



## FLC Success Story Criteria

The FLC takes great pride in sharing the technology transfer successes of its members and their partners with the world through its online Success Story gallery. Through innovation, research, dedication and collaboration, more than 300 federal laboratories and agencies develop technologies that ultimately benefit society, the economy, or national security through technology transfer.

### What Qualifies as a Success Story?

A laboratory success may have different connotations. Below are some guidelines the FLC uses to define a valid success story eligible for publication in the gallery.

1. The content must be approved for general publication and release by an official representative of a federal laboratory or agency.
2. The story must include at least one of the following aspects:
  - a. A successful commercialization of a technology
  - b. A successful partnership between a federal laboratory and an external organization.
  - c. A T2 program that has made a significant impact on society, or within a community/region.
3. The "success" part of the story must be obvious and documented as clearly as possible.
  - a. Success can be defined many ways. The successes that are likely to be most engaging for audiences are those related to impact on society, the economy, or national security. But success could also be a successful transfer of technology, successful utilization of an innovative T2 mechanism, or successfully raising awareness of T2 (among prospective partners or postdocs making career choices, for example).
  - b. Documentation can also be done in many ways. Sales figures are great, but not always applicable or available. Documentation could be the number of users of a transferred technology or T2 service, number of T2 agreements that result from a showcase, the amount of time or money saved by a new process, a prestigious award or other type of recognition, etc.
4. The story should be of broad interest to other labs in the FLC. Maybe it's of interest because other labs might be interested in following your example - setting up their own T2 showcase or creative licensing process. Maybe other labs have struggled with the same types of challenges

the success story addresses. Maybe there's an opportunity for other labs to be part of your successful project - expanding it to other regions or areas of research, or making it even more successful by adding a different type of expertise to the equation. Or maybe other labs will be interested just because of how amazingly cool the technology is. Whatever it is, that should be emphasized at the top of the article to grab readers' attention and give them a reason to keep reading.

5. The story should include a photo or graphic that helps to illustrate the technology or service being discussed, along with an explanatory caption. A head shot is generally not preferred. Previously published images are fine as long as you have permission and provide the necessary info for the photo credit.

### Questions?

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