Introduction

R&D efforts are most likely to result in successful new products when marketplace needs and business viability considerations are addressed early and often throughout a project.

<table>
<thead>
<tr>
<th>Stages where market and business information is most critical:</th>
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<tbody>
<tr>
<td>Stage 2 - Scoping. Use demographic data in grant proposals to define the population to be served and quantify a project’s impact.</td>
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<tr>
<td>Stage 4 - Building Business Case. Use competing product data to define product functionality and identify realistic price points.</td>
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<tr>
<td>Stage 7 - Production Planning. Use test market data to create interest in licensing.</td>
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Profiling an industry segment is one way to explore the market potential of proposed products and services.

Methods

1) **Identify Industry Segment**
   - Select industry segment with the largest number of NIDRR funded grantees.

2) **Knowledge Value Mapping**
   - Interview manufacturing companies to determine their needs for new knowledge, absorptive capacity, and production capabilities.

3) **Conduct Secondary Market Research**
   - Compile information regarding:
     - Market demographics
     - Industry growth projections
     - Competitive landscape
       - Available products and services
       - Ongoing and completed R&D
       - Provisional and accepted patents
     - Legislation and reimbursement

4) **Produce and Distribute Industry Profiles**
   - Compile value mapping and secondary market research information into a comprehensive Industry Profile. Share via multi-media channels.

How can an Industry Profile Help You?

Industry Profiles have value to researchers, technology developers, and manufacturers:

- Learn the demographic characteristics of the populations your work intends to serve to better tailor your interventions and products to their context.
- Use market size and growth estimates to demonstrate the potential impact of your planned projects.
- Save time and effort by learning about currently available and emerging products and technologies.
- Review a snapshot of how current legislation impacts consumers’ ability to buy products.

New to the upcoming profiles will be manufacturer information to help with your technology transfer efforts, including:

- Absorptive capacity for and interest in technology from outside sources.
- Manufacturing capabilities.

Between 2003 and 2009, the Rehab Engineering Research Center on Technology Transfer produced 3 profiles that are freely available today.


Educational Technologies (2006)

Wheeled Mobility (2009)

All Profiles Contain:
- Impairment Descriptions and Causes
- Demographics
- Market Growth
- Current and Emerging Technologies
- Legislation
- Funding Sources

What’s Next

Over the next 5 years, the KT4TT will conduct value mapping and create new Industry Profiles for three assistive technology industry segments.

- Currently exploring abstracts of 2013 NIDRR grantees.
  - Topic area likely to focus on cognition and memory.
- First profile to be completed in 2015.

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