Outline for Final Report and Market Interest Package – “MIP”

Mgt 354 assignment-commercialization project

► Purpose – to assist a firm or university to market technology or decide on future R&D investments (The MIP is a 3-4 page summary of full report – final report covers same topics, 20-25 pages for this assignment)

► The MIP is often used by university technology transfer officers or as a joint package with a TIP sent to clients/partners, whereas the report is given to the client

 ▪ Vision

 ▪ Total Size of Market
  ► existing, future, and potential

 ▪ Competitive technologies
  ► similar, existing alternative, and pipeline

 ▪ Comparison of client technology with competition (performance, uniqueness, and intellectual property protection)

 ▪ Strategic positioning recommendations
  ► Start-up, license, bundle with other technologies, etc.

► More detail regarding format of final report will be given during the semester
Technology Interest Package – “TIP”

Mgt 354 assignment-commercialization project

► Purpose – to introduce potential customers or partners to a client’s technology; CCAT uses two types of “TIPs”

- **Non-confidential TIP** – used prior to full intellectual property protection (i.e., technologies still in testing/R&D phases) – fairly general
  - 1 to 2 pages (see example on web-page)
  - Technology, applications, advantages, data
  - Follow-up with a non-disclosure agreement

- **Full TIP** – releases more information about technology - targeted
  - 3 to 4 pages (see-example on web-page)
  - More targeted to a specific market
  - More emphasis on describing technology
  - Typically used for relatively well developed technologies