



NIH SBIR/STTR Technology Translation Workshop

Why Participate?

The Technology Translation Workshop at the NIH SBIR/STTR 2011 Conference is designed to help researchers, universities, labs, and small businesses with proprietary, protected technologies:

- Clearly articulate their technologies in language that excites business buyers, licensees, investors, distributors, manufacturers, etc. (collectively referred to as “buyers”)
- Create a Merwyn Business Simulation report that provides an annual sales forecast, development & protection status, probability of success, fair market royalty & more
- Make connections with buyers through the NIST MEP Network and by proactively sending their report to target buyers

At this interactive workshop, you will learn to hone your marketing message and get started “translating” your technology into a simple description that anyone can understand, regardless of their background. You should come prepared to characterize your technology along the following dimensions: development status, proprietary protection status; primary customer; specific customer challenge the innovation addresses and the current best option for addressing it; specific or numeric promise of technology to customer; why the customer should care; what is the product/service; how it is meaningfully unique vs. other options and how it makes the promise possible; why the customer should believe you

After the workshop, a market research expert will take your description and gather key data required to run a Merwyn Business Simulation. Your business concept will then be submitted to Merwyn Research Incorporated where it will be rated on 50 separate dimensions by five professional raters and processed by an expert computer system. Then over 2,000,000 calculations will be done to produce the Merwyn Business Simulation report.

You’ll be notified via email when your report is available for review in your personal NIST MEP USA National Innovation Marketplace account. After seven days your report will be published to the Marketplace – www.USAINnovation.org – where 1 in 5 listings result in a “significant meeting” with a potential investor or partner.

The value of this service is \$5,000 and for this event will be funded 100% by the US Department of Commerce.

Note: To complete the translation and submit your technology to the USA National Innovation Marketplace, you should have a provisional application and/or patent filed or granted.



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