



Technology Transfer Marketing



DeltaTech-Korea Ltd.

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I. The Technology

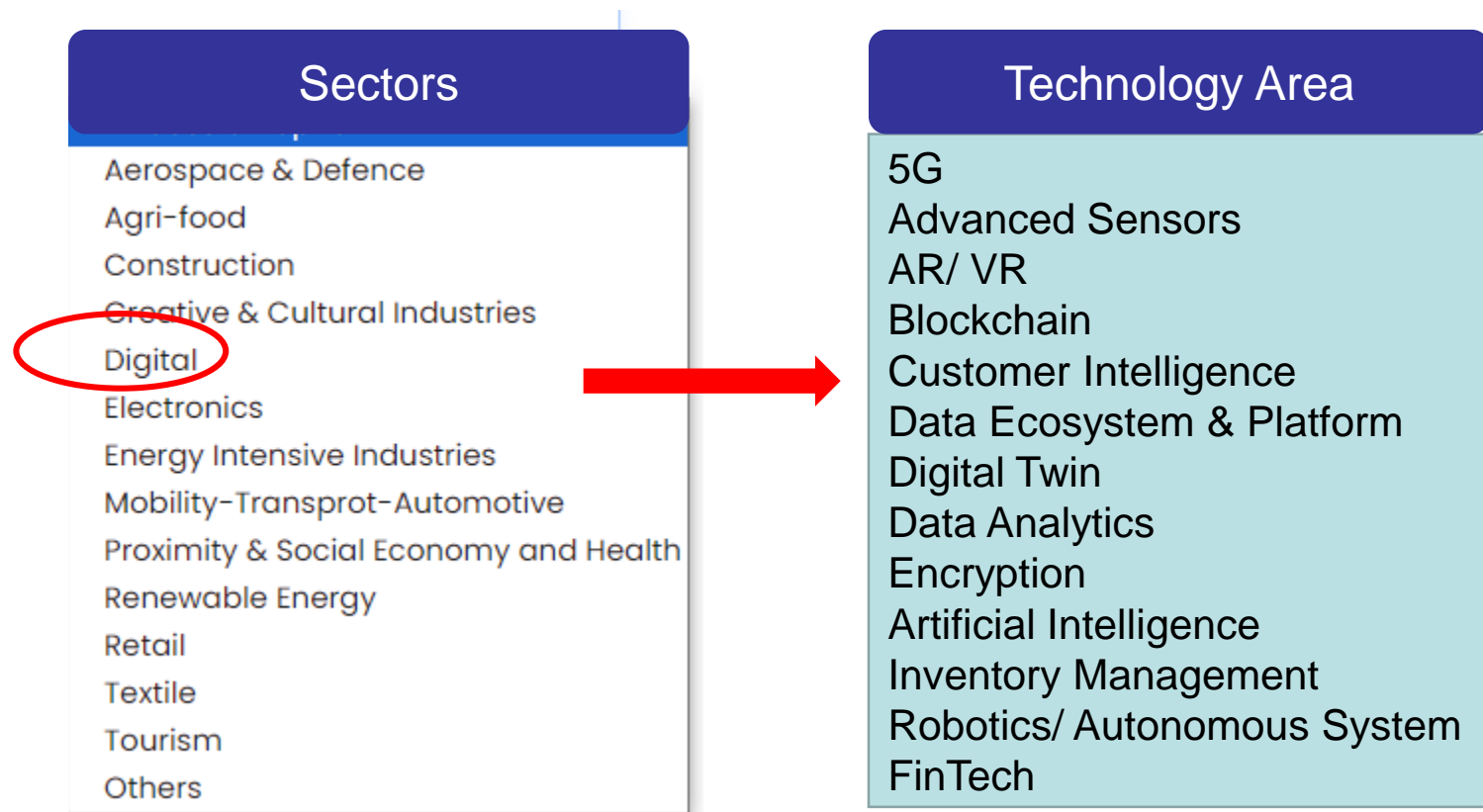


1. Technology
2. Functionality
3. Maturity: TRL
4. Metrics

1. Technology



- Application of scientific knowledge for practical purposes especially in industry
- Change and manipulate the human environment



