product
Testing/
Verification

Services
(Research,
Prototyping,
etc.)

“Products”
License
IP

1. What products do you offer today?
2. Audit your current mix of services, product offerings
3. Now look package together/bundle into an offering – what do your target customers need vs. what you have.

PRODUCT STRATEGY

- What is the “whole” product the customer wants from you – ASK THEM
- Package into solution bundles – both physical IP and services
- Brand your bundles – names, colors, marks to create an identity for them



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TOP STORIES

Veterans' visit to Pax River brings Navy's legacy program in...

Lakehurst IDATS Laboratory hosts second annual Open House...

Opportunity is knocking. Are you prepared?...

NAWCAD Video



Leveraging Resources for Technology Development



Air Vehicle



Atlantic Test Ranges



Avionics



Human Systems



IBST



Lakehurst



NACRA



Naval Test Wing Atlantic



Partnering With Us



Power and Propulsion



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Ready-to-Sign licenses are nonexclusive and priced favorably. The exact grant, term, field of use, and licensed product definition will be unique to each license. Some will be paid-up upon receipt of the license fee, others may include a royalty payment for sales of licensed product, or an annual use fee. The fees charged help us maintain licensing services, including payment of patent maintenance fees. A portion of the revenue is designated for the inventors and for additional R & D within the lab.

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Should you require alternate terms and conditions, they can be considered under our standard licensing process. We are pleased to discuss whatever arrangements you require but may be unable to offer as favorable a fee structure or timing as a Ready-to-Sign license. Should you have questions, please contact the licensing executive shown for the software or patent.

Ready to Sign Licensing Instructions

1. Select a technology that you would like to license.
2. Click on the link to the right to download the PDF file, which contains the Instructions, Participant Data Sheet (PDS), and Ready to Sign (RtS) License.
3. Follow the instructions in the PDF to ensure that the paperwork is completed accurately and returned to Sandia National Laboratories. Disclaimer: Completing the paperwork and returning it to Sandia does not constitute or guarantee an agreement with Sandia. The posting of the RtS Licenses does not constitute an offer to license any Sandia patent by Sandia. Per Department of Energy requirements, Sandia is required to qualify and review all potential business partners. Priority is given to U.S. owned and based small businesses, although all parties are welcome to apply.
4. No technical assistance is included under the RtS License.

Please check back frequently as new IP becomes available.

Title	Date
Reconditioning of Semiconductor Substrates to Remove Photoresist During Semiconductor Device Fabrication	08/13/2013
Modified Normandy Barrier (MNB)	06/13/2013
Heddehog™ Water Contaminant Removal System	06/12/2013

3. WHAT MESSAGE TO SEND?

BUILD A “MAP” -
MESSAGING,
AUDIENCE, AND
PROMISE

“

I am all for conversations.
But you need to have a **message.**

RENEE BLODGETT
PRESIDENT
BLODGETT COMMUNICATIONS



MESSAGE – COMMIT TO YOUR 3 WORDS....

Commit to 3 words that convey your value and promise to target customers



MESSAGING FRAMEWORK

	Word #1 – Qualified	Word # 2 – Proven	Word #3 - Responsive
Proof points – rule of thumb is 3-5 strong points.	<ul style="list-style-type: none"> - Unique Capabilities - Profile domain experts 	Years of experience of staff Proven to deliver?	<ul style="list-style-type: none"> - Time to delivery? - As defined by the customer.
Customer Testimonials			
Evidence to Support Claims (third party)	<ul style="list-style-type: none"> - Certification bodies? - Specialized Equipment? 	- Third party validation	- Include the metric
....			

Tip – Get Your Team Engaged to Find Proof Points to Support Your 3 Words

4. WHAT VEHICLES TO USE?





Events

Podcasts

FaceBook

Web Sites

Internet TV

PR/Media

L_inked In

Blog

Email/CRM

Case Studies

Seminars

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TECHNIQUE - WHAT BIG BUSES ARE YOU DRIVING?

WEAVE YOUR MESSAGING INTO YOUR BUSES



The Fuel that Makes Marketing Hummmm....

A Quality Contacts Database ...CRM



“

In today's information age of Marketing and Web 2.0, a company's website is the **key to their entire business.**

MARCUS SHERIDAN
AUTHOR OF *THE SALES LION* BLOG
MARKETING SPEAKER



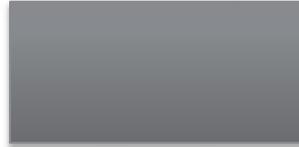
MY OBSERVATIONS –

- Hard to find where to go “to do business”
 - “Visitor Information”, “Technology Innovation”???
 - Web sites focus on “what you do”
 - LOTS and LOTS of Text
 - Language is written mostly for “subject matter expert”
 - More is Less
 - Few mention their ‘customers’
 - Contact Us...info@XXX.com
- 

WALK IN YOUR CUSTOMER'S SHOES....

