



Informal Discussion on the Challenges and Best Practices for Commercialization:

SBIR/STTR Exchange Meeting
August 9-10, 2016
Gaithersburg, MD

Moderated by:
Michelle D. Shinn, PhD

Program Manager
Industrial Concepts

DOE Office of Science
Office of Nuclear Physics

Contents:

- Introduction
- Informal Discussion
 - Commercialization within the science community

Introduction

- An informal discussion on what seems to work best to commercialize the products derived from SBIR/STTR grants.
- Met in the early evening, after a day of Phase II PI and facility keynote presentations.
- Approximately half (~30) of the day's attendees participated
 - Roughly 75% were from companies, the remainder were from NP facilities and the DOE.
- Discussion lasted about 75 min.



Commercialization within the scientific community

- What works (and what doesn't, or doesn't work for everyone):
 - Word of mouth
 - Product placement in articles
 - Favorable press:
 - Monthly publications: CERN Courier , Physics Today
 - Journal articles (but, there can be considerable time lag)
 - A workaround is to publish a preprint on arxiv
 - Conference proceedings, e.g., JACOW
 - Advertising
 - Goggle AdWords (downside – cost a few \$k/month)
 - Rich content on company website
 - Online searches find your website

Other observations

- Dawnbreaker is generally thought of value.
 - “Keeps you on task”
 - Some criticism that they apply the same process to all areas of technology
- Recommended that they, or the new provider attend this meeting in the future.
- Software and Electronics firms get more attention from overseas than in the US.

Planning for next year

- Hold discussion in a separate meeting room – where seating is less formal, but we are separate from the noise in the lounge area.
- Make time to discuss commercialization in markets outside the nuclear science community.