2. Functionality



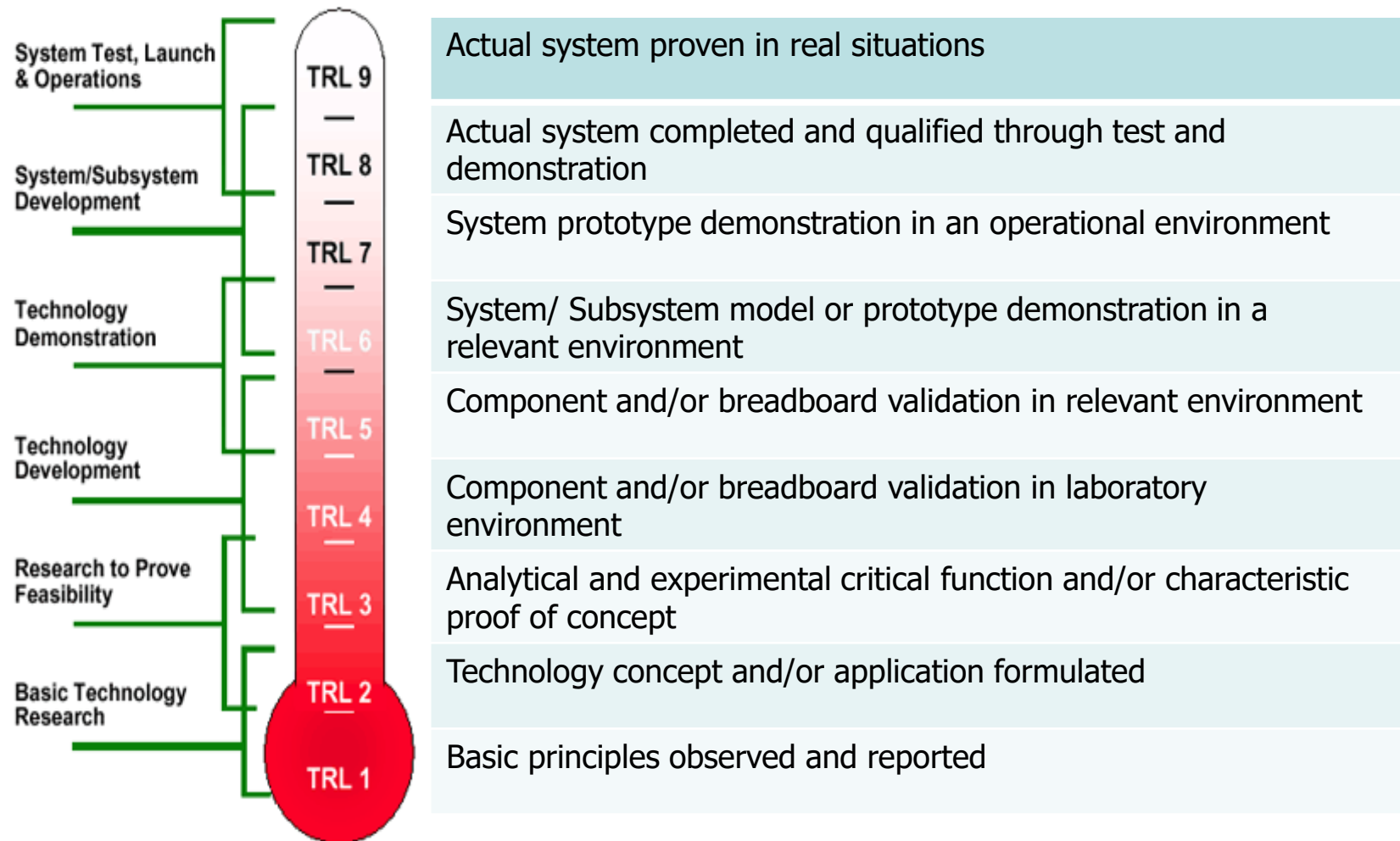
- Functionality is what technology does
- Lead to performance: what someone achieve

