

Profiling the Assistive Technology Industry

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STAGE 1: Define Problem & Solution 1.1 1.2 1.3	esearch	STAGE 3: Conduct Research & Generate Conceptual Discoveries 2.3 2.2 3.8	3.3 3.4 3.5 3.6 3.7	KTA for projects terminated at completion of Discovery Phase. 3 A 3 B 3 C 3 D 3 E
1.4 1.5 Developm	ent 5.4 5.4 STAGE 2: Scoping PLESCOVERY 31/10 Ent 5.4 STAGE 2: Scoping STAGE 2: Scoping STAGE 2: Scoping	STAGE 4 Build E Cas	dusiness te & Establish evelopment Plans 4.1	XTA for projects terminated at completion of Invention Phase.
6.2 6.3 6.4 Go to Production Planning	Beta Testing Develop Pla STAGE 6 Test & Validate to Generate Prototype Invention Invention	Implement Development Plan 3 4.13 4.12	4.5 4.6 4.7 4.8 1.10 4.9	6 C 6 D 6 E 6 F 6 G
STAGE 7: Production Planning & Preparation Continue Production		7.11 7.10 7.9 7.8	C Milena Miynarska 27.13 Go to Launch 2 STAGE 8: Launch	KTA for un-launched Innovations. 7 A 7 B 7 C 7 D

needs and business viability considerations are addressed early and often throughout a project.

Stages where market and business

information is most critical:

Stage 2 - Scoping.

Introduction

R&D efforts are most likely to result in successful new products when marketplace

Use demographic data in grant proposals to define the population to be served and quantify a project's impact.

Stage 4 - Building Business Case.
Use competing product data to define product functionality and identify realistic price points.

Stage 7 - Production Planning.
Use test market data to create interest in licensing.

Profiling an industry segment is one way to explore the market potential of proposed products and services.

1) Identify Industry Segment

Select industry segment with the largest number of NIDRR funded grantees.

Methods

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.

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

How can an Industry Profile Help You?

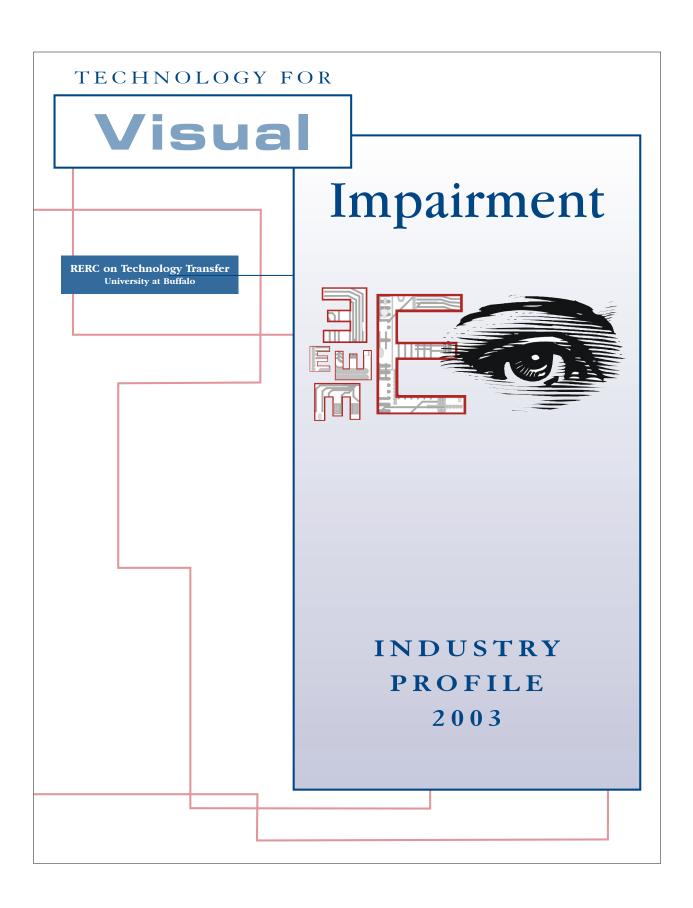
- Learn the demographic characteristics of the populations your work intends to serve to better tailor your interventions and products to their context.
- Use market size and growth estimates to demonstrate the potential impact of your planned projects.
- Save time and effort by learning about currently 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:

