Awards Webinar

Session 1:

June 28, 2022

Strategic Focus

Strategic Focus for Promoting Awards:

- Actively promote availability, benefit, and value of Federal laboratory assets through technology transfer (T2) to improve national economic prosperity and execution of lab missions.

- FLC Strategic Plan Awards Objective: Continue evolving the awards program to reflect membership/agency demand signals.
  - New awards plan addressed these demand signals that have resulted in the past few years with lower number of submissions across both National and Regional award programs; and Regional meetings shifting to industry events.

Award Goals

Impact: Greater prestige for all award winners, their labs, and their agencies

Recognition: Recognize the T2 community's best practices and top performers.

Awards Promotions

- Website updates
- Email announcements
- Newsletter announcements
- Press releases
- Social media
- National meeting
- Industry tech events
- Engagement outposts/roadshows
- Agency and Congressional promotions
- *New for 2023*: video promotions

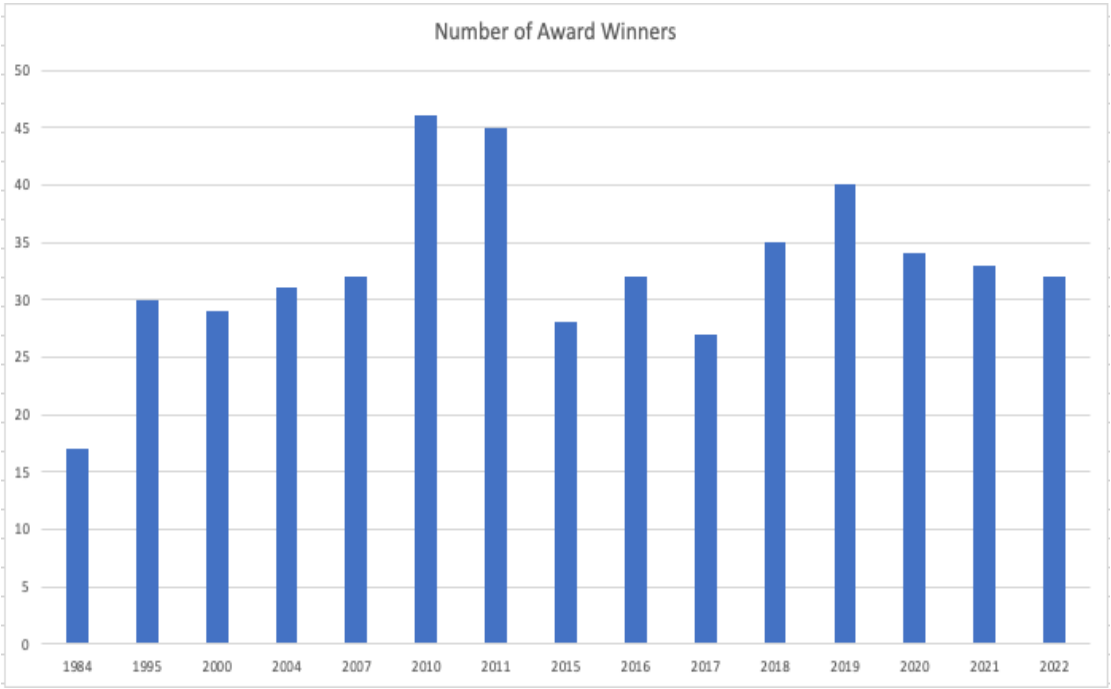
How far we've come with Awards

1984: The FLC National Awards Program launched.

1,243: Total National Award winners since inception.

2010: Largest pool of winners in National Awards history.

33: Average number of annual awards.