Technology Functionalities	Example Application Systems of Each Technology Functionality
Analytical	Customer Relationship Management (CRM), Decision Support Systems (DSS), Executive Support Systems (ESS), Programmed Decision Systems (PDS) (Laudon and Laudon 2004; Zmud 1983)
Automational	Accounting Systems, Inventory Management Systems, Office Automation (OA), Transaction Processing Systems (TPS) (Laudon and Laudon 2004; Zmud 1983)
Collaboration	Application Sharing Systems, Electronic Document Management Systems, Group Decision Support Systems (GDSS), Virtual Learning Systems, Whiteboard (Born 2002; Laudon and Laudon 2004; Malhotra and Majchrzak 2004; Nambisan 2003; Watson-Manheim and Belanger 2002)
Communication	E-Mail, Internet Chatting Systems, Group Support Systems (GSS), Video Conference Systems, Voice Mail (Born 2002; Huber 1984; Laudon and Laudon 2004; Shirani et al. 1999; Watson-Manheim and Belanger 2002)
Control	DB Security Systems, Firewall, Monitoring Systems, Network Security Systems (Born 2002; Lee and Lee 2002; Urbaczewski and Jessup 2002)
Disintermediation	CRM, Electronic Data Interchange (EDI), Enterprise Resource Planning (ERP), Product Data Management (PDM), Supply Chain Management (SCM), TPS (Laudon and Laudon 2004; Zmud 1983)

3. Maturity: TRL



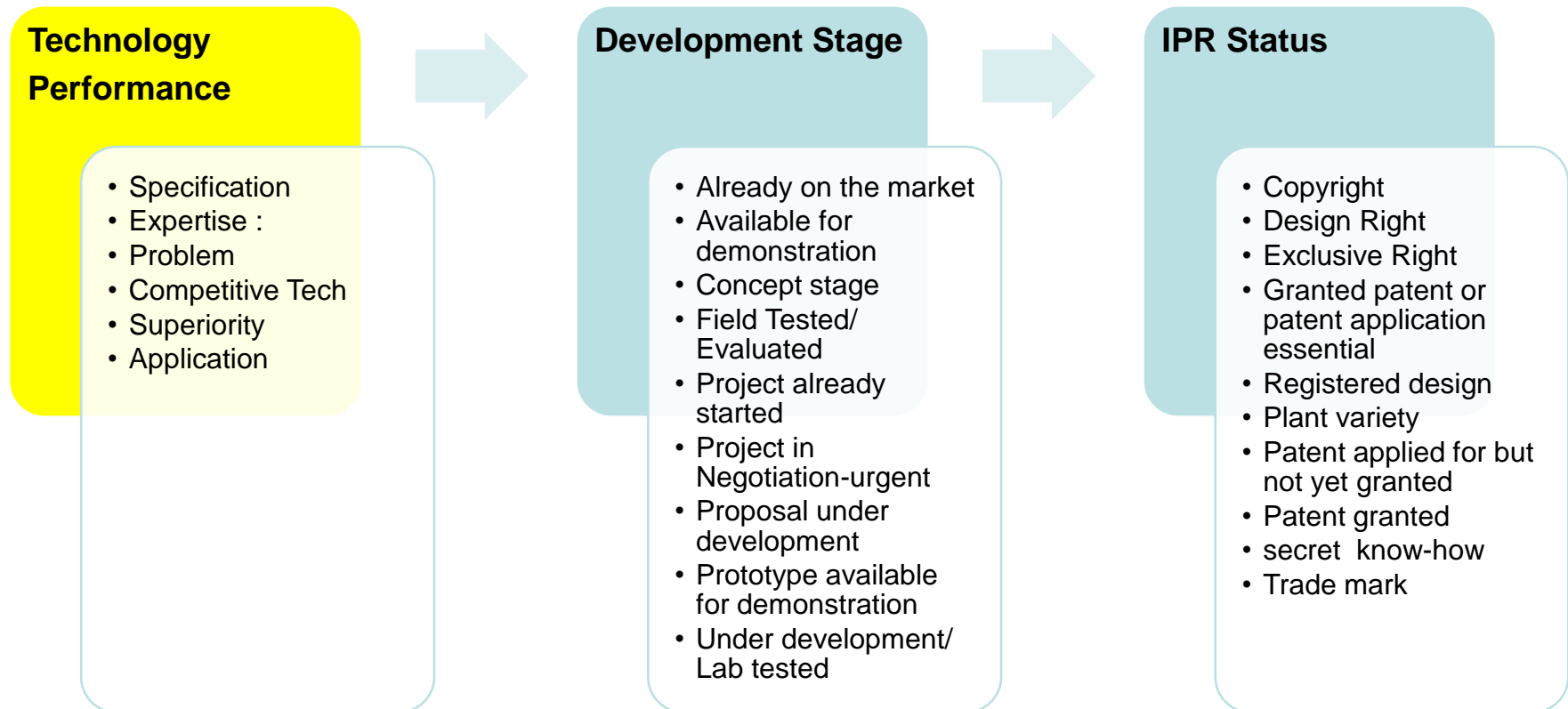
- Measures how close a technology is to be used in everyday activity



