

Leading WV into the New Economy



Powered for the Future

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Commercialization Manager

<http://www.techcomm21.vclink.net>

Commercialization

The **PROCESS** of transitioning an
IDEA to a
PROFITABLE commercial **PRODUCT**.

- **Product**
- **Solve a problem**
- **Unique**
- **Have a market**
- **Sustainable competitive advantage**

TechComm21



What is TechComm21?

Technology Commercialization in
the 21st Century

TechComm21 is a state wide commercialization initiative spearheaded by the WVHTC Foundation and designed to advance economic growth by increasing the number of new products introduced into the marketplace by West Virginia innovators.

TechComm21 Team



Meet the Team

Dale M. Hunt

Director of TechComm21

Nora T. Myers

Commercialization Manager

Anna M. Rittenhouse

Commercialization Manager

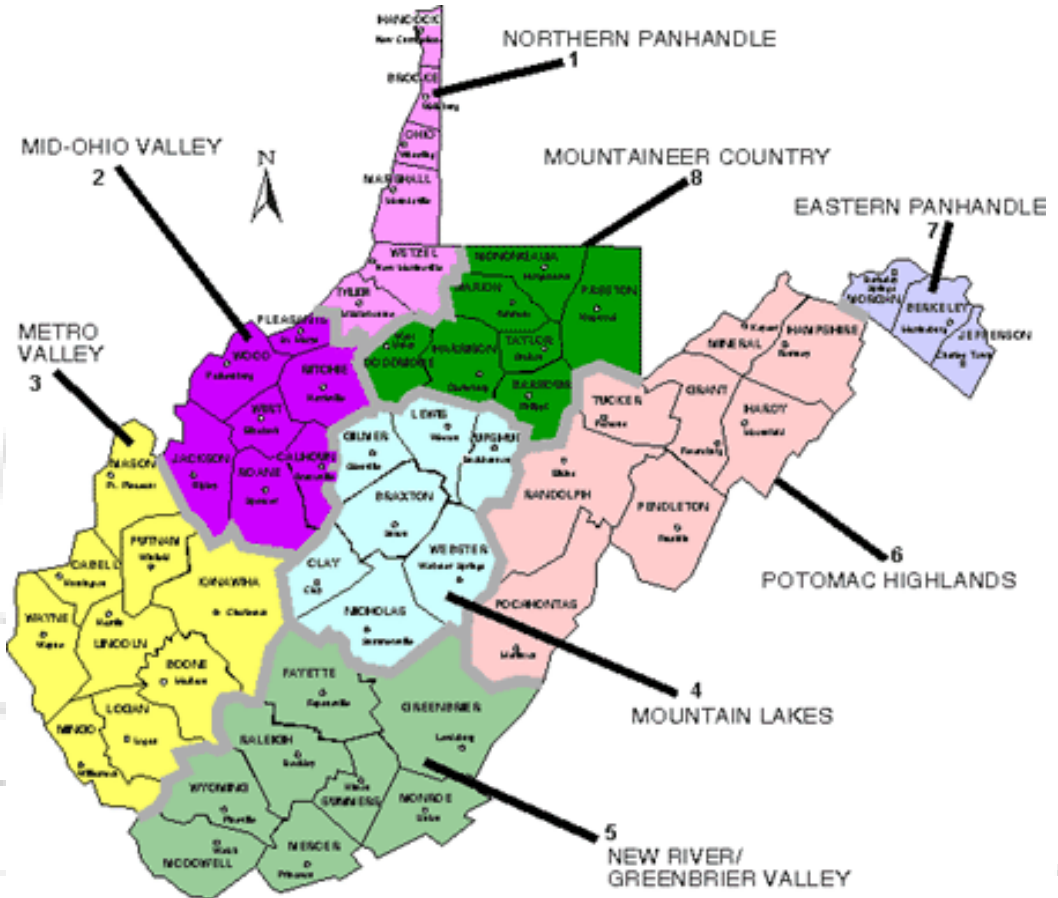
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TechComm21 Overview