Research and Development Service - Technology Transfer

For assistance with all PVAMC Technology Transfer matters, contact:



Material Transfer Agreements

A Material Transfer Agreement (MTA) is generally used when any proprietary material and/or information is exchanged between VA and non-VA investigators, when the receiving party intends to use it for his/her own research purposes and when no research collaboration between scientists is planned.

CRADA (Cooperative Research and Development Agreement)

A CRADA is a document that is used when the VA or a VA researcher wishes to collaborate with private industry, nonprofits, or private organizations on a research study.

VA Invention Disclosure

VA employees must report their inventions to the Office of the General Counsel for a determination of ownership. VA employees include: regular salaried employees, employees hired under IPA (intergovernmental personnel agreement) contracts, WOC (without compensation) employees, and employees with dual appointments with Oregon Health & Science University (OHSU).

VA/OHSU Cooperative Technology Administration Agreement (CTAA)

The VA and OHSU have established an inter-institutional agreement, called the Cooperative Technology Administration Agreement (CTAA), for existing and future "joint-inventions" made by inventors who qualify either as "Dual Appointment Personnel" or have at least one inventor from each party. The agreement authorizes OHSU to have the exclusive right to negotiate, execute, and administer any license agreement. The CTAA was effective December 15, 2001.





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- > Emergency Resources
- > Employee Services
- > Energy
- > Farm Bill
- > Food Safety
- > For Kids
- > Housing Assistance
- > New Media
- > Outreach
- > Travel and Recreation
- > Wildfire Resources

Latest Blogs

Latest News

- Oh Silent Light of the Capitol Christmas Tree
- Jointly Developed Watershed Assessment Model Being Used in Yosemite National Park
- Mimic Nature to Harvest Benefits of Healthy Soil, Expert Says
- Moving up and Out—These Trees Were Made for Walking

TV and Radio Hub



Holiday Meal Planning Helpful Hints From USDA

Radio Features

12/3/2013 - FARM BILL VITAL TO U.S. SOIL AND WATER CONSERVATION EFFORTS

12/3/2013 - ACTUALITY: FARM BILL CONFERENCE

Highlighted Initiatives



U.S. Food Waste Challenge



Let's Move! Initiative



Know Your Farmer Know Your Food



The People's Garden

LITTLE ISSUES...BIG IMPACT

Application "WWW5/TECHTRANSFER"

Error 404 – Page Not Found!

n

le IpRestrictionModule	Requested URL:	http://www.inl.gov:80/techtransfer/licensing/default2.asp
n BeginRequest	Physical Path:	D:\websites\www5\techtransfer\licensing\default2.asp
tr ASPClassic	Logon Method:	Not yet determined
le 0x80070005	Logon User:	Not yet determined

ver, site, application, or page requested has explicitly denied the IP address of the client computer.

he IP and domain restrictions in IIS Manager.

‡ the IP restrictions from the configuration/system.webServer/security/ipSecurity section of the configuration file for the server, site, application, or page.

LITTLE THINGS...BIG IMPACT



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Doing Business at PNNL

Pacific Northwest National Laboratory has a long-standing reputation for advancing scientific frontiers through world-class research and development. Built on a strong base of fundamental science and applied research, our scientists tackle the nation's most complex technological challenges —including reducing our dependence on foreign oil, preserving the environment, and protecting us from terrorist threats.

But our contributions extend beyond the reaches of scientific research and development. Scientific innovation has far-reaching business implications

What **SCIENCE** and
TECHNOLOGY is of
interest to you?

Start typing here...

CLEAR AND CONCISE

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- [Photopatternable Sorbent and Functionalized Films for Sensors, Devices, and Structures](#)
- [Joining of Ceramics: Tough, High-strength, SiC to SiC Joints](#)
- [Novel Materials For Use In Heterogeneous Catalysis](#)

more results...



The image shows a laptop screen with a search interface. The search bar contains the text 'carb'. Above the search bar, the text 'What SCIENCE and TECHNOLOGY is of interest to you?' is displayed in a large, bold, yellow font. The laptop is silver and is shown from a slightly elevated angle.

SHOWCASE YOUR "PRODUCTS"



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Expert Showcase

Welcome to the Pacific Northwest National Laboratory Experts Showcase. The database here includes a partial list of PNNL scientists and engineers who are available to provide expertise, insight, and analysis on breaking news stories or trends. Each is a nationally or internationally recognized expert in their field. To arrange an interview with these or other PNNL experts, please contact [PNNL News & Media Relations](#).



