



Findings from ATP-EAO's Post-Project Survey¹

Customers Across Many Industries Enjoy Significant Benefits from ATP-funded Technology²

Broad-based economic benefits are the ultimate goal under ATP's legislated mission. These benefits occur through a number of avenues including:

- **Products entering the early part of the production chain enable many downstream customers to benefit from the innovation.**
Almost all products developed with ATP-funded technology (over 96%) are sold to customers that use it in their own production process, either in-house or integrated into a larger product, which is then sold to their customers.
- **Significant Customer Base.**
ATP project participants report an average of 107 customers for products used in-house and an average of 35 customers for companies that integrate the product produced by ATP-funded technology into their own product.
- **Customers in Multiple Industries.**
Almost half of the companies report that at least some of their customers are outside of their own industry.

Spillover benefits accrue to the customers of the products developed with ATP-funded technology as they use these products to improve their own production processes. A significant portion of these customers of ATP-funded technology experience higher productivity as a result of reduced costs, improved performance, and enhanced quality:³

- Eight out of ten companies report that use of their product *reduces the costs* of their customer's production; over half of the companies reporting *reduced costs* indicated that the reduction was by a VERY significant amount.

¹ EAO collects data from ATP companies participating in an ATP project two, four and six years after a project's completion. EAO calls this the Post-Project Survey. Data collected for this fact sheet came from nine rounds of interviews covering projects that began sometime between October 1, 1993, and December 31, 1998. The interviews were conducted between February 1, 2001, and August 1, 2004. The first seven sets of interviews were timed to occur approximately two years after the ATP project ended. The last two sets of interviews included 168 companies surveyed from the first set of interviews since four years had elapsed for those projects. In addition, 11 new companies were surveyed who were not sampled in the first round. This fact sheet comes from the responses of 515 participant companies working for 261 projects. The 261 projects divided into 187 single applicant and 74 joint venture projects.

² These data are responses to questions specifically aimed at the most important market activity that resulted from their ATP project. Therefore, the numbers presented here understate the overall impact of the ATP project on the customers of these firms.

³ This section refers to commercial products, not processes, developed with ATP-funded technology. Specifically, how the customers of these products use them as inputs in order to improve the quality or reduce the cost of their final product.



Highlights from ATP's Economic Studies

Economic Assessment Office



- Seven and a half out of ten report their customers enjoy *improved performance* through use of their product.
- Six out of ten report *improved product quality*.
- Over half report all three attributes: *reduced costs, improved performance and increased quality*.
- Over half report that their product enables them to produce a new product that they could not produce before.

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