Technology to Market…Making it Matter

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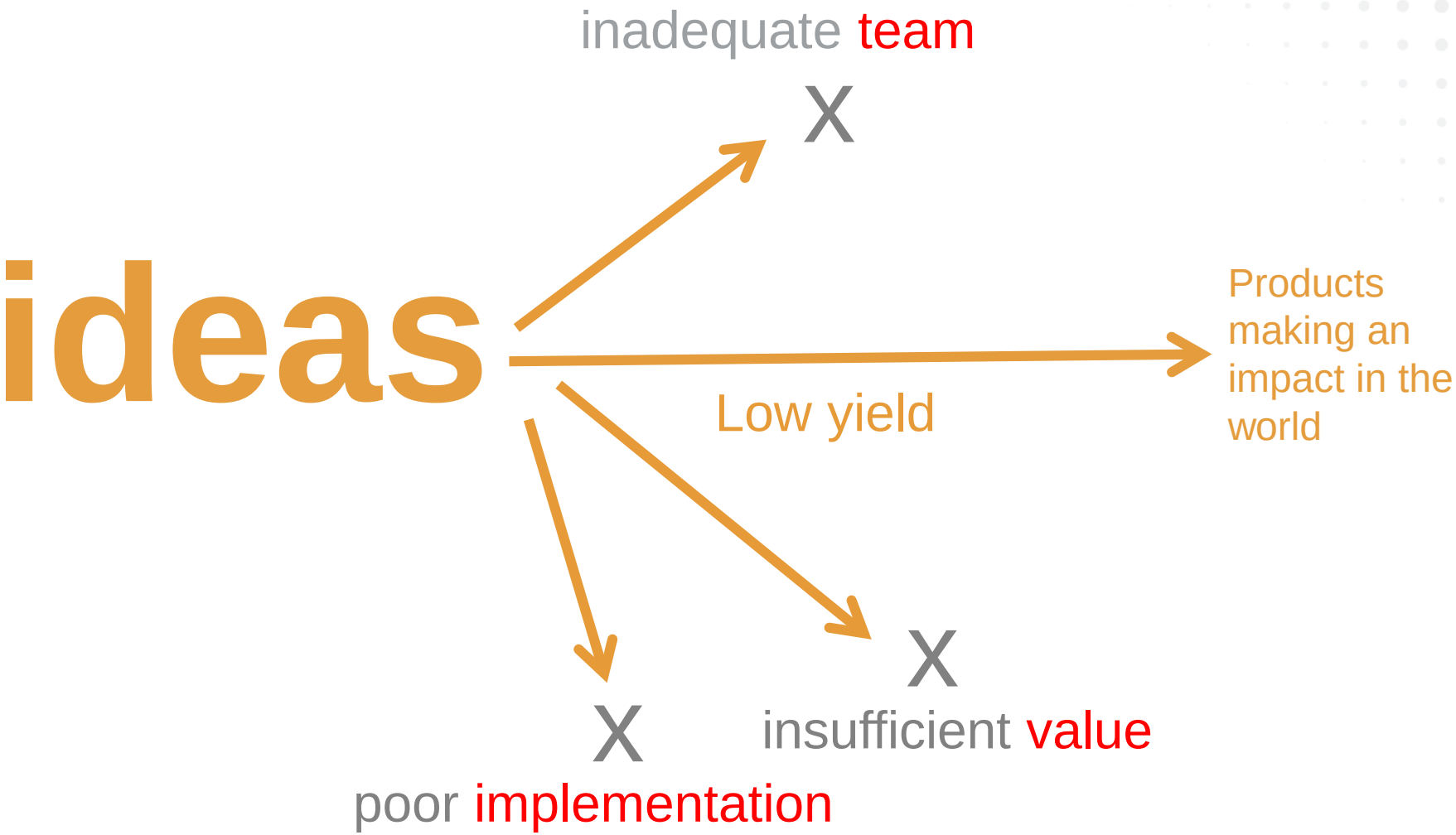
Topics

- Introduction
- Technology to Market learning
- A few cool new things
- Demonstration keys to success
- Questions

