Communicating the Impact & Value of TT

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Road Map

- Who is your audience?
- How do you communicate with each audience?
- What does IT encompass in your organization?
- What is your value proposition?
- What are your products and processes to communicate success?
- Takeaways
USDA: A Great Example

Created in 1862 as the “People’s Department”

Conduct research to develop and transfer solutions to agricultural problems of high national priority and provide information access and dissemination
What is TT?

- This is a broad question to all different members of your audience
- At USDA, we define TT as adoption of research outcomes
- There is usually agreement on some mechanisms of knowledge transfer as TT
  - Patents/copyrights/trademarks
  - Licenses
  - Some collaboration agreement
- Other means of TT may not be uniformly accepted
  - Field days
  - Publications
  - Some software
Who is your audience?

TT has many different audiences:

- Scientists
- Management
- Congress (in case of the Federal Labs)
- External Stakeholders
- Peers and Colleagues
- The TT work force
- The public
ARS Program & Budgeting Priorities

Executive Branch (OMB, OSTP, USDA, other Federal agencies)

Customers, Partners, Stakeholders, & Advisory Boards

Scientific Community

Congress

Agency Scientists & Managers
What is TT’s Value Proposition?

- Advancing/supporting the mission of the organization
- Revenue generation
- Exchange and transfer of scientific findings-advancing science
- Statutorily mandated (Federal Labs)
- Performance element
- Natural progression of R&D
- Facilitation of adoption of research outcomes
- Products
- Companies
- Jobs
Processes & Products to Communicate TT Value

- Scientists: training, awards and recognition, performance plans, publications, field days,
- Management: Engagement in TT, part of agency mission
- Congress: one-page “Snapshot and Narrative”
- External Stakeholders: formal and informal interactions
- Peers and colleagues: presentations, talks, cross-functional working groups
- The TT Workforce: professional development, interagency working groups
- The Public: websites, fairs, FLC’s Lab-Tech in Your Life
  - https://www.federallabs.org/successes/labtech-in-your-life
Technology Transfer: Introduction (Web Based ARS-OTT-Insider-Threat-Mod1)

Online Course

This training will focus on the basics of technology transfer, on how and when to engage with technology more.

Not yet rated
Free

Technology Transfer: Licensing (Web Based ARS-OTT-Insider-Threat-Mod4)

Online Course

This training will focus on the basics of technology transfer, on how and when to engage with technology more.

Not yet rated
Free

Technology Transfer: Partnerships and Agreements (Web Based ARS-OTT-Insider-Threat-Mod2)

Online Course

This training will focus on the basics of technology transfer, on how and when to engage with technology more.

Not yet rated
Free

Technology Transfer: Patenting (Web Based ARS-OTT-Insider-Threat-Mod3)
OTT
Office of Technology Transfer

The Office of Technology Transfer (OTT) is responsible for ARS' technology transfer program and is delegated the authority to administer the patent and licensing program for all intramural research conducted by USDA. The OTT helps move ARS research discoveries to the marketplace.

Innovation Fund Announcement

Dr. Jacobs-Young announced the establishment of the ARS Innovation Fund on June 8, 2016. The purpose of the fund is to enhance the commercial potential of an agricultural solution currently under development at ARS, with the ultimate aim being to facilitate the adoption of ARS's research by industry, academia and other stakeholders. The ARS Office of Technology Transfer (OTT) is at the helm as we undertake a pilot of the fund this year.

If you need up to $25,000 to take your research to the next level, consider submitting an application for the innovation fund. I have attached the application for your ease of reference, but it is also on-line. Applications are due to OTT (Melissa.Repoza@ars.usda.gov) no later than Friday June 24, 2016. The applications will be reviewed and some funded. In this first round, $250,000 is available, with another round following later this fiscal year.
OTT Training (1)

Training

Click on the training presentation or document that you would like to view or print below:

- Tech Transfer: Introduction
- Tech Transfer: Agreements
- Tech Transfer: ARPA Network
- Tech Transfer: Licensing
- Tech Transfer: Patenting
- ARS T2 Working Group Report
- Standard Material Transfer Agreement (SMTA)
- The America Invents Act (AIA)
- Directions for Submitting Invention Disclosure - New Invention Disclosure
- Directions for How to Write a Good Invention Disclosure
- Export Control Training

Lab Notebooks

- Lab Notebook Supply Order Form
- Good Laboratory Notebook Practices (Color)
- Good Laboratory Notebook Practices (Black & White)
2018 Tech Transfer Snapshot

United States Department of Agriculture

Agricultural Research Service (ARS) conducts, develops and transfers solutions to national priority agricultural.

