

Translating Technology into Commercialized Products

The **Manufacturing Extension Partnership (MEP)** is connecting manufacturers to technology and business opportunities resulting in new markets and new products necessary for success in the global marketplace. In partnership with other organizations, the MEP program is developing the National Innovation Marketplace (NIM) which facilitates connections between technology requestors (OEMs) and potential suppliers, encourages technology translation and adoption, and estimates business growth potential. As a clearinghouse, the NIM, the MEP and their network of partners are facilitating the building of technology based supplier networks.

The NIM encourages the translation of emerging technologies first into business applications, second into market opportunities, and third into the adoption of new products. The NIM offers a multiple listing service for innovation. What makes the NIM unique is that - instead of listing patents and technologies - they are translated into easy to understand product concepts complete with independent sales forecasts. The NIM makes it easy for companies to access innovations, financing, distributors or export opportunities.

The NIM uses an open innovation strategy, which involves partnering, licensing, and co-developing innovation with partners outside of a company instead of traditional, internal research and development. The NIM connects innovation sellers, buyers, investors and distributors in all industries through a three-pronged approach:

1. Translation Training
2. Business Opportunity Forecasting
3. Access to Manufacturers

Visit the National Innovation Marketplace at www.usainnovation.org.



For more information:
Mike Simpson
(301) 975-4617
msimpson@nist.gov



CLIENT SUCCESS: RENSSELAER POLYTECHNIC INSTITUTE

“The National Innovation Marketplace was instrumental in us winning our Phase I grant. It helped us communicate our story with more impact and credibility and in a way that was easily understood. The awarding committee told me, and I quote, ‘It’s exactly what we’re looking for.’ This is a great program for tech transfer.”

Khaled Abul-Hassan, PhD, MBA
Licensing Associate, RPI
Office of Technology Commercialization

Increased Speed to Market: Rensselaer Polytechnic Institute Uses the National Innovation Marketplace to Commercialize Technology

The Office of Technology Commercialization (OTC) at Rensselaer, located in Troy, NY, supports researchers in protecting intellectual property and bringing inventions into the commercial marketplace. TetraGChem, LLC, also located in Troy, NY, employs approximately 3 people, and was started to commercialize and manufacture a proprietary tunable gels used to clean and purify carbon-nanotubes (>99% purity) and with 20x more dispersion than any other purification method that currently exists.

The RPI OTC and TetraGChem needed to obtain investment funding to further development their product from successful prototypes to a manufacturable product. In order to best communicate the uniqueness of their innovation and the benefits over conventional purification methods as well as the proof behind their claims, they turned to the Center for Economic Growth (CEG), which is a NIST-MEP network affiliate and a part of New York State MEP under NYSTAR (New York State Foundation for Science, Technology, and Innovation), to participate in a Business Translation Workshop and to post their innovation on the National Innovation Marketplace, a Department of Commerce/NIST-MEP initiative.

The RPI OTC and TetraGChem determined that utilizing the Merwyn Business Simulation (MBS) to model the business opportunity of their technology and posting on the National Innovation Marketplace (www.usainnovation.org) would help present the most realistic business case and add credibility to their presentations, as the MBS calculates the potential sales range using the Fourt-Woodlock equation and is modeled using a Monte-Carlo Simulation, and includes data sources behind the forecasts inputs.

Leveraging the National Innovation Marketplace tools and network, the OTC and TetraGChem won a \$150,000 grant through Recovery Act (ARRA) - Phase I SBIR/STTR under Department of Energy Opportunity No. DE-PS02-09ER09-27, Competition ID: 09-27 to further develop the technology towards full-scale commercialization.

**\$150,000 awarded towards
technology commercialization**

Feb 2011