FLC Award Highlights

YEAR	# AWARDS	HIGHLIGHTS
2022	32	Technology Focus Area category discontinued
2021	33	Lisa Marianni and Whitney Hastings are Award Co-Chairs; COVID-19 Response Distinction added
2020	34	Impact and Technology Transfer Innovation categories added
2019	40	Whitney Hastings becomes Award Chair
2017	27	Technology Focus Award added
2016	32	STEM Award discontinued
2011	45	Award categories added: State and Local Economic Development, STEM, and Rookie of the Year
2010	46	Largest pool of winners in FLC National Awards history distributed among 32 submitters
2007	32	Award categories added: Interagency Partnership and Outstanding Technology Transfer Professional
2004	31	Categories included Excellence in Technology Transfer, Lab Director of the Year, and FLC Service Award
1984	17	First year of FLC National Awards

From then to now…a Unified Awards Program

Why Change? It's Strategic…

- Diluted FLC Messaging — multiple emails and multiple timelines
- Fairness and Transparency — inconsistent categories and judging across regions
- Resource burden on Agencies — writing nominations, then re-writing them and having volunteers judge nominations twice.

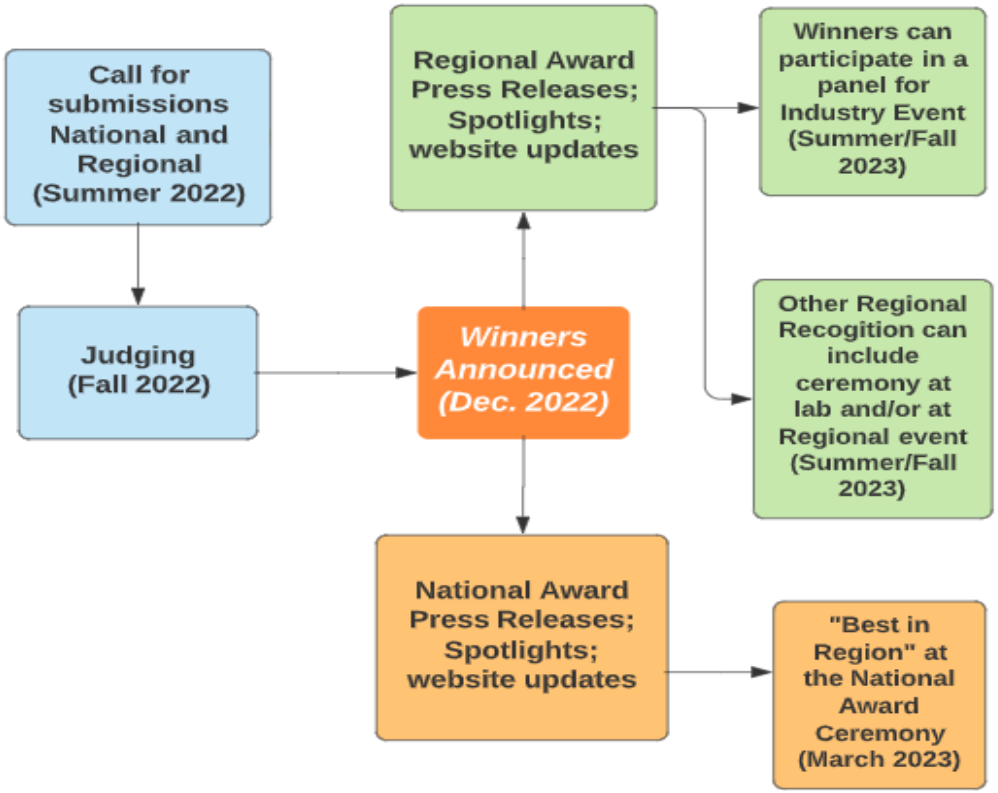
Why Now?

- Regional meetings are changing — more industry/topic focused.
- Regional Awards numbers are small and yet resource intensive.
- New Awards platform, Slayte, will be launched in 2022.

Benefits of a Unified Awards Program

- One submission per year. A simpler, more streamlined awards program.
- Judges only judge once per year, leading to greater consistency among scores.
- Fewer emails to our community results in less email fatigue.
- FLC staff will have more time to promote awards.
- Regional winners get double recognition (National and Regional).
- Regions will have winners and trends in advance — more effective planning for their regional industry tech events.
- Regional coordinators can focus on meetings, rather than awards.
- Fewer categories will give the awards more prestige (less is more) and greater visibility for the technology transfer profession.
- Unified categories will create a more equitable program.

