Identifying Potential Targets for Commercialization

**START**

**Direct Marketing**
- ESTIMATE industry size by referring to:
  - GMID
  - ProQuest
  - S&P NetAdvantage
  - America’s newspapers

- ESTIMATE the potential market size for the technology (market surveys)

**Indirect Marketing**
- ATTEND regional meetings and conferences
- POST available technologies on OTT webpage, iBridge, and SparkIP

**IDENTIFY Potential Targets by**
- SBIDE
- Inventor Input
- Foresight Science and Technologies
- Google/Yahoo Searching

**ESTABLISH if targets are small or large**

**Large Targets**
- ESTABLISH points of contact (POC) by:
  - AUM
  - LES
  - Corporate Foundation Office
  - Lexis/Nexis
  - Inventor-associated institutes/centers
  - Techno-L/Blogs

- CONTACT the owner or technical head

- SEND Marketing abstract to POC and CALL POC on official phone

**Small Targets**

**Targets/POC’s at meetings/ conferences/ correspondences in response to online marketing abstracts CONTACT OTT**

**INITIATE Licensing Discussions?**

**CONTINUE to Commercialization**