

NATIONAL TECHNOLOGY TRANSFER CENTER

MISSION

To serve as a hub
for the nationwide technology-transfer network
to expedite the movement
of federally developed technology
into the stream of commerce.

LEE W. RIVERS

NATIONAL TECHNOLOGY TRANSFER CENTER

PURPOSE

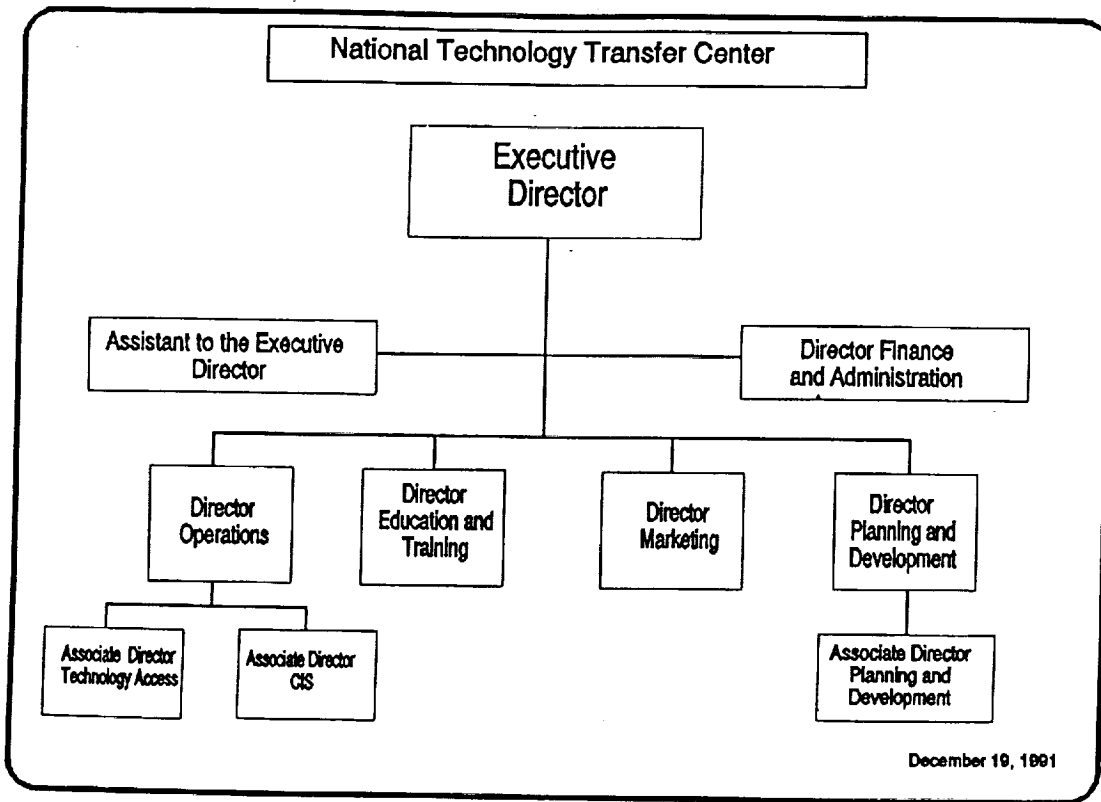
To enhance the competitiveness
of American industry.

OBJECTIVES

- To help American industry gain easy, rapid, and productive access to the most marketable federal technologies.
- To help the federal laboratories find appropriate private partners to develop and commercialize technologies.

ESTABLISHMENT CHRONOLOGY

- October 1989:
Senate Appropriations Committee directed NASA to start process of establishing NTTC at Wheeling Jesuit College, Wheeling, WV.
- March 1990:
College received planning grant.
- April 1991:
NASA and college signed 5-year cooperative agreement establishing NTTC.
- November 1991:
Current executive director named.



NTTC WORKING GROUP

- Federal Laboratory Consortium
- Regional Technology Transfer Centers
- Agency Technology-Transfer Managers
- NTIS
- SBA/SBDC-National
- SBIR
- Technology-Transfer Partnerships & Programs
- Universities
- Economic-Development Groups
- Trade & Professional Associations

FUNCTIONS

GATEWAY. Linking federal laboratories and the nationwide technology-transfer network with American companies; trade and professional associations; entrepreneurs; venture capitalists and other investors; and state, local, and regional economic-development organizations.