Improving the Yield



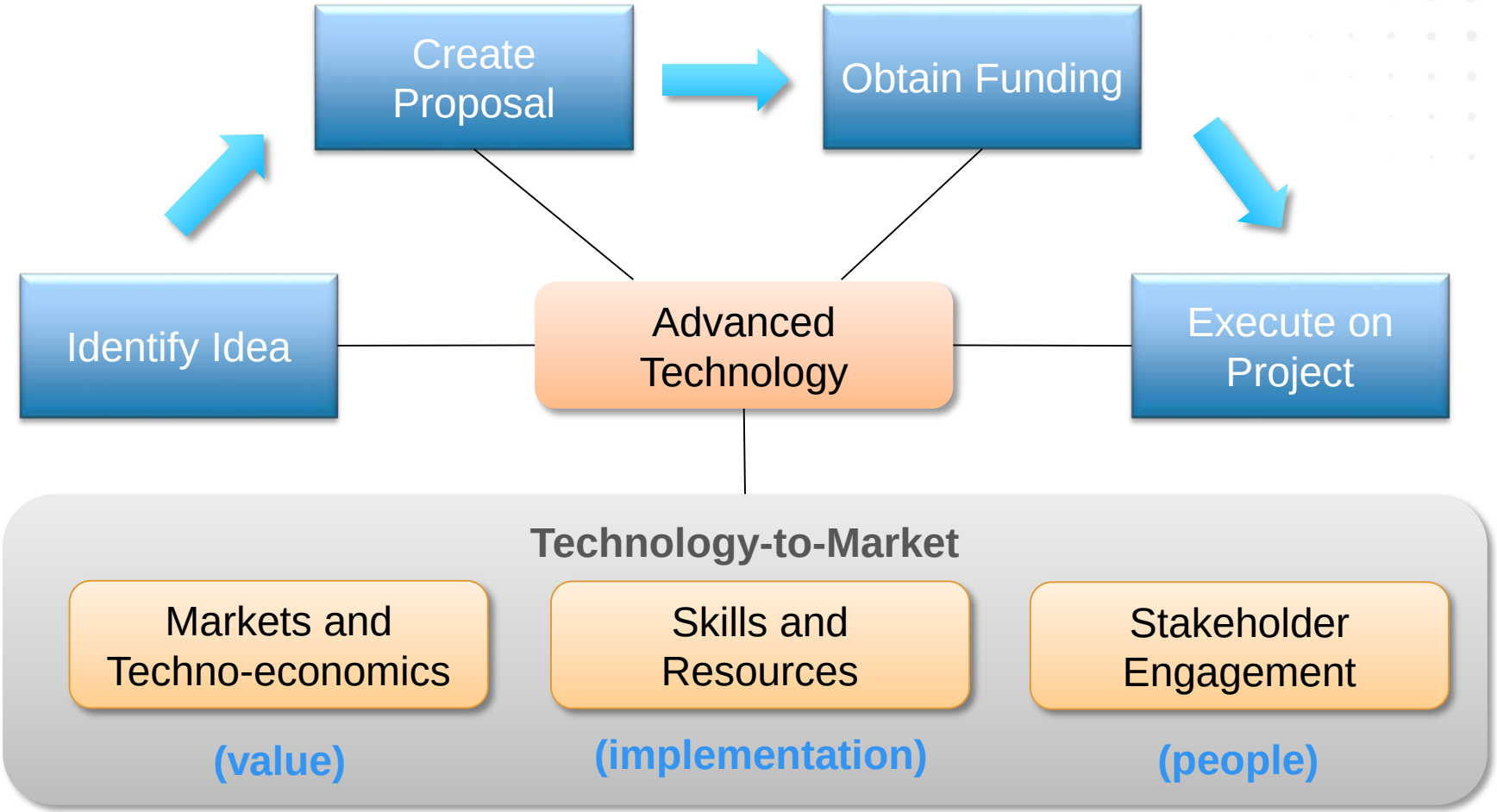
Changing the Model

ideas

Products making an impact in the world

+ value
+ team
+ implementation

