

 **Technology Transfer Evolution**

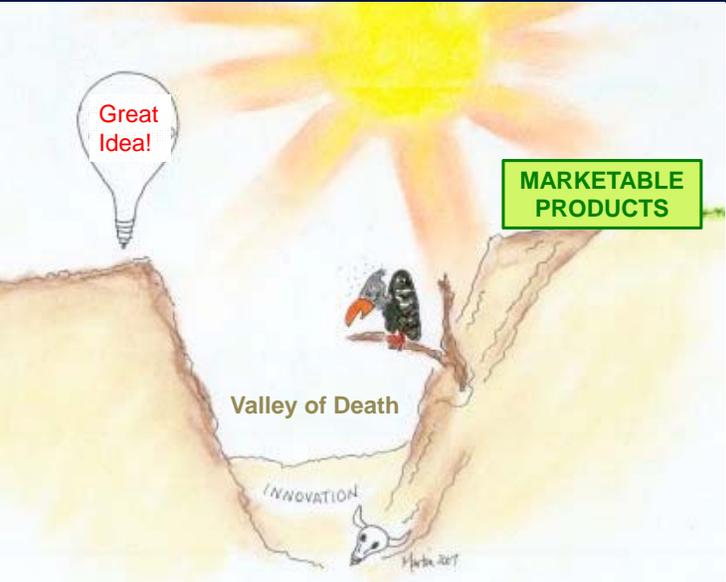
*Berkeley Lab Innovation Grants*

*Horst Simon, Deputy Lab Director  
and  
Technology Transfer and Intellectual Property Management*

September 2012



 **Why is there a need ?**





## How the Companies See It

**Technical risk**

- What will design, testing, and production cost?
- Will it integrate with our other technology?
- Is something else out there that is better?

**Market risk**

- What segments of our customer base will want it?
- Will it meet customer expectations, including cost?
- Can we sell enough units to make a profit?





## What do companies say?

*“While this is interesting, it is at too early a stage for us to pursue discussions at this time.”*

“Is there a prototype for us to evaluate ?”

“Please provide data relevant to operating conditions.”

*“Has the technology been integrated with other system components ?”*

“Can the system be used in a continuous flow mode ?”

“What is the efficiency ?”