EDUCATION & TRAINING. Helping government and industry understand technology transfer and develop individual and organizational approaches to it.

OUTREACH. Seeking out agencies, companies, and other organizations to help them improve their technology-transfer systems.

GATEWAY

- A full federal-technology database and indexing system combining existing and new sub-systems.
- An 800 telephone number for access by federal-technology users.
- A highly trained staff with technical and communication expertise for linking users with the nationwide technology-transfer network.
- Collaboration with FLC on the "Business Gold" technology alerting system.
- Follow-up to analyze and evaluate the effectiveness and impact of the technology transfers resulting from NTTC operations.

EDUCATION & TRAINING

- Undergraduate and MBA curricula for technology transfer and innovation management developed in collaboration with Wheeling Jesuit College.
- Seminars, conferences, and short courses for enhancing the skills of technology-transfer professionals and managers.
- Project to raise awareness and knowledge levels and to foster behavioral changes in government and business executives and economic development professionals.

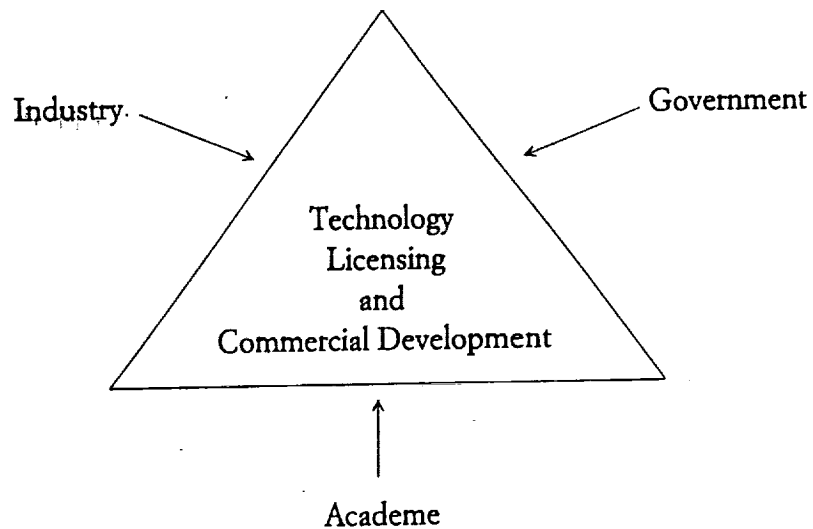
OUTREACH

- Participate in discussions with agencies and laboratories on fostering and managing technology transfer.
- Develop working relationships and agreements with trade and professional associations.
- Develop working relationships and agreements with technical, financial, and extension organizations.
- Facilitate linkages of regional, state, and local groups with the nationwide technology-transfer network.
- Assist in regional/state/local initiatives.
- Play advocate roll in economic-development issues.

ADVISORY COUNCILS

- Develop three councils involving innovation leaders in business, federal, and other-governmental communities.
- Purpose: To provide NTTC with a continuous flow of unbiased, forward-looking, sensitive expertise and criticism.

Three Views of the Elephant



INDUSTRY PERSPECTIVE

- o SPEED
- o QUALITY
- o EXCLUSIVITY
- o JUSTIFIABLE COST
- o COMPARATIVE ADVANTAGE
- o GLOBAL USE
- o CONFIDENTIALITY
- o WIN-WIN
- o TECHNICAL BACK-UP

GOVERNMENT PERSPECTIVE

- o AVOID PERSONAL RISK
- o QUANTITY OVER QUALITY
- o CONFLICTS OF INTEREST
- o NON-EXCLUSIVE
- o LITTLE SENSE OF VALUE
- o EQUAL ACCESS
- o DOMESTIC COMPANY BIAS
- o SMALL BUSINESS BIAS
- o COMPLEX DECISION-MAKING

ACADEMIC PERSPECTIVE

- o PUBLISHING COMES FIRST
- o CONFLICTS OF INTEREST
- o LITTLE SENSE OF VALUE
- o POOR BACK-UP
- o NOT HIGH PRIORITY
- o SCIENCE VS. TECHNOLOGY
- o EXCLUSIVITY (YES/NO)
- o MOVE SLOWLY
- o QUANTITY OVER QUALITY

THE TENTH PERSPECTIVE

"AS VIEWED BY THE NATION --- AND

ALL THREE SECTORS"

WE MUST MAKE IT WORK!