Services Offered @
WVHTC Foundation

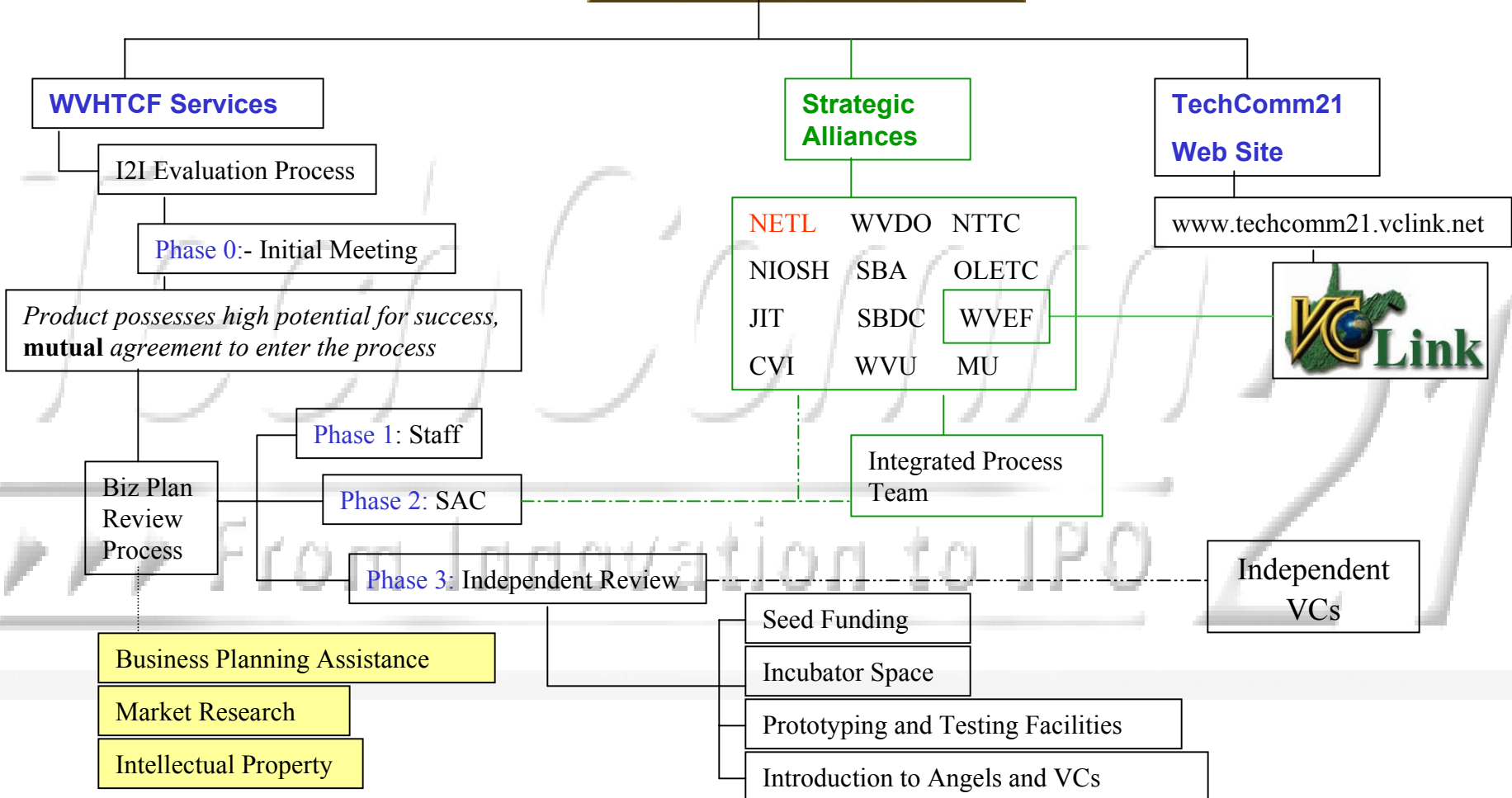
State Wide
Strategic
Alliances

Commercialization Process
TechComm21 Web Site



www.techcomm21.vclink.net

TechComm21 Overview



TechComm21 Overview

Developing Funding Resources

Raising seed capital

Between Seed and Angel \$50-\$100K

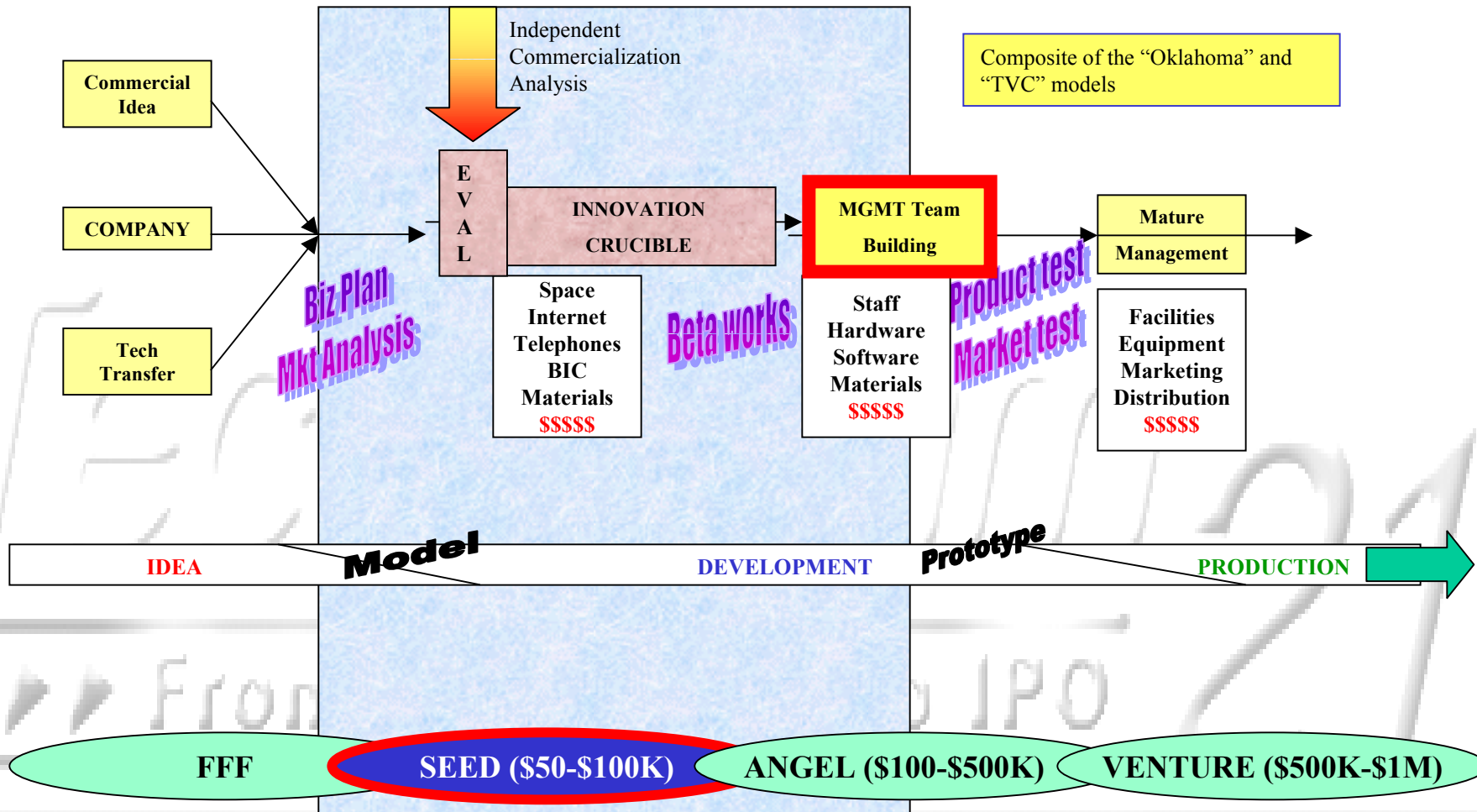
Liaison with Angel Community \$100-\$500K

Liaison with Venture Capital \$500K-\$1M

Review panel
Business strategies
Funding

www.techcomm21.vclink.net

Commercialization Process



Commercialization

What does this mean to the Energy industry?

- **SBIR Proposal Preparation-**

Phase 1& 2-Include **TechComm21** as an informational business planning resource or “partner”

Phase 3- Include **TechComm21** in your commercialization plans

Business plans, marketing analysis, intellectual property, Incubator space, prototyping facilities

- **Technology Transfer**

- **Technologies to purchase or license**

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Commercialization

Share your company's capabilities....



An Internet Business Information Portal

www.vclink.net





Contact Us

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