

Technology Based Opportunity

The Developer

Organisation			
Unit			
Type	<input type="checkbox"/> Research Institute / Research Organisation <input type="checkbox"/> University <input type="checkbox"/> Other: Company	Size (employees)	<input type="checkbox"/> < 10 <input type="checkbox"/> 10-49 <input type="checkbox"/> 50-249 <input type="checkbox"/> 250-500 <input type="checkbox"/> >500

Person responsible	
Position	
Address	
Telephone	
Fax	
e-mail	
Web site	

The Technology

Title

Description

Markets addressed

Stage of development
<input type="checkbox"/> Development phase <input type="checkbox"/> Laboratory Prototype

- Field Prototype
- Small scale in-house production
- Product Launched but not Applied to other Markets

Comments:

Intellectual Property status

- Patent(s) applied for but not yet granted
- Patent(s) granted
- Copyright
- Exclusive rights
- Secret know-how

Comments:

The Partnership

Type of partnership sought

- Licensing
- Co-development
- Technical testing & evaluation
- Financing
- Spin-off creation
- Other (please describe): Commercial agreements

Type of partner sought (Company, RTO, University, End user, Investor...)

Field of activity of partner sought

Role of the Developer in the partnership (describe in details)

Role of the Recipient in the partnership (describe in details)

Regions of interest

Inside the EU

Specify countries:

Outside the EU

Specify countries:

Regions of commercial representation

Inside the EU

Specify countries:

Outside the EU

Specify countries:

Additional information

Commercialisation / exploitation activities undertaken already

Major problems faced and most common obstacles

Areas of intervention by the MARE partners

General comments: When filling the above mentioned form, please provide the researcher with the following guidelines:

“ The description shall include;

- What your technology is**
- What problem it solves**
- The severity, pain and/or cost of the problem it solves**
- Unique capabilities and features**
- Benefits of these capabilities and features**
- Advantages these capabilities and features have over solutions being used today (and solutions underdevelopment if these are generally known by those in the industry)**

- Validation that your technology does what you say it does.
- Development stage it is in
- Special requirements needed to implement or benefit from your technology

Key elements of the Technology Description:

Abstract: Clear, concise description of what your technology is. Wording should be so a person not familiar with this technology area will understand it, while an expert will appreciate it. State its primary unique capabilities, especially those that distinguish it from competing or alternate solutions.

Key features and their benefits: Need to be relevant, objective (quantitative whenever possible), credible, impactful and compelling. Each feature and benefit must be relevant to the intended user. Since your audience will be comparing your product with the competition, highlight the features that set your product apart from its top tier competitors. Upon reading your features and benefits, a prospect should believe that your innovation will either increase their revenue or decrease their costs.

Competitive Advantages: List specific advantages of your technology versus its primary competitors or competing solutions. These advantages should be objective and whenever possible, measurable. Don't exaggerate – if the prospect were to say “prove it”, you better be able to demonstrate your technology does what you say it does, AND your competitor cannot demonstrate results that exceed what you claim THEY are capable of. To add credibility, consider including advantages competing solutions have over yours. Doing so causes readers to place more authority in your claims.

Validation: Provide evidence that your technology does what you say it does. Independent 3rd party validation by a recognized industry testing or certification organization is best, although an organization utilizing accepted industry testing regimen and standards is acceptable.

Requirements: Specialized equipment or resources required for your product to work as designed.

Visual Element: Use a visual element if it enhances the description – if not, leave it off. Include photos of product components and how they integrate with their intended environment, but only if it enhances understanding and appreciation of your innovation and does not give away your IP. Directly under each photo or diagram, succinctly state what it is.“