4. Metrics

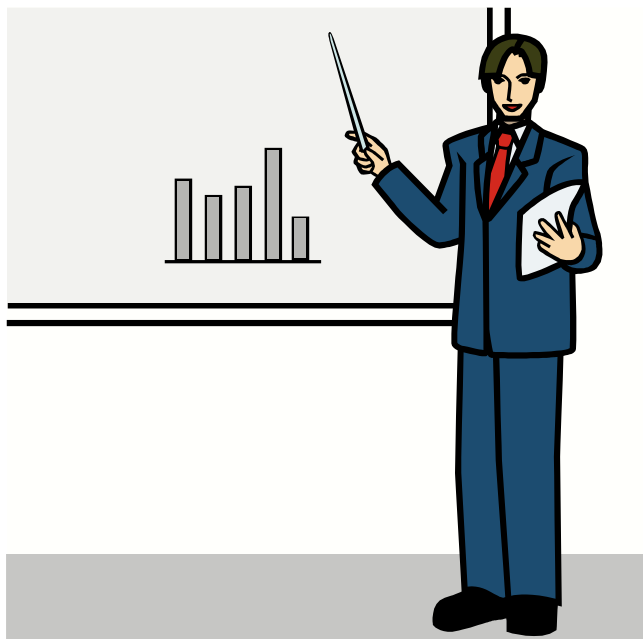


- Measure how well you can do TT with the technology
 - Identify “usefulness” by Performance, TRL and IPR





II. TT Promotion



1. Promotion Mix
2. Brokerage Event
3. Company Mission
4. Technology Fairs
5. Demand Response Search

1. Promotion Mix



Activity of promoting, creating & seeking opportunities for TT

Post Technology Listing Online

Passive

Inventor Interview
Publish literatures

Attend Conferences
Submit applications for awards
Cold outreach to prospects at
potential licensee firms

Active

Advertising
Newspaper Article: PR
Trade Fair & Exhibitions

2. Brokerage Event



A series of pre-arranged meetings organized at a single venue for potential partners who come together to learn more about each other's skills, interests and needs

: Often arranged at trade show, fairs, exhibitions or conferences as a **unit event**, but can also be stand-alone events



3. Trade Mission



- A business trip designed to transport executives into a foreign business environment to achieve international business relationship
- : Generally organized by national or provincial governments for purpose of exploring business opportunities
 - : Considerations- Goal/ Cost/ Benefit



4. Technology Fairs



A technology-industry connecting event, with technology at the heart, bringing together Innovation Seekers, Solution Providers and Intermediaries



4. Technology Fairs



TEKTITE: DIGITAL ECONOMY 23



Why DIGITAL ECONOMY?



SELLING OFFER

Technology profiles with open innovation managers and accelerators in Korea, EU, Singapore, China, Japan and more



CO-OP PROPOSAL

Innovators showcase enabling technologies for commercialization or co-development with innovation seekers



Conference

Participants can get know-hows of open innovation practices by attending keynote speech sessions from global open innovation leaders



BUYING REQUEST

Corporations engage the innovation community for technology solutions through an open innovation platform



B2B Matchmaking

Participants that are seeking partnerships via R&D collaboration, technology commercialization or licensing can connect to potential collaborators



Online Event



Technology & Business Opportunity

4. Technology Fairs



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Digital Economy 28 - 31 MARCH

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TEKTiTE: Digital Economy 2023

Premium Online Brokerage Event

March 28th - 31st



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account

payment

cash flow

money tree

learning

pie chart

transfer

cash

folder

distribution

5. DRS



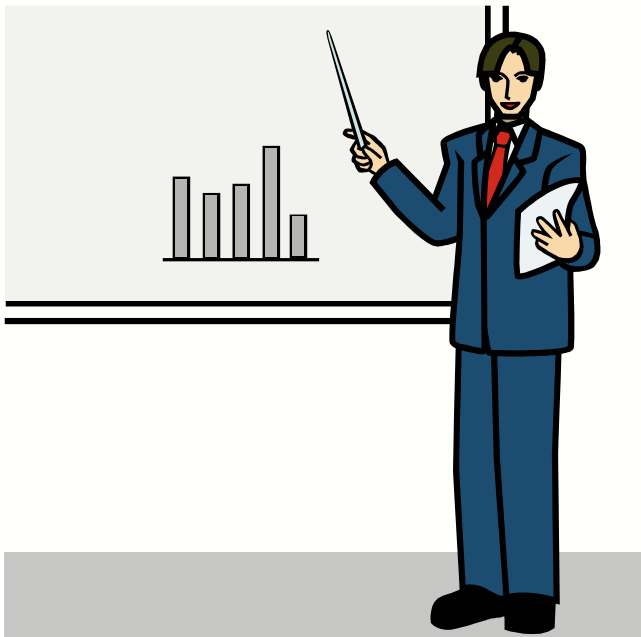
A sniper-targeted campaign to reach a pre-defined audience, enabling solution providers to get engaged directly with the decision-makers of innovation seekers and/or investors.