Awards Action Plan



The Awards Program 2023

Next Steps

- **Call for submissions for 2023 Awards Cycle opens July 18, 2022.**
- Submission period closes September 16, 2022.
- Judging period opens October 3—November 30, 2022.
- Winners selected and announced December 2022.
- National Awards publication and ceremony planning with Best in Region begins December 2022.
- Regional Coordinators (RCs) will receive top scoring regional submissions December 2022.
    - RCs/DRCs can develop regional award recognition for Industry Tech events or lab events.

- **Public announcement of all National Awards and Best in Region January 2023**.
- 2023 National Award Ceremony with Best in Region to debut March 29, 2023, during the FLC National Meeting at the Cleveland Downtown Hilton.

Award Categories

FLC Award Categories

- Excellence in Technology Transfer (T2)
- Impact
- Outstanding T2 Professional
- Rookie of the Year
- Service Awards
  - Representative of the Year
  - Harold Metcalf
  - Outstanding Service
- Laboratory Director of the Year
  - Small & Large Laboratories
- Interagency Partnership
- State and Local Development
- T2 Innovation
- New Awards to come in future years...

"Best in Region" Awards will be selected from the FLC Award Categories above.

The Regional Perspective

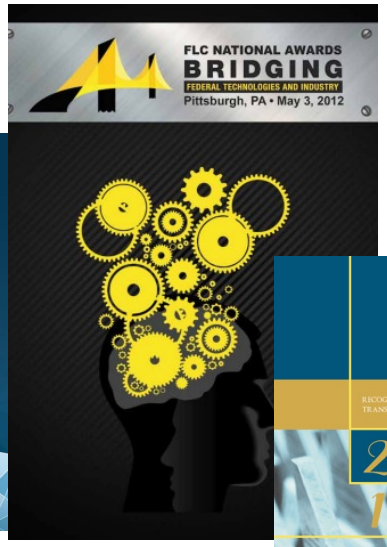
The National Award Meeting will include recognition of both National and Regional award winners.

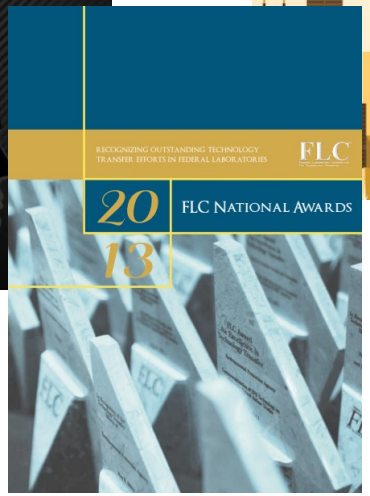
- "Best in Region" at the National Awards ceremony

Regions get to choose how they recognize at the regional level. Options might include:

- Traditional awards ceremony at their regional tech event
- Incorporate award winners and trends into their regional program, such as a panel discussion.
- Have ample time to plan an awards presentation at the awardee's lab.
- Have ample time to develop award videos for presentation throughout the year (regional website; regional meeting; regional newsletters; regional roadshows; social media planning and promotions).

We've come a long way…





Helping Winners Stand Out

2022 Laboratory Director of the Year – Barley P. Durst

2022 Excellence in Transfer Winners – BATDOK

Awards Webinar

Session 3: How to put together a winning award submission

June 28, 2022

How to put together a winning award submission

What Are Today's Goals?

Learn the elements of preparing a winning award submission, including managing the timeline, engaging outside consultants or writers as well as stakeholders, and managing the submission process.

- Managing the process and planning
- Engaging others to help with the submission
- Gathering information from stakeholders
- Choosing a team to objectively review the draft and final submissions
- Choosing a team to review to ensure it meets the award criteria
- Tips for writing a winning submission

How to put together a winning award submission

MEET THE PANELISTS

Allen Jones, Communications Director, Defense Projects, TechLink

- Manages the FLC award nominations for several DoD laboratories and the Dept. of Veterans Affairs. He also writes, edits, and manages DoD SBIR, RIF, CRADA, and licensing success stories for TechLink's economic impact study program.

