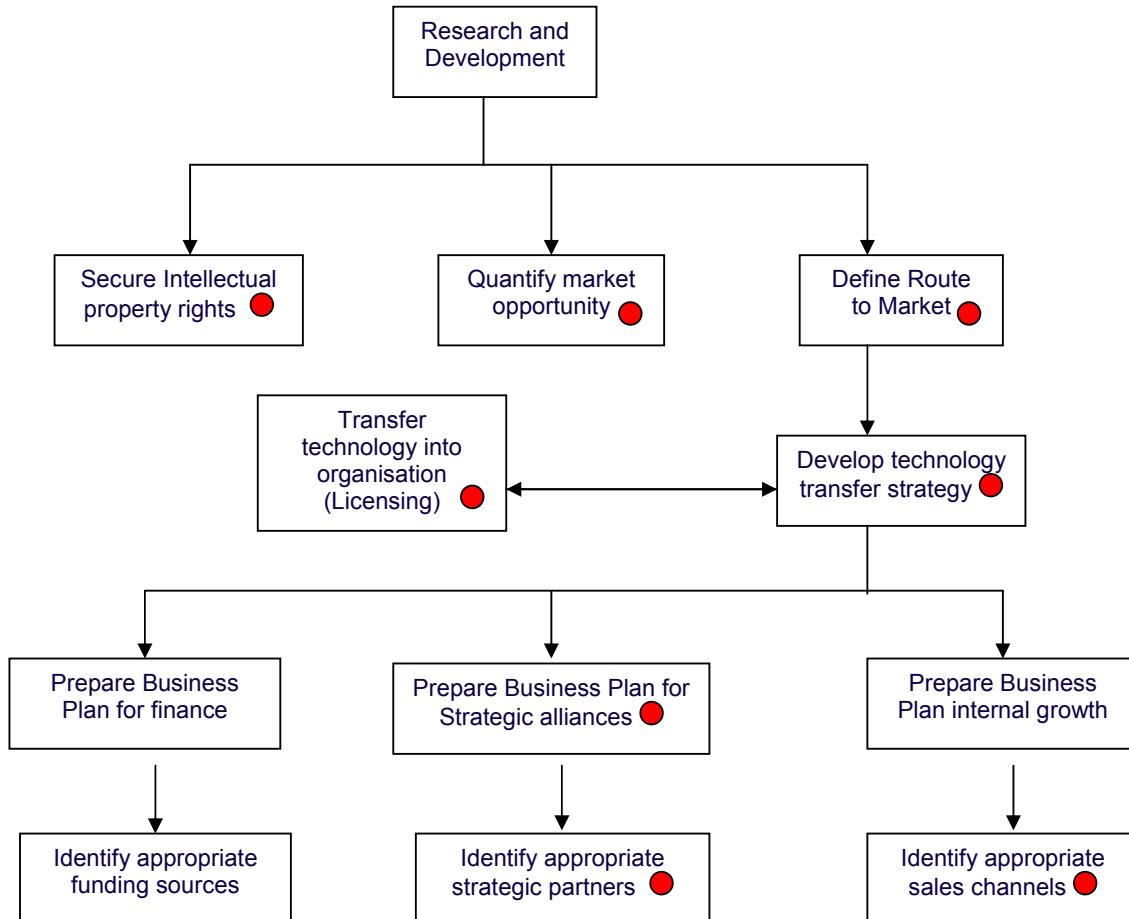


### HOW FINDTECH CAN HELP WITH TECHNOLOGY TRANSFER

Vertical technology transfer is the process of transferring research into the local, known commercial environment. This transfer process frequently involves the management of intellectual property rights to protect inventions and may also involve the need to obtain additional financing and expertise required to translate research into defined products. Finally it requires commercial discussion and negotiation to secure reliable relationships with intermediaries and the end customer. Each of these stages requires appropriate information to support good decision-making.



● Activities where Findtech information can help in the management process (See over)

Taking ideas from research and development through to product launch is a journey that frequently requires organisations to work in unfamiliar areas. This is where Findtech can help.

We locate and make sense of the intelligence buried in large commercial databases, web sites, online libraries of scientific literature, patent data, Companies House and other government filings, market research reports, and other sources of public, but often buried, information. Our carefully researched bespoke reports clarify complex questions and prevent mistakes, especially in areas of change and uncertainty such as innovation, technology transfer and start up.

To download a full copy of our white paper on technology transfer go to our website [www.findtech.info](http://www.findtech.info) and check out technology transfer.

- **Secure Intellectual Property Rights** – Findtech can help you to discover if other people have already begun development, patenting, trade mark registration or marketing of a similar product before you spend money on legal processes. All our discussions will be held under a Non Disclosure Agreement to protect your rights.
  
- **Quantify Market Opportunity** – We can help you to discover the key elements of the market.
  - How large is the potential market for your product or service?
  - Has it already been quantified?
  - What are the key differentiators of your product?
  - What alternative products are available?
  
- **Define your Route to Market** - How many ways are there of reaching your target customer. Should you work through distributors or sell direct to the consumer? Does your product need technical support and how is this best provided. Findtech can help you to discover how the existing market is structured and where your ideas fit into the current pattern of supply.
  
- **Technology Transfer into the Organisation** – Maybe you need to add some new technology to your portfolio to complete your offering. Findtech can assist by finding who has the rights to the technology you want and how you might licence the product in. Then you can talk to potential technology partners from a position of relative strength.
  
- **Develop Technology Transfer Strategy** – Before you develop a strategy you need some idea of what options are available and what the opposition is doing. We can help you to clarify how other people, including your competitors, have brought similar ideas to market and where there are opportunities in the process that you should consider.
  
- **Prepare a Business Plan for Strategic Alliances** – Alliances work best when they are good for all parties. Building a business plan for an alliance requires a detailed knowledge of existing products, markets and channels. We can help you to discover how your ideas fit into the market so you can build your plans accordingly.
  
- **Identify Appropriate Strategic Partners** - You understand what you need from an alliance and probably know a few companies that fit the bill. We can help you to identify a broader range of potential alliances and identify the specific synergy they can provide. Then you can make a better selection.
  
- **Identify Appropriate Sales Channels** - The selection of sales channels is key to success. Direct sales via the web or catalogue presentation, a field sales force, intermediate distributors or a dozen other alternatives. We can help you identify what really works for your products and who can provide the support you need.