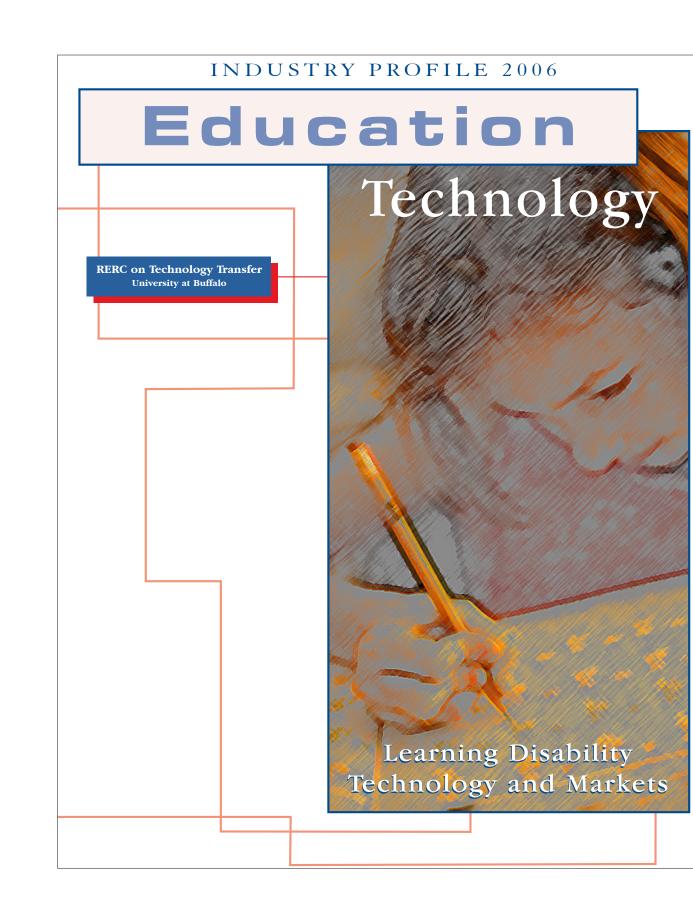
- Absorptive capacity for and interest in technology from outside sources.
- Manufacturing capabilities.

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

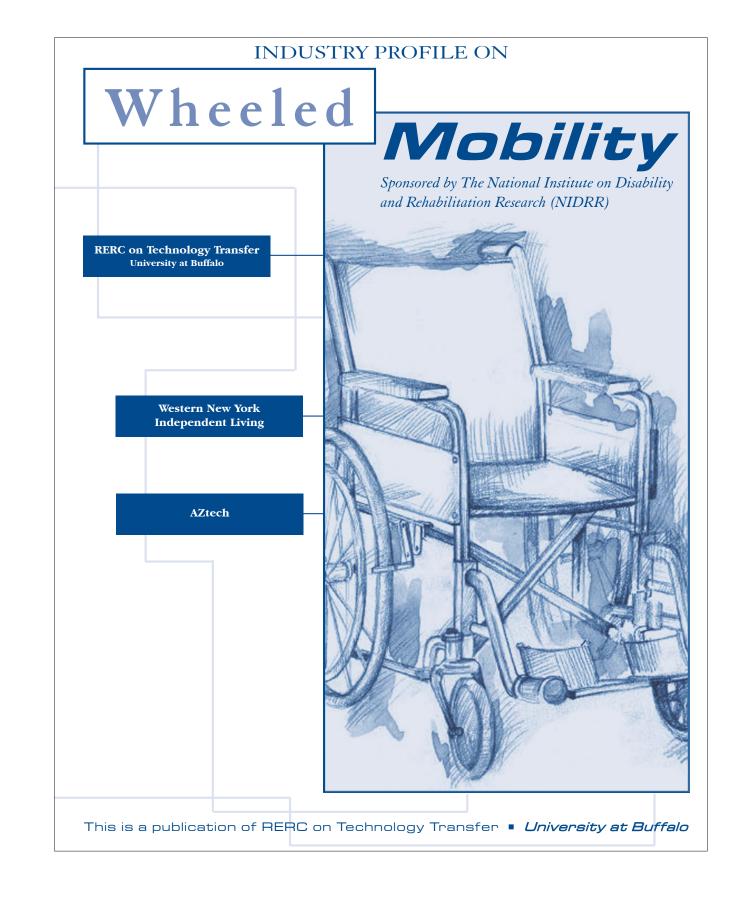
Blindness and Low Vision (2003)



Educational Technologies (2006)



Wheeled Mobility (2009)



All Profiles Contain:

Impairment Descriptions and Causes
Demographics
Market Growth
Current and Emerging Technologies
Legislation
Funding Sources

TAKE ONE

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.

Acknowledgment: The contents of this presentation were developed under a grant from the Department of Education, NIDRR grant number H133A130014. However, those contents do not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal Government.