Linda von Boetticher, Sandia Technical Business Development Specialist and Sandia Science & Technology Park Program Leader

- Manages Sandia's Technology and Economic Development Department's outreach promoting multiple economic development and technology transfer programs. Linda has led Sandia's nomination process for the FLC National & Regional Awards Program for the last 12 years.

Michele Newton, Communications Specialist, National Cancer Institute (NCI)

- Manages communications for the NCI Technology Transfer Center, including the FLC award nominations, newsletters, marketing, and NCI's Technology Showcase.

Nancy Pekar, Communications Consultant, Fuentek, LLC

- Has prepared FLC award nominations for Oak Ridge National Laboratory since the 2017 program year.

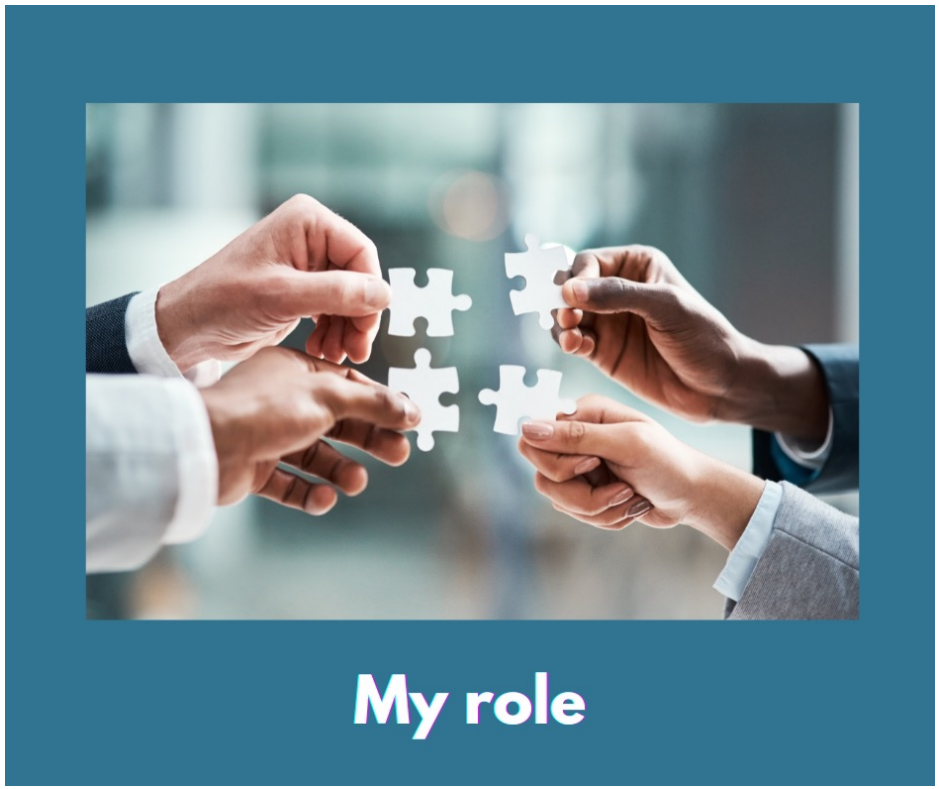
How to put together an award-winning submission

Michele Newton, Communications Specialist
NCI Technology Transfer Center, Invention Development and Marketing Unit