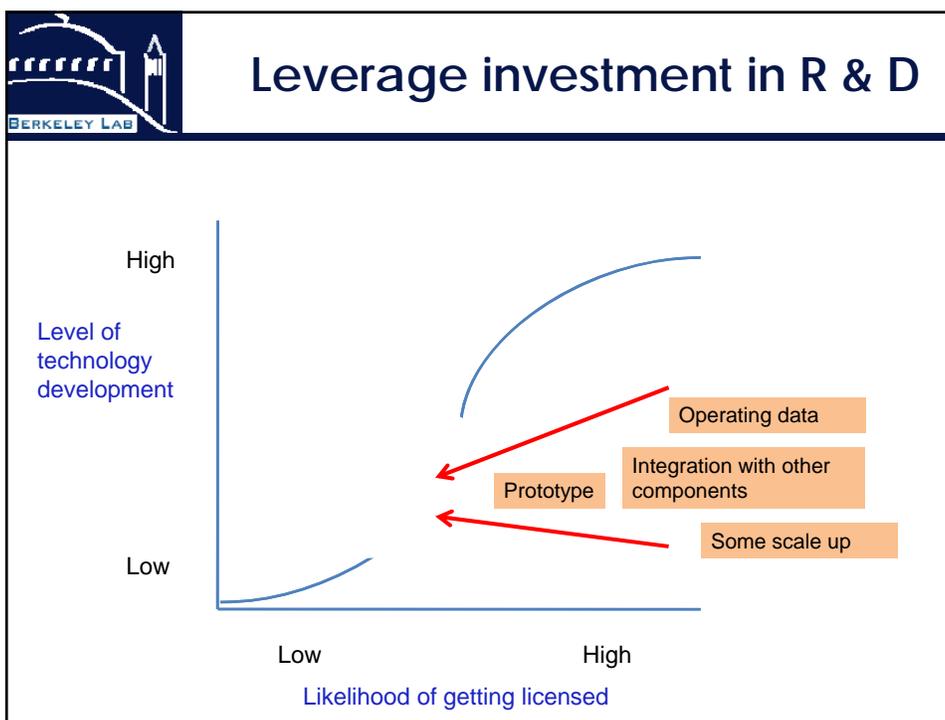


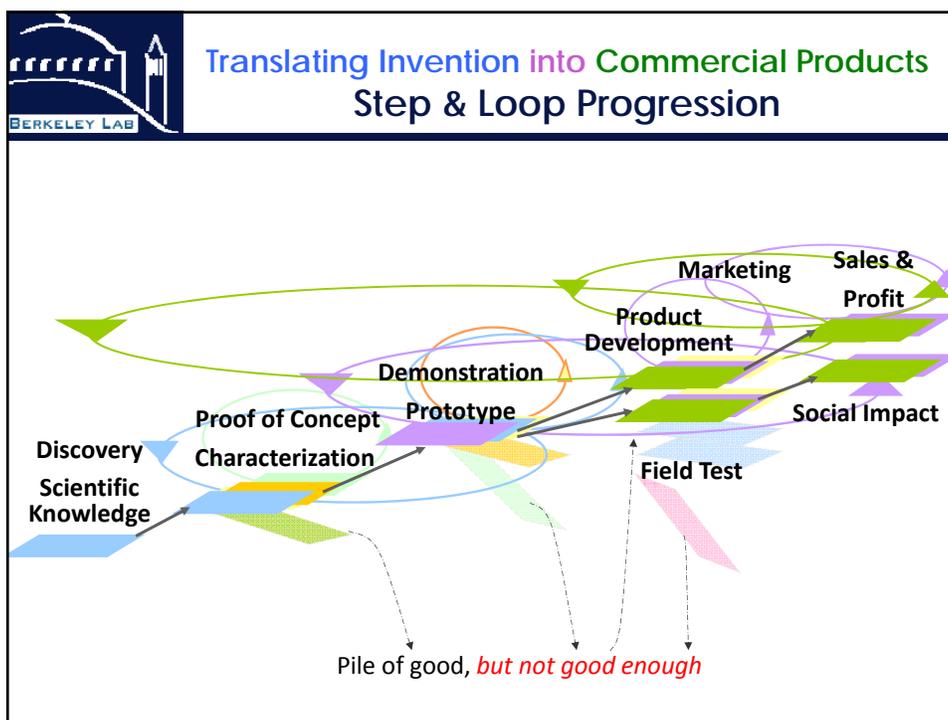
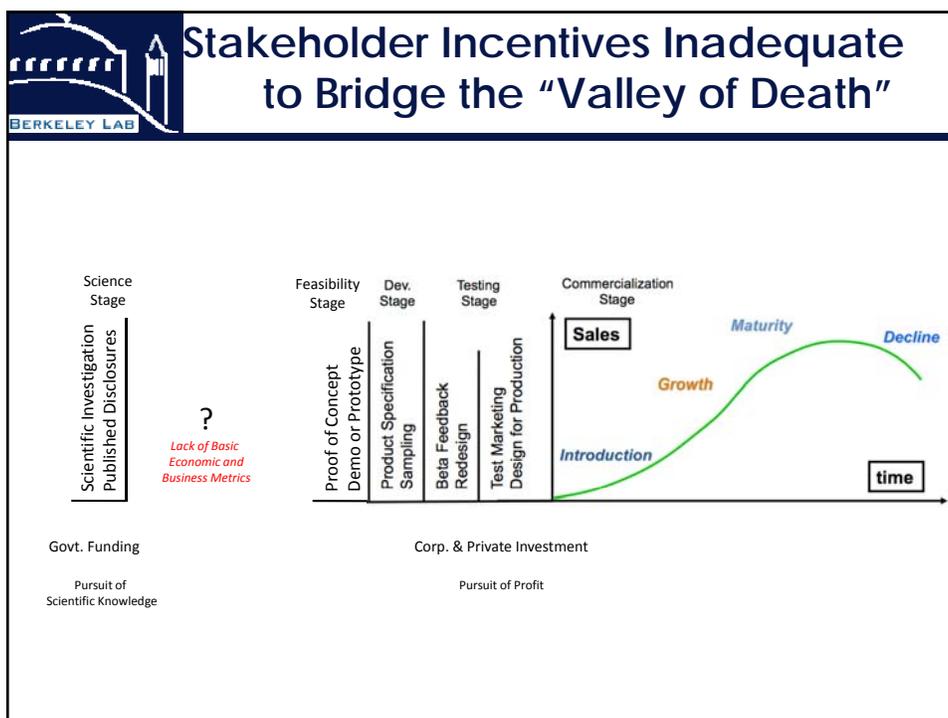
## Goal of Innovation Grants

**Mature the technology sufficiently to reach the tipping point and generate licensee interest**

**2012 Awardees**

- Spectrally Selective Dynamic Window Coatings  
Delia Milliron
- Parallel Software Framework for TOUGH Suite of Codes  
George Pau, Stefan Finsterle, Eric Sonnenthal
- Integrated Geophysical Electromagnetic Seismic Imaging  
Michael Commer, Greg Newman, Petr Petrov
- iMEA Chip Prototyping and Optimization  
Daojing Wang, Rafael Gomez-Sjoberg







## Criteria for Proposal selection

There **must be an ROI or software disclosure** on which the proposed works builds

- 1) Is there sufficient market size to attract entrepreneurial or industry investment?
- 2) Does the technology offer significant benefits over competitive alternatives?
- 3) Is the technology perceived by industry as too risky without further evidence?
- 4) Will achieving the proposed development milestones position the technology to have a good chance of being licensed?
  - **Ideal if milestones are based on industry feedback**



## The Process

- 1) Feel free to call TTIPM at x 6467 with any questions – ask for Bill or Pam
- 2) Tech Transfer will meet with each applicant
- 3) External review panel
- 4) Awards announced in December 2012
- 1) Work can begin as early as January 2013
- 1) Tech Transfer will work with each awardee to develop a commercialization plan