Changing the Model



Observations

The Frame Matters

Thinking from the End Is Critical

Embracing Information Is Essential

Relationships Take Time

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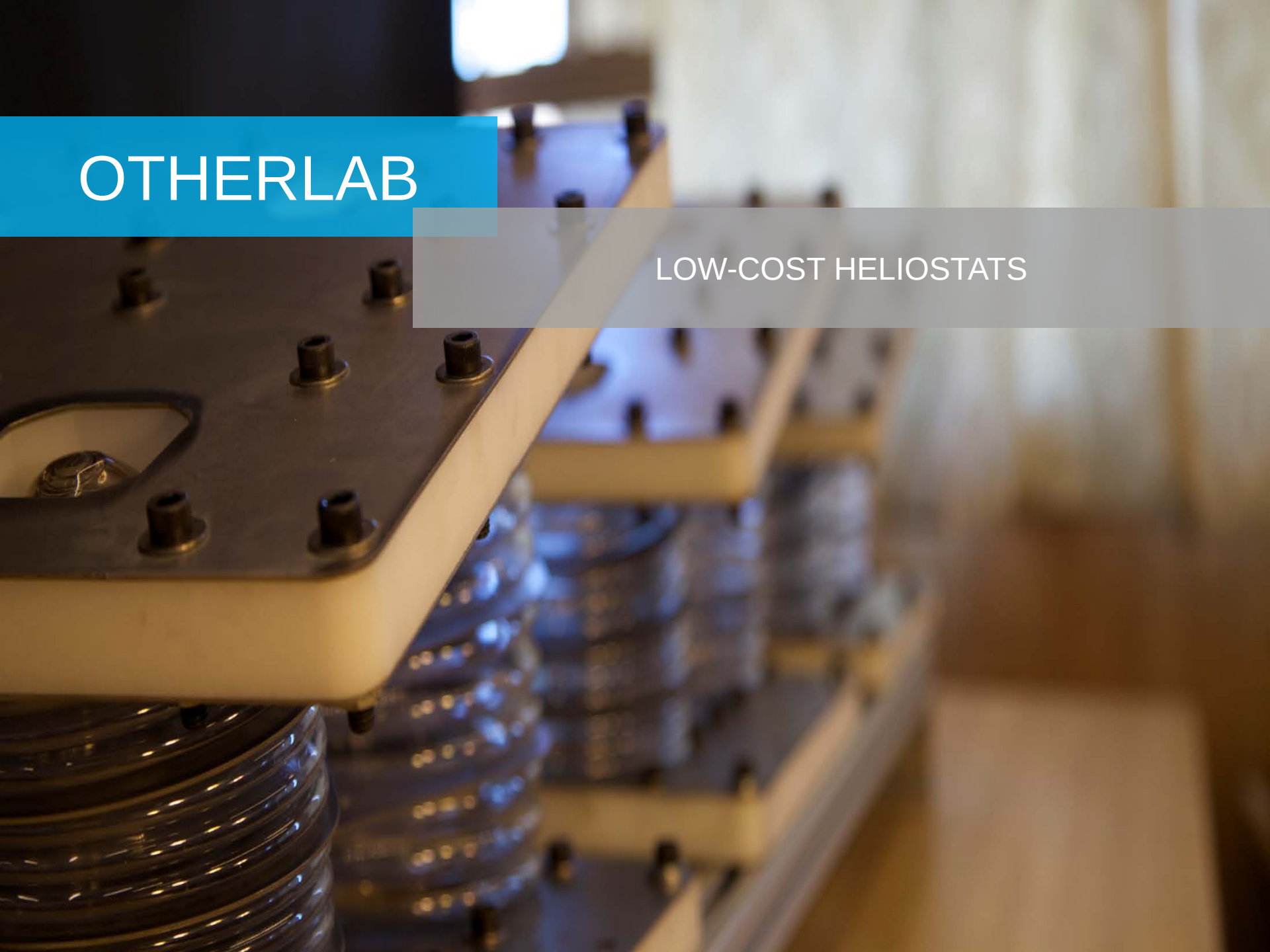
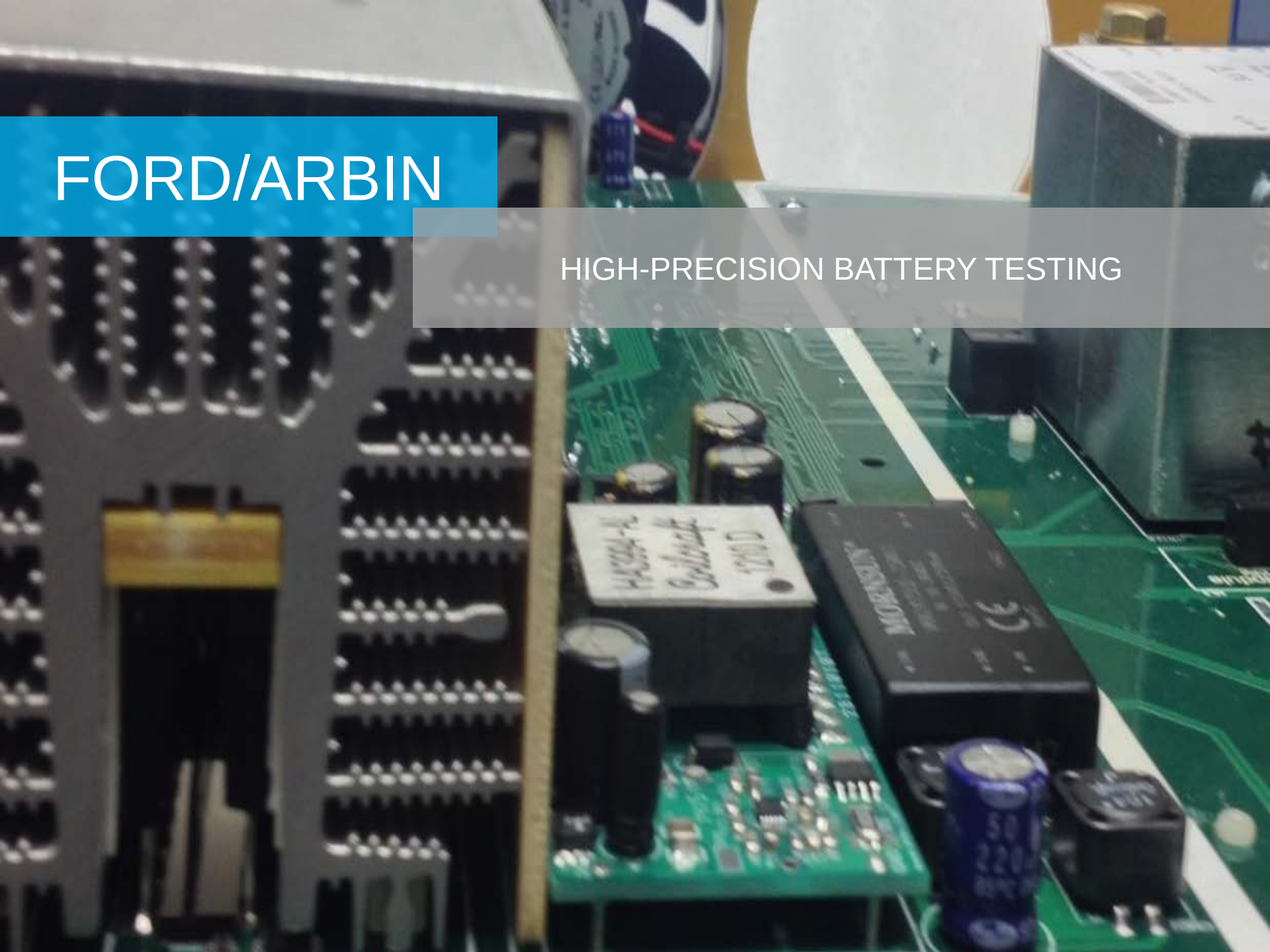
FORO
LONG-DISTANCE HIGH-POWER LASERS



