Technology Transition: Vision to Action
Tech Transition, working definition

• **Practical application** of knowledge and/or technology products
Strategic Principles

Success By:
• Early Advocacy
• Continued Emphasis
• Active Support
• Constant Engagement

Tech Transition Project
Bridge from Research to Product
Ultimate Goal

• Bridge from Research to Product must **remove barriers to technology adoption**
ACTION
Build Awareness

- **Demonstrating** the research and potential products to relevant audiences
Engage Business Partners

Benefits:
- Identify **Product Requirements**
- Identify **Business Opportunities**
- Best if **Mutually Beneficial**
Business Consulting

Maximize success potential:

• Perform **Market Research**
• Develop **Business Model**
• Define **Product**
  • *Make offering suitable for commercial use*
Product Development

• **Develop product** as informed by business consulting engagement and business partners
Tech Transition Tasks Timeline

1. Build Awareness
2. Engage Partners
3. Perform Market Research
4. Define Business Model
5. Prototype Development
6. Product Development
7. Execute Business Model