- : Ensures that target audiences get the right message/offer at precisely the right time
- : Create EOI (Expression of Interest) which arranges a B2B meeting in person between solution providers and innovation seekers.





III. B2B Talks



1. EOI
2. Action to EOI
3. Response to TO
4. Response to TR
5. QPD

1. Expression Of Interest

A formal document prepared by a buyer for a seller, demonstrating buyer's willingness, ability and a price range for purchasing seller's business, asset or security

An opportunity to provide important information and to demonstrate the suitability, interest and availability of a proponent



Expression of Interest (EOI) Template

Profile of your Organisation and Contact Details:

Name of the Organisation:	Q3 Medical Devices Limited		
Cooperation Type Wanted:	Technology transfer		
Type of the Organisation:	<input checked="" type="checkbox"/> Company <input type="checkbox"/> University / Academic Institution <input type="checkbox"/> Research Organisation <input type="checkbox"/> Other (please specify):		
Field of Activity:	Medical products		
Contact Person:	Eric K. Mangiardi MSc		
Position:	CEO		
Address:	88 Harcourt Street, Dublin 2, Ireland		
Tel #:	+491722439649 (Germany) +353867827296 (Ireland)		
Email:	emangiardi@gmail.com		
Website:	http://www.q3medical.com		
# of Employees:	<input checked="" type="checkbox"/> 1 - 10	<input type="checkbox"/> 11 - 50	<input type="checkbox"/> 51 - 250
Year Established:	2013	Turnover in € (optional):	

Presentation of your Organisation:

Provide a short description of your organisation, its activities, products & services.

Q3 Medical Devices Limited is an Irish based holding company with multiple operations in Germany. The holding and its companies are focused on the development, manufacturing, and distribution of minimally invasive devices for the treatment of patients with cardiology, peripheral vascular and non-vascular diseases. As a leader in the development of innovative medical device technology, we have an international cooperation with QualiMed GmbH and amg International stent company.



Reasons for your interest in the technology profile:

Why this profile is interesting for your organisation and what do you expect from the profile originator?

- If you are replying to a Technology Request, explain what your organisation is offering to solve the problem or match the need described.
- If you are replying to a Technology Offer, explain how your organisation would like to use or exploit the technology being offered.

Please let us know how to contact Professor Kang as we would like to explore this further as a potential coating on our fully biodegradable device.

Questions you would like to ask the originator of the profile:

Is there any technical or other information (not clearly provided in the profile) that is important for you in order to assess the possibility to collaborate with the originator of the profile?

Our focus at the moment is on biodegradable products.

2. Action to EoI



- We should pass on an EoI to our client company within 3 working days of receipt. At the same time, we should also thank and inform the Network partner who provided the EoI
- We should encourage our clients to answer within 5 working days
- A response could be one or more of the following:
 - We are interested in developing further contacts.
 - We cannot respond at this time because...
 - We require more information (make sure that the required information is specified).
 - The match is not appropriate.

3. Response to TO



WHEN RESPONDING TO A TECHNOLOGY OFFER:

- Explain the **nature of the interest of your client** and how they would like to use or exploit the offered technology
- Provide whenever possible, **a brief profile of your client and full contact details** (name, position, company, address, telephone, email and website). *Though sometimes during the first contact, your clients are unwilling to give all this information.*



WHEN RESPONDING TO A TECHNOLOGY REQUEST :

- Explain how your client can help solve the problem or match the need described in the technical specification. Add references, supporting information etc.
- Remember that providing a web link or only basic contact details is simply not good enough.
- Provide a brief profile of your client and full contact details (name, position, company, address, telephone, email and website) whenever possible.