NIH NATIONAL CANCER INSTITUTE

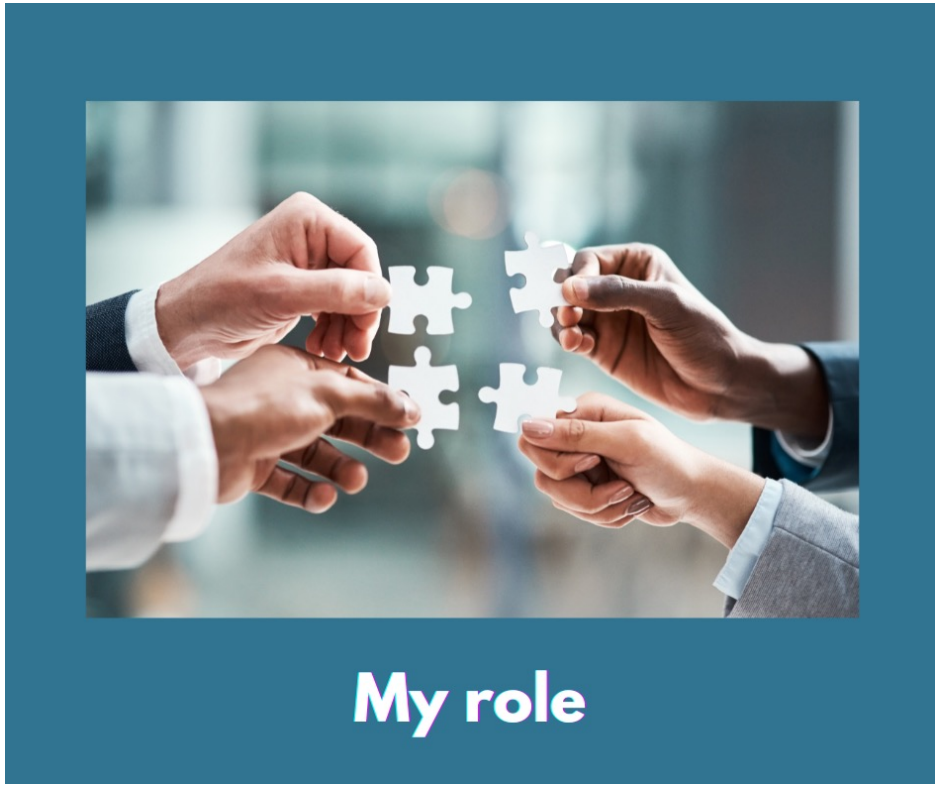
June 28, 2022

My Role: Communications Specialist for NCI Technology Transfer Center



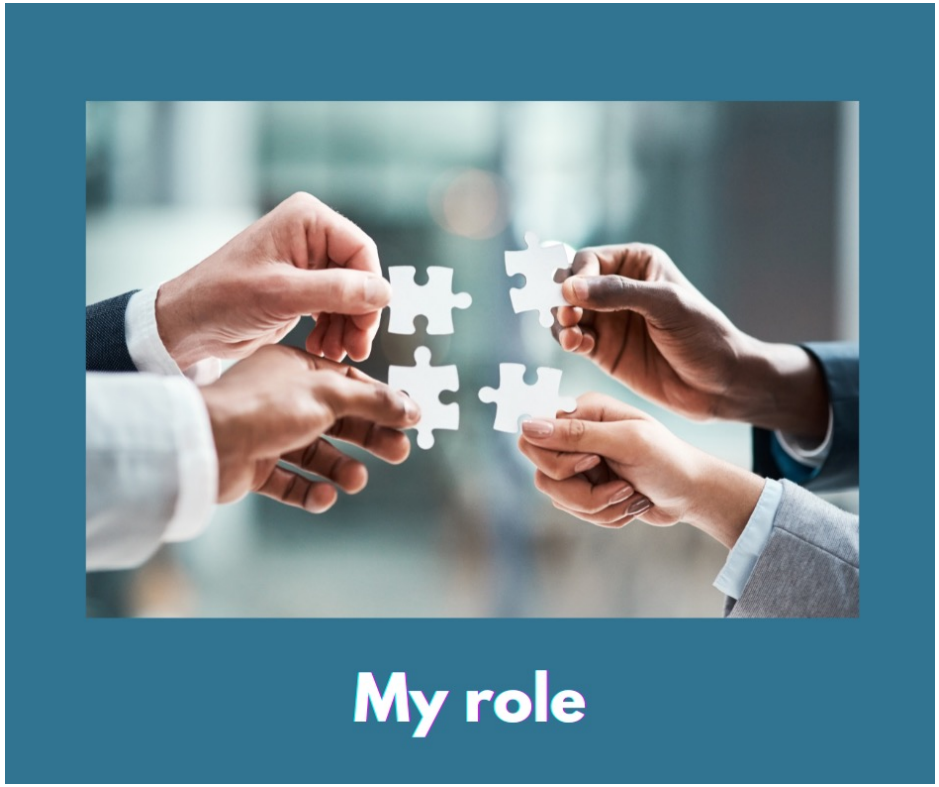
- Support wide range of internal and external comms for TTC
- Do not have a science background though working at TTC for several years
- TTC provides TT support for the NCI and 9 other NIH Institutes – NCI is the largest Institute