- U.S. Patent Apps. Filed: 108
- U.S. Patents Issued: 61
- Active Research Collaborations with IP Provisions: 543
- Invention Disclosures: 306
- New Material Transfers: 645
- Active Licenses: 460
- Small Business Innovation Research (SBIR): Grant for small businesses collaborating with ARS researchers: 78% Success Rate
- Total Licensing Revenue: $3.8 M
- Percentage of Patents Issued by Discipline: Life Science 24%, Plant 37%, Engineering 29%, Chemical 10%

ARS Technology Transfer Office: www.ars.usda.gov/office-of-technology-transfer

USDA Research Contributes to Making Life Better

- Seedless grapes
- Large breastfed turkey
- Cooling to prevent browning on cut fruit
- Whole egg pasteurization
- Lactose-free dairy products
- Most blueberries and cranberries
- New Guinea impatiens
- "Permanent press" cotton fabric & flame-resistant pajamas

More Success Stories & Technology Transfer Metrics:

- USDA Technology Transfer: ars.usda.gov/office-of-technology-transfer
- LabTech in Your Life: https://www.federallabs.org/successes/labtech-in-your-life

USDA is an equal opportunity provider, employer and lender
March 2019
Welcome to ARP Network Quarterly Notes. Our goal is to keep you informed about ARP Network and Agricultural Research Service’s current information. We hope that the notes build networking opportunities for businesses to connect with ARP Network Members.

Please help us spread the word by sharing ARP Network Notes with your company contacts, colleagues, other organizations, etc. Thank you!

ARP Network

The ARP Network enlist the help of partners to spark economic development, entrepreneurship and community development. USDA ARS founded the ARP Network to expand the impact of ARS research and provide resources to help companies grow. By combining ARS research expertise with complementary capabilities and talents of partnering organizations, the ARP Network helps stimulate economic growth through technological advancements. The ARP Network matches business needs with ARS innovations and research capabilities and provides business assistant services to help companies and startups solve agricultural problems, develop products and create new jobs. Learn more by visiting us on LinkedIn: https://www.linkedin.com/in/agricultural-research-partnerships-arp-network-38638147

USDA ARS 2017 Annual Report on Technology Transfer

USDA research generated 106 new inventions and 68 patent applications in 2017, according to the annual Technology Transfer Report issued today. Innovations included tornado “safe rooms” built of cross-laminated wood, soybean germplasm with heat-tolerant genes, and tires of rubber made from a flowering desert shrub. The annual Technology Transfer Report lists technology produced through research either conducted or

evaluating them for potential commercial applications through a Cooperative Research and Development Agreement (CRADA). Many of these technologies are also available for licensing.

System for Cleaning Fresh and Fresh-Cut Produce

A system and method for cleaning and sanitizing fresh-cut produce. The approach is to use an upwardly-directed spray, with one or more water jets of sanitizer solution, to remove organic exudate foreign materials and microorganisms from fresh-cut produce immediately after the produce exits the cutter blades. The system is designed so that as the produce falls, it is impacted, reoriented, cleaned, and/or sanitized by the produce-washing liquid.

Benefits

- Minimizes the use of chlorine (or other sanitizers) and reduces the volume of water used.

Applications

- A system and method to quickly and efficiently remove organic exudate, field debris and soil particulates from freshly-cut produce

ARS Docket nos. 42.19 + 101.15. Please contact Jim Poulos: jlm.poulos@ars.usda.gov

Method for Killing Insects Using Methyl Benzoate

Natural compounds that provide alternatives to conventional synthetic pesticides to control the populations of brown marmorated stink bugs and other insect pests. The compounds could reduce threats to natural ecosystems and human health caused by application of conventional synthetic pesticides.

Benefits

- Environmental-friendly green pesticide as an alternative to synthetic pesticides
## Scientific Discoveries

### The Impact of Agricultural Research Service (ARS) Research – Fiscal Year 2017

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<tr>
<th>Category</th>
<th>Number</th>
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<tbody>
<tr>
<td><strong>Agreements</strong></td>
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<td>New Cooperative Research and Development Agreements</td>
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<td>New Material Transfer Research Agreements</td>
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<td>New other collaborative research agreements</td>
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<tr>
<td>New meeting abstracts</td>
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Office of Technology Transfer Bookmarks
Communicate the Value of TT - Takeaways

- Translate participation in TT process into benefits for your scientists, management, stakeholders
- Communicate the benefits
- You want participation in TT, and the customer wants increase in research impact, revenue, specific metrics
- Talk about impact. Balance data with stories
Communicate the Value of TT Takeaways

• While output is easily measured, impact is difficult to quantify

• The magic sauce is to create and nurture a culture of innovation: multifaceted, multiyear, involves many stakeholders. Long-term & strategic

• Manage expectations: Technology transfer & commercialization take time. We report on an annual basis but from research to product development can take more than a decade
Thank you!

Questions?

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