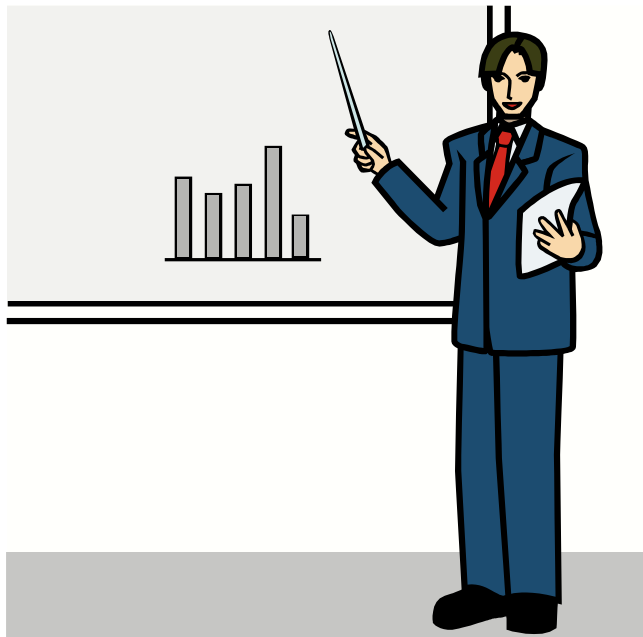
A dark gray world map is visible in the background of the slide, centered behind the text.

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- 01. Mission / Vision**
- 02. Market / Problem**
- 03. Product / Solution**
- 04. Underlying Technology**
- 05. Value Proposition**
- 06. Commercialization Strategy**
- 07. Revenue Model**
- 08. Development Status**
- 09. Competition**
- 10. Management Team**



IV. Quick Pitch Deck



1. Mission / Vision
2. Market / Problem
3. Product / Solution
4. Underlying Technology
5. Value Proposition
6. Commercialization Strategy
7. Revenue Model
8. Development Status
9. Competition
10. Management Team
11. Other Considerations

1. Mission / Vision



- **What is your vision?**
 - What is your big vision?
 - What problem are you solving and for whom?
 - **Where do you want to be in the future?**
- Sometimes the white space on the slide is filled with customer logos or testimonials.

2. Market / Problem



- **What problem does your technology solve?**
 - Emphasize the pain level and the inability of incumbents to satisfy the need
- **Define the market opportunity and its size.**
 - How big is the market opportunity your are pursuing and how fast is it growing?
 - How established is the market?
 - Do you have a credible claim on being one of the top two or three players in the market?

3. Product / Solution



- **Describe your product/service**
 - What is your product/service?
 - How does it solve your customer's problem?
 - What is unique about your product/service?

4. Underlying Technology



- **Elaborate on the technology or methodology you have developed to enable your unique approach.**
 - How do its key features translate into customer benefit?
 - How does it advance beyond the completion in layman's terms
 - Describe intellectual property status: What is the ownership structure? Any encumbrances?

5. Value Proposition



- **What is your value proposition to the customer?**
 - What kind of ROI can your customer expect by using your product/service?
 - What pain are you eliminating?
 - Are you selling vitamins, aspirin? (i.e. a luxury, a nice-to-have, or a need-to-have)
 - How can marketing move you to a perceived “need-to-have?”

6. Commercialization Strategy



- **How are you selling/ licensing/ commercializing?**
 - What is the primary method of commercialization?
 - What does the sales process look like and how long is the sales cycle?
 - How will you reach the target customer?
 - What is your sales, marketing and distribution strategy?
 - What is the current sales pipeline?
 - How do pipeline intermediaries benefit by cooperating with your product role-out?

7. Revenue Model



- **What is your revenue model (see P & L)?**
 - How do you make money?
 - What is required to become profitable?
- **Show sales projects and reference to quotes and interactions with market representatives.**

8. Development Status



- **Stage of Development:**
 - Company
 - Technology/ Product
 - Team
 - Financial metrics/ revenue
- **Future Milestones**
- **Regulatory/ Development Risks**
- **Show off early customer or distribution progress: numbers, logos, testimonials**

9. Competition



- Who is adjacent to you in the market that could enter your market and compete or could be a co-opted partner?
- What are their strengths/ weaknesses?
- Why are you different?
- Be sure to anticipate competitive responses, and never deny that you have competitors, no matter how unique you think you are. Really, it's okay to compete.
- This is also a good slide on which to show market size estimates with market segmentation, estimates split among competitors including yourself.