Explain my role continued…



- The timeline from when a biomedical discovery becomes a product that can benefit patients is typically lengthy… it can be a challenge to identify all the TT steps that supported bringing the TT to market and who was involved.
- Rely on TTMs to unpack the science and the TT story
- I help to translate complex science and TT into a narrative that can be easily understood by FLC judges

My role explained…



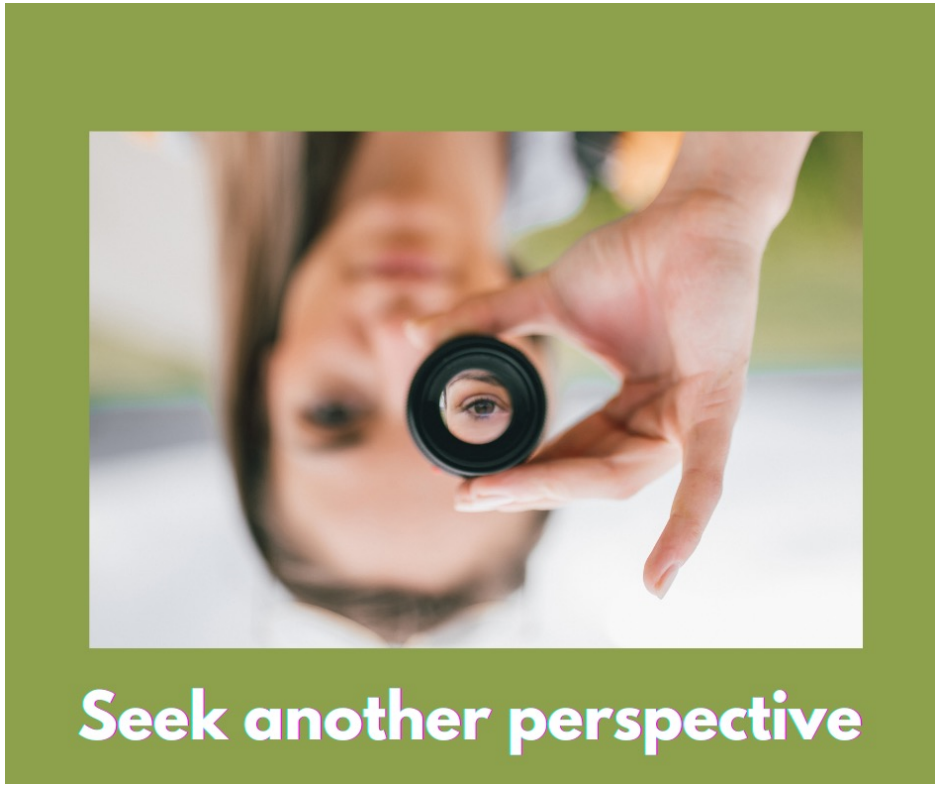
- For me, the best scenario is when a TTM will pull together a first draft from which I can work
- I edit/polish a solid draft and coordinate the review process: there are many stakeholders – the Scientific Team, the TTM, TT Unit Supervisors, external partners, the NCI Office of Communications, and NCI Director

Lesson Learned: Set expectations with reviewers

- Encourage reviewers to focus on making sure that the content is accurate and complete
- Ask reviewers to avoid word-smithing and adding huge amounts of content that blows up the word count

Lesson learned: Not setting expectations for what you are looking for reviewers to do (focus on accuracy; avoid rewriting) presents the biggest risk for jeopardizing your timeline.

Lesson Learned: Volunteer to be an FLC Judge



- First-hand experience of amazing TT taking place across federal labs
- See what sets nominations apart from others; how the best nominations answer questions and where some nominations fall short and even make it frustrating for a judge

Lesson learned: Lab missions and rules/ability to conduct TT greatly varies. Make it easy for judges to understand your Lab's mission, ability to conduct TT, and the excellence demonstrated to obtain outcome.

