Course Guide:
MARKETING/BUSINESS DEVELOPMENT

The 2024 FLC National Meeting has something for everyone in the federal tech transfer ecosystem – and with 14 Training Day courses and more than 20 National Meeting sessions, the possibilities are endless! To help you optimize your time, we've categorized every course and session according to the **career pathways on the FLC Learning Center**: Intellectual Property Management, Agreements, Operations/Administration, and Marketing/Business Development.

Use this guide when you register for your Training Day and National Meeting sessions to customize your experience to fit your interests and expertise. The programming below fits the Marketing/Business Development pathway, and the content level is noted for each course. Some time slots do not offer sessions that fit this career pathway, giving you room to mix and match with other topics.

TRAINING DAY: TUESDAY, APRIL 9

8 a.m. – Noon

Marketing the Lab Inside and Out (Intermediate)

Instructors:

- Jennie Hempstead, Wright Brothers Institute
- Rene' Meadors, Wright Brothers Institute
- Joshua Laravie, Technology Transfer & Alliance Specialist at U.S. Air Force
- Dan Lockney, NASA

This half-day course will cover marketing topics of interest including how to train your inventor "salesforce," stage gate processes for converting data into valuable market intelligence, direct and indirect marketing best practices, and ways to measure marketing success. Participants will learn about creative approaches to reach current and new audiences, tools that help you share your message and tips for building your network.

1 – 5 p.m.

Negotiations (Intermediate)

Instructor: Steve Ferguson, National Institutes of Health

In this half-day course, we will cover the basics of how to initiate and conduct an effective negotiation. We will also dive deeper into more advanced negotiation subjects such as managing influences, the relationship between power and authority, negotiation mediums, handling emotions and stress, identification of hot buttons, and the benefits of nonverbal communication.

NATIONAL MEETING DAY 1 : WEDNESDAY, APRIL 10

12:45 – 1:45 p.m.

The Role of Federal Labs in Building Communities of Innovation Under the Multi-Billion Dollar CHIPS + Science Act (All levels)

Speakers:

- Brian Darmody, Chief Strategy Officer, Association of University Research Parks
- Ian Ryu, Head of Technology Partnerships, FedTech

The CHIPS + Science Act provides billions of dollars in applied research funding to multiple regional programs and initiatives that highly relevant to technology transfer. Examples include the National Science Foundation (NSF) Engines program, Economic Development Administration (EDA) Regional Technology and Innovation Hubs, Small Business Administration (SBA) Regional Innovation Clusters and Department of Defense (DoD) Microelectronics Commons. This session will give an overview of the regional programs and players in this space and explore strategies for federal technology transfer professionals to leverage the regional initiatives to enhance T2 outcomes.

2 – 3 p.m.

FLEX Program (All levels)

Speakers:

- Amanda Corbel, Frederick National Laboratory for Cancer Research
- Eddie Diehl, U.S. Army Medical Research and Development Command (USAMRDC)
- Frank Goertner, University of Maryland (UMD) Robert H. Smith School of Business
- Vladimir Popov, Frederick National Laboratory National Cancer Institute

Federal technologies need a partner to bring them to market. Student entrepreneurs need real-world experience. NASA's Technology Transfer University connects 51 universities across the country with NASA-developed technology and has generated successful licenses and spurred the creation of new startup companies. The FLC's Federal Lab Education Accelerator (FLEX) program gives participating universities access to a portfolio of more than 100 inventions and invites all FLC labs to participate. For both programs, the students develop real case studies for the federal technologies and conduct real market analyses that help federal technologies find a home. This panel will provide an overview of both programs, share lessons learned and offer ways for the audience to get involved, whether by joining an existing program or creating one of their own.

3:15 – 4:15 p.m.

American-Made: National Labs Creating a Fast Track to the Clean Energy Revolution! (All levels)

Moderator: Debbie Brodt-Giles, National Renewable Energy Laboratory (NREL)

Joint Institute for Strategic Energy Analysis Panelists:

- Eric Byington, American-Made Program
- Dave McFeeters-Krone, Intellectual Assets Corp. and Connector in the American-Made Network

3:15 – 4:15 p.m (Continues).

American-Made: National Labs Creating a Fast Track to the Clean Energy Revolution!

This session will discuss the American-Made Program, powered by the Department of Energy and administered by the NREL. This will provide an overview about the prizes that are accelerating innovation, the network that is supporting innovators and the vouchers that can open doors to the national labs. The session will also explain relevant prizes, including the Office of Technology Transitions Lab MATCH (Laboratory Making Advanced Technology Commercialization Harmonized) Prize, which is geared toward accelerating national lab IP commercialization.

3:15 – 4:15 p.m.

AI in T2: What Can It Do?

Speakers:

- Barry Datlof, U.S. Army Medical Research and Development Command
- Eddie Diehl, U.S. Army Medical Research and Development Command

This session will discuss artificial intelligence and its impact on T2.

4:30 – 5:30 p.m

The Role of AI in Tech Transfer Offices

Speaker: Marc Sedam, Vice President, Technology Opportunities & Ventures NYU-LH

This session will address how AI can be harnessed by Tech Transfer Offices (TTOs) to enhance the efficiency and efficacy of TTO workflows. A critical exploration of AI's role in automating routine tasks will follow, liberating TTO professionals from administrative burdens and enabling them to redirect their expertise towards strategic endeavors. Examples will be provided and queries shared.

NATIONAL MEETING DAY 2: THURSDAY, APRIL 11

12:45 – 1:45 p.m.

Use the Manufacturing Extension Partnership to Help Your Commercialization Partners (Intermediate)

Speaker: David McFeeters-Krone, Partnership Expert, Intellectual Assets, Corp.

Are your CRADA partners or licensees struggling to manufacture their new products or processes? The Manufacturing Extension Partnership (MEP) helps small manufacturers achieve operational excellence, and its MEP Advanced Technology Team (MATT) specifically helps U.S. small manufacturers overcome development hurdles through partnering. The program specializes in creating technology partnerships between companies and research labs. MATT can help manufacturers facing challenges in many areas such as developing new products or enhancing old ones, enhancing their data collection or use, and problem-solving for products. This session will describe MEP's services and introduce new offerings from the MEP Advanced Tech Team.

2 – 3 p.m.

Senior DoD Science and Technology Session

Learn about the DoD Science and Technology (S&T) enterprise, including S&T workforce and lab infrastructure policy, Federally Funded Research and Development Centers and University-Affiliated Research Centers.

3:15 – 4:15 p.m.

NCATS Advances Translational Research via Collaborations and the Synergistic Blending of Extramural and Intramural Programs

Speakers:

- Krishna (Balki) Balakrishnan, Ph.D., National Center for Advancing Translational Sciences (NCATS)
- Ami Gadhia, National Center for Advancing Translational Sciences (NCATS), National Institutes of Health (NIH)
- Meena U. Rajagopal, PhD., National Center for Advancing Translational Sciences (NCATS) Office of Strategic Alliances

The NIH is a unique biomedical institution that is both a granting agency that funds external research and is a research enterprise that carries out in-house research. This unique vantage point allows the NIH to make maximum synergistic use of the most consequential U.S. laws enacted in the early 1980s: the Bayh-Dole Act, the Federal Technology Transfer Act (FTTA) and the Small Business Innovation Acts. The panel will discuss how collaborations form the backbone of translating NCATS research findings into treatments for human diseases. This session will explain the different agreement types most often used in T2 collaborations that result in inventions, patents and licensing; explain the cooperative agreements (CA) with "U" activity codes as support mechanisms for high-priority research; and examine the synergy between extramural and intramural programs at the NIH involving universities and small businesses.