CATEGORY:

National Security

PNNL is enhancing America's security by discovering, assessing and mitigation complex threats and responding to disruptive elements. Our focus is on threat signature discovery, information analytics, cyber infrastructure protection, fuel cycle security and countering nuclear trafficking



CATEGORY:

Energy

PNNL is developing new ways to provide the U.S. with clean, reliable energy. PNNL's energy research includes making the power grid more efficient, capturing and storing power plant emissions, improving renewable energy sources such as biofuel, wind and solar, making buildings more



CATEGORY:

Science Area

PNNL researchers connect clouds, climate and aerosols -- from pollution, vegetation, the sea -- to better understand Earth's global system. They also study how civilization will fare in a warmer world, and how to make a better future. [More »](#)

MAKE IT EASY

People
Partners & Collaborators

Doing Business

Doing Business Overview

Technology Transfer

Collaborative Research

Economic Development

Procurement

Community Outreach

Community & Regional Outreach
Overview

Our core mission is to extend beyond the confines of scientific research and development. Scientific innovation has far-reaching business implications which can strengthen U.S. competitiveness in the international marketplace and support the economic strength of our communities. We eat, sleep and breathe the business of sharing our technologies and expertise where they can make the most valuable, widespread impact. And we try to keep it simple, with flexible partnering options that let us all focus on what we do best, while working toward a common goal.



Learn More about Doing Business with Us

- Read [Client Success Stories](#) to learn how solutions developed at PNNL are making an impact.
- Find out how we approach [Technology Transfer](#) at PNNL and how you can participate.
- Browse our [Available Technologies](#) for licensing opportunities. We may already have what you're looking for, or we may be working on it now.
- Learn more about doing [Collaborative Research](#) with us to solve your specific technical challenges.
- Explore the many [Economic Development](#) activities PNNL engages in, and how they could help your business.

Make it easy for people
to find information

SUCCESS STORIES

Technology Transfer Center
NIH... Turning Discovery Into Health

Standard Forms & Agreements Co-Development & Resources Careers & Training Intellectual Property & Inventions About TTC

- Overview
- Role of TTC
- Success Stories
 - Paclitaxel-Eluting Coronary Stent System
 - Laser Capture Microdissection (LCM)**
 - Multi-Replica Blotting Kit
 - Taxol®
 - Eribulin Mesylate

Laser Capture Microdissection (LCM)

NIH's (NCI & NICHD) Contribution

- › Conceived the idea of microdissection
- › Invented a special thermoplastic polymer film activated by laser beams
- › Developed a prototype LCM unit that used a carbon dioxide laser

Arcturus' Contribution

- › Contributed the laser diode technology
- › Developed a prototype Laser Diode System LCM

Results of Collaboration

- › Product -- Laser Capture Microdissection machine
- › More than 700 articles have been published based on LCM technology



Success story is short and to the point

CREATIVE MARKETING

Spinoff 2012

By NASA

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Description

NASA Spinoff profiles the best examples of technology that have been transferred from NASA research and missions into commercial products. From life-saving satellite systems to hospital robots that care for patients and more, NASA technologies benefit society. There's more space in your life than you think!

[Spinoff 2012 Support](#) ▶

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What's New in Version 1.1

Updated navigation instructions and new icons for improved readability.

LOW COST, HIGH VALUE MARKETING TOOLS

Marketing doesn't have to cost a lot to have a big impact.

1. Fine Tune Your Web Site
 2. Co-market with Associations/
networks/clusters
 - Volunteer - Committees
 - Success Stories
 - Breakfasts
 - Joint Webinars
 3. Get Your Target Customers Involved
 - Create An Advisory Board
 4. Host An Event at Your Office
 5. Be A Speaker
 6. Profile Your People
 7. Invest in Relationships
 8. Produce Regular Content
- 

TEN RULES OF MARKETING

1. Back of the Envelop Metrics
 2. Walk in your Customer's Shoes
 3. Know who IS NOT your Customer
 4. Develop a "Product/Solution" Focus
 5. Bold Strokes
 6. Fuel Your Office with a CRM System
 7. The Big Bus Mentality
 8. 3 Words = Pillars of your Messaging
 9. A 90 Day Horizon for Programs
 10. Be Different
- 

QUESTIONS?



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COPY OF PRESENTATION SLIDES AT ABOVE LINK

CONTACT INFO:

WENDY@WENDYKENNEDY.COM

613-851-6621