Tips for Writing a Winning Submission

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Constructing a Strong Nomination

Title	Subheads	Bullets	Tone
Set the stage and grab attention	Guide readers through the criteria	Enhance readability	Emphasize excellence

Set the Stage and Grab Attention

Set the Stage and Grab Attention

The Facts	vs.	The Outcome/Impact
ORNL's Exclusive Licensing of Method for Manufacturing of Refractory Heat Exchangers and Other Fluidics Component to Ultra Safe Nuclear Corporation		3D-Printed SiC Technology Brings Zero-Carbon Energy Production to U.S.

Subheads Guide Readers Through the Criteria

Subheads Guide Readers Through the Criteria

1. Describe the technology transferred, focusing on what advantages the technology provides and what problem or need is addressed.

The need

Most worldwide energy systems today are designed to convert heat to electricity via combustion of fossil fuels, solar thermal methods, or nuclear fission. To extract the maximum efficiency from heat engines, high operating temperatures are necessary, which requires components made from materials like refractory metals or ceramics that can withstand extremely high temperatures...

The technology solution

ORNL is helping to address this challenge with a method for 3D printing of silicon carbide (SiC) that combines binder jet technology with chemical vapor infiltration (CVI) to produce metals or ceramics in complex geometries...

The ORNL technology eliminates many steps in manufacturing components from refractory metals or ceramics, reduces costs, and greatly shortens production timelines. **This technology offers a huge advantage for manufacturing the complex geometries that USNC's designs require.** It is a major step forward for the manufacturing of SiC ceramics in highly complex geometries that can withstand harsh environments—a key attribute for USNC's core materials...

Benefits of the technology

- Yields a high-purity, fully crystalline ceramic that is safer and more stable compared with conventionally used metals
- Enables the production of complex geometries (e.g., heat exchangers, flanges, turbines, etc.) from refractory metals or ceramics that cannot be readily produced using existing technologies

Applications

Enables the production of refractory ceramics in complex geometries for commercial uses in:

- *Nuclear reactors*
- *Microelectronics processing*

How it works

This advanced manufacturing method combines additive manufacturing of SiC green bodies, (weakly bound clay-like material before it has been fired) from a computer-aided design file using a binder jet process

How USNC will use it

This technology will advance USNC's fuel development efforts and reduce environmental contamination by providing a safer nuclear fuel that can withstand much higher temperatures and more radiation than traditional nuclear fuel. USNC saw the potential in ORNL's technology to:

- Advance reliability and safety for manufacturing of its proprietary new FCM® nuclear fuel system with multiple inherent safety features
- Replace the current graphite matrix of traditional tristructural isotropic (TRISO) fuel with SiC
- Produce a safer nuclear fuel that can withstand much higher temperatures and more radiation than traditional nuclear fuel.

Subheads Guide Readers Through the Criteria

2. Who was the recipient of the transferred technology, and what were the goals and objectives of each partner?

USNC is the exclusive licensee of ORNL's method for 3D-printed SiC and has created a new manufacturing division, USNC Core, specifically to commercialize it.

USNC goals

USNC was founded to offer a superior approach to nuclear energy deployment focused on complete passive safety, extreme reliability, and economic feasibility. The company's value proposition revolves around a proprietary design for safe and highly robust nuclear energy systems.

Gaining the ability to manipulate high-performance materials into highly complex shapes with ORNL's technology solved many of the challenges for which USNC needed solutions.

Strengthening focus on safe nuclear energy

Because the resulting material doesn't degrade under irradiation, ORNL's method gives USNC the level of safety they sought, tying directly into their value proposition.

Manufacturing designs faster and at lower cost

ORNL's technology allows USNC nuclear engineers who design and license nuclear reactors (taking many years) to see their ideal FCM® fuel design through to fruition....

Creating a safer nuclear fuel

This technology will advance USNC's fuel development efforts and reduce environmental contamination by providing a safer nuclear fuel that can withstand much higher temperatures and more radiation than traditional nuclear fuel.

