



# **Informal Discussion on the Challenges and Best Practices for Commercialization:**

SBIR/STTR Exchange Meeting  
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# 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.