

Technology Transition: Vision to Action

VISION



Tech Transition, working definition

- **Practical application** of knowledge and/or technology products



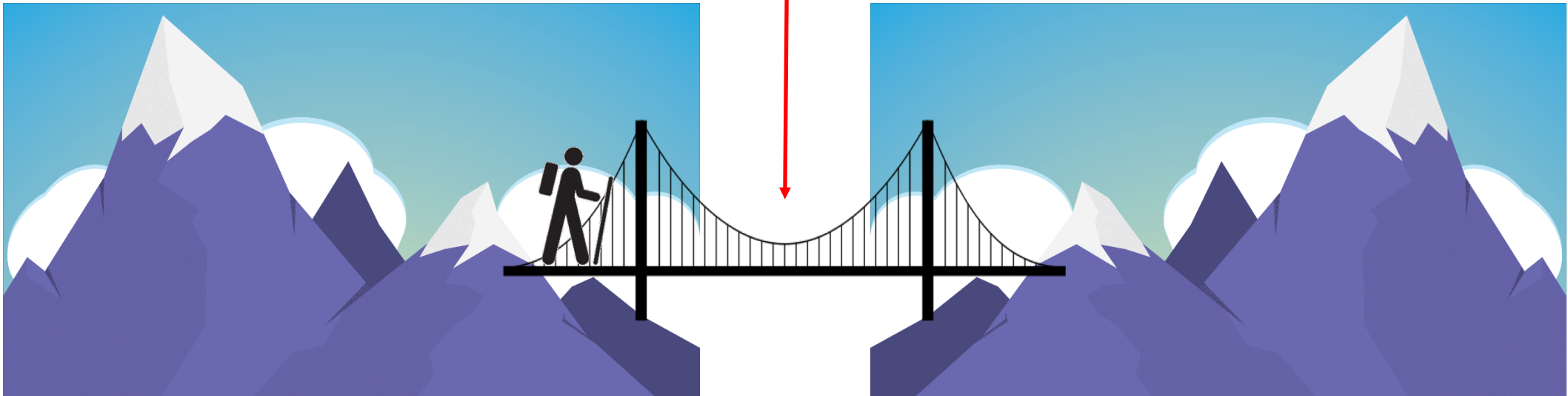
Strategic Principles



Tech Transition Project

- Success By:
- Early **Advocacy**
 - Continued **Emphasis**
 - Active **Support**
 - Constant **Engagement**

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

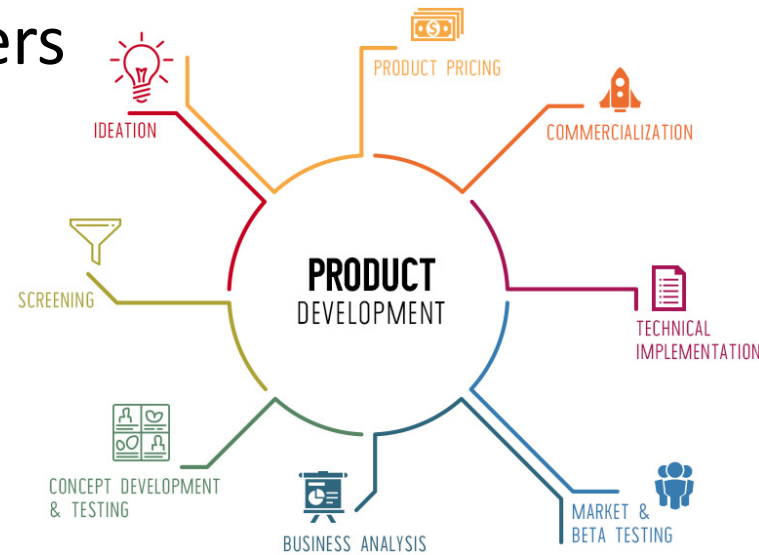
Maximize success potential:

- 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