ORNL's goals

ORNL's mission is to deliver scientific discoveries and technical breakthroughs that accelerate the development and deployment of solutions in energy, advanced manufacturing, and global security.

Establishing a commercialization and IP strategy early in the project

ORNL recognized that successful deployment of the TCR would require a commercial partner. The commercialization manager, IP team, and researchers developed an IP and commercialization strategy very early in the project to facilitate deployment at the end of the project.

Taking advantage of this watershed moment in zero-carbon energy production

Patenting and licensing this technology to USNC so it could be further advanced and made available commercially maximized the impact of ORNL's research and development (R&D) for the benefit of the nation.

Subheads Guide Readers Through the Criteria

3. How was the partnership initiated and developed, and what technology transfer mechanisms, resources, and/or activities were used in what timeframe?

Specifically describe the excellence in the technology transfer effort.

Advancing technology readiness and demonstrations

The ORNL researchers worked long hours at an extremely fast pace to bring the technology to a high readiness level and get it through the safety process. The researchers recognized the importance ensuring industry leaders knew this technology was developed beyond theory, leading them to:

- Publish information and findings in top journals
- Build and frequently demonstrate prototypes, including a pilot-scale demonstration at the Department of Energy's (DOE's) Manufacturing Demonstration Facility (MDF)—a strategic move with importance for industry adoption

Proactively and collaboratively securing IP protection

From the earliest days of the TCR project, securing intellectual property (IP) was a priority for the entire ORNL team. Researchers, patent agents and attorneys, and technology transfer specialists collaborated at the outset to develop a robust IP strategy…

Initiating the partnership

In 2020, Dr. Venneri was looking for new directions for his company, saw a YouTube video of Dr. Terrani demonstrating the new technology, and immediately reached out. USNC was not a manufacturer, but CEO Dr. Francesco Venneri saw the value…

Negotiating the deal and signing the exclusive license agreement

The experience and expertise of ORNL's senior commercialization manager and in-house counsel enabled them to efficiently work… through and navigate the complex licensing details and quickly and proactively advise Dr. Terrani and his team and USNC CEO Francesco Venneri every step of the way…

Staking ownership

Many companies were interested in ORNL's new technology, but the fact that USNC wanted to start a new division to commercialize it gave them a considerable stake and made for a much more impactful proposal. USNC chose this approach because they had…

Supporting entrepreneurship to maximize commercial success

Allowing ORNL researchers to take entrepreneurial leave (EL) was one key to the success of this technology transfer effort. A project of this complexity will greatly benefit from having the team of engineers who developed it also deploy it. These researchers are an integral part of the transfer. They're training and mentoring an entirely new workforce. It's a win for ORNL as well as the researchers

Bullets Enhance Readability

Bullets Enhance Readability

Before

The ORNL researchers worked long hours at an extremely fast pace to bring the technology to a high readiness level and get it through the safety process. The researchers recognized the importance of making sure industry leaders knew that this technology had been developed beyond theory. In addition to being published in top journals, prototypes were built and frequently demonstrated. One pilot scale demonstration of the technology took place in the Department of Energy Manufacturing Demonstration Facility, which was very important for industry adoption. ORNL was demonstrating the parts and components at a level that showed potential near-term commercial applications.

Bullets Enhance Readability

After

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Emphasize Excellence

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Negotiating the deal and signing the exclusive license agreement

The experience and expertise of ORNL's senior commercialization manager and in-house counsel enabled them to efficiently work through and navigate the complex licensing details and quickly and proactively advise Dr. Terrani and his team and USNC CEO Francesco Venneri every step of the way. ORNL's in-house counsel had directly related experience that helped streamline this process.

Dr. Cochran assisted USNC in evaluating the technology to determine its suitability for the company's needs. Rather than packaging the technology into a single complex license, the team chose to keep the terms more flexible and divide it into three licenses that were easier to get approved. Dr. Cochran reviewed USNC's commercialization plan and license application to help evaluate USNC's readiness and willingness to advance the technology to market.

Because of the considerable risks involved in commercializing advanced nuclear fuel concepts, ORNL and USNC negotiated an exclusive license to enable USNC to raise additional capital.

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Thank you!

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