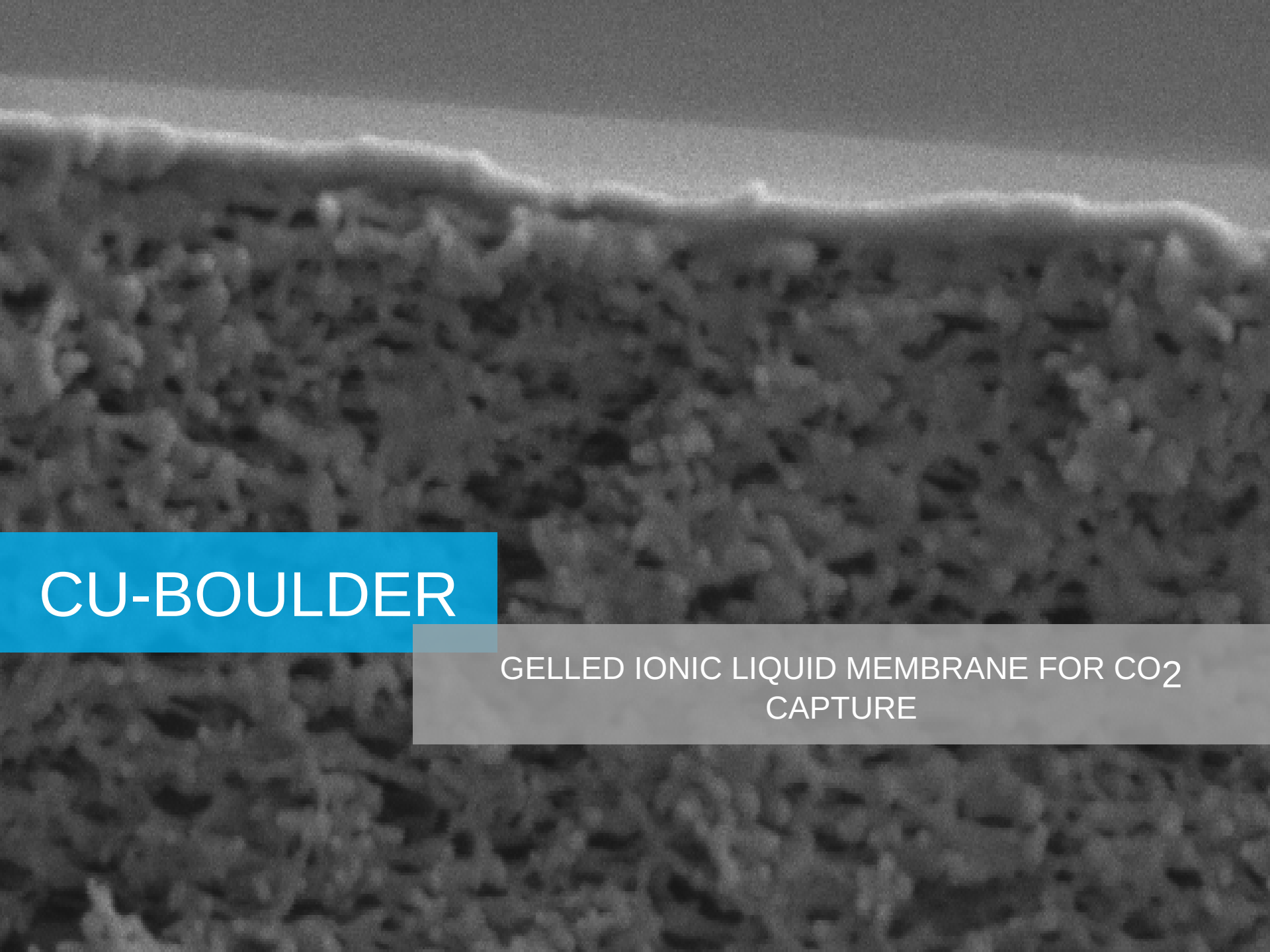
OTHERLAB

LOW-COST HELIOSTATS



FORD/ARBIN

HIGH-PRECISION BATTERY TESTING



CU-BOULDER

GELLED IONIC LIQUID MEMBRANE FOR CO_2 CAPTURE


STANFORD
RADIATIVE COOLING

What is a demonstration?

- Single technology
  - New product with improved features
  - Product has similar components, risks, etc as existing installed product
- Multiple technologies and/or new system
  - Enhanced benefit to site but requires system level changes
  - Components may not have been tested together at a system level
- Business model
  - Technology has been demonstrated elsewhere
  - Demonstration will look at new business models, differing roles/responsibilities, new ways of engagement among participants

What do you want from a demonstration?

- Very different perspectives depending on where you sit
  - Technology provider
    - Demonstration of prototype benefits at larger or system level scale; obtain data for certifications, warranties, funding
  - Facilities manager
    - New capabilities desired to drive site or agency/company goals, reduce costs, gain capabilities
  - Funding sponsor
    - Information needed for policy guidance; establish benchmarks as critical part of roadmap development
- Bottom Line
  - Value needs to be defined for all participants

Finding potential partner(s)

- Alignment of interests
  - How does (could) the value chain work?
  - What is my product and what value am I bringing?
  - How does it fit into a system?
  - What problem does it solve? For whom?
  - What is the competition?
- Funding
  - What type / size demo is needed?
  - How much will it cost ($ and time)?
  - Where could funding come from?
  - What is relationship between $ and timing?
- Timing
  - Start looking earlier than you think
  - Plan for contingencies

Planning for success

- Agree up front on objectives
  - Meet in person, if possible
  - Write down objectives
    - Be specific
    - Test with everyone who needs to be involved
  - Agree on timing
- Risks (yes, there are some)
  - Use Pareto chart or other tools to map risks
  - Test your assumptions
  - Agree on mitigation plan
- Metrics
  - Write them down
  - Define the pass/fail as well as the Go/No Go
  - Make them measurable, specific and time-bound
  - Metrics should not be aspirational
- Share your learning

Thank You

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