Technology Transfer Plans
Quick Reference Guide
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For RERC grantees authoring and presenting their mandated TT plans in their first year of existence, we offer the following questions that should be addressed in your plan and in your presentation:

- What unmet need is the product/tool/instrument/standard/freeware trying to fulfill?
- What is the scope of the project?
  - Defining it will hopefully prevent scope creep.
- Who is your target market? Be specific.
  - Who? If appropriate include age, gender, disability or functional limitation.
  - Where – location nursing homes, hospitals, general usage.
  - How many? Numbers defining how large the market is for the product.
- Have you done a competing technology search?
- What external evaluation have you done? Involve end users? Focus Groups, surveys? Participatory development?
- Is it an Orphan or Mainstream product?
- What is your Path to Market? Do you have a corporate partner? Will you or your team be in charge of TT and commercialization? Do you plan to license your product?
- Have you projected what, if any, IP will result from your project? What is your IP strategy? Have you worked with your University’s Technology Transfer Office (TTO)? Have you created and used a confidentiality agreement?