10. Management Team



- Who is your management team?
 - What is their experience?
 - What pieces are missing and what is the plan for filling them?
- On one slide, highlight the backgrounds of the key members of the team, and any directors or advisors (not too many) who bring something special to the startup or R&I Team. Explain verbally whom you intend to add, to the team in the next year. (If that includes a CEO, say so up front, without waiting to be asked.)

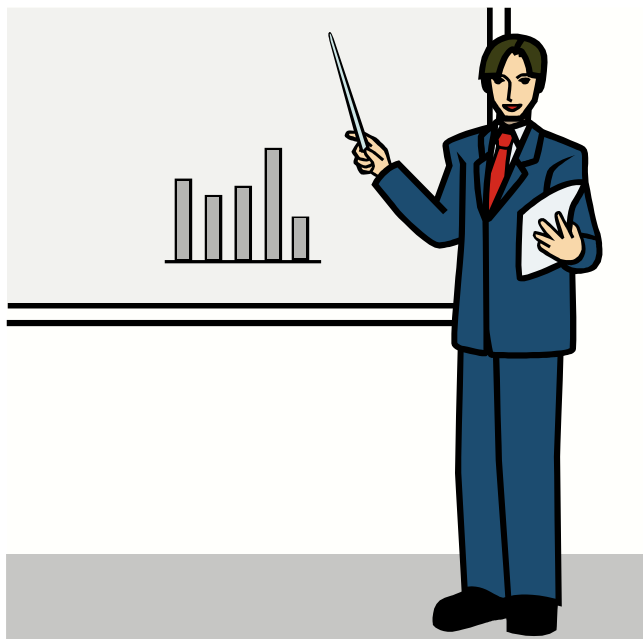
11. Other Considerations



- What assumptions are key to the success of the business?
- What “gotchas” could change the business overnight? New technologies, new market entrants, change in standards or regulations?
- What are your company’s weak links? How will you address?



V. Assignment



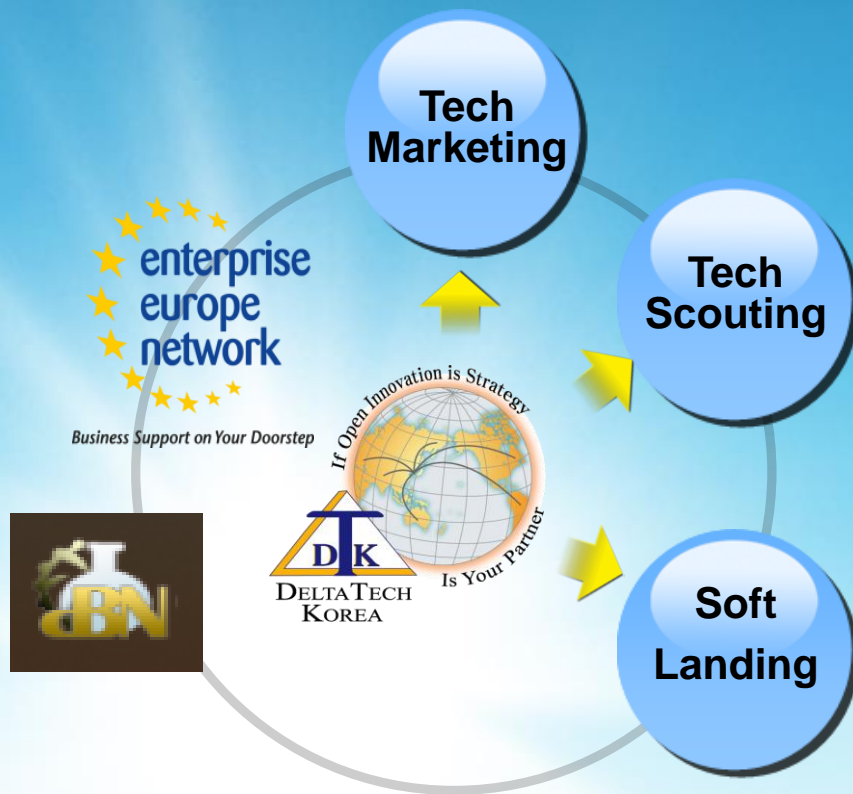
1. Assignment



*SELECT A TECHNOLOGY OFFER FOR
LICENSING*

*RESEARH ON LICENSING OPPORTUNITY AND
WRITE A “**QUICK PITCH DECK**” FOR B2B
TALKS*

THANK YOU



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