Innovation Grants 2011

www.lbl.gov/Tech-Transfer/researchers/innovation/2011grants.html

www.lbl.gov/Tech-Transfer/researchers/innovation/faq.html

Is there a need?

If companies or investors have commented:

"Interesting, but it is too early for us to pursue at this time."

"Is there a prototype for us to evaluate?"

"Can it meet certification standards ?"

"Please provide data relevant to operating conditions."

"When will the technology be integrated with a working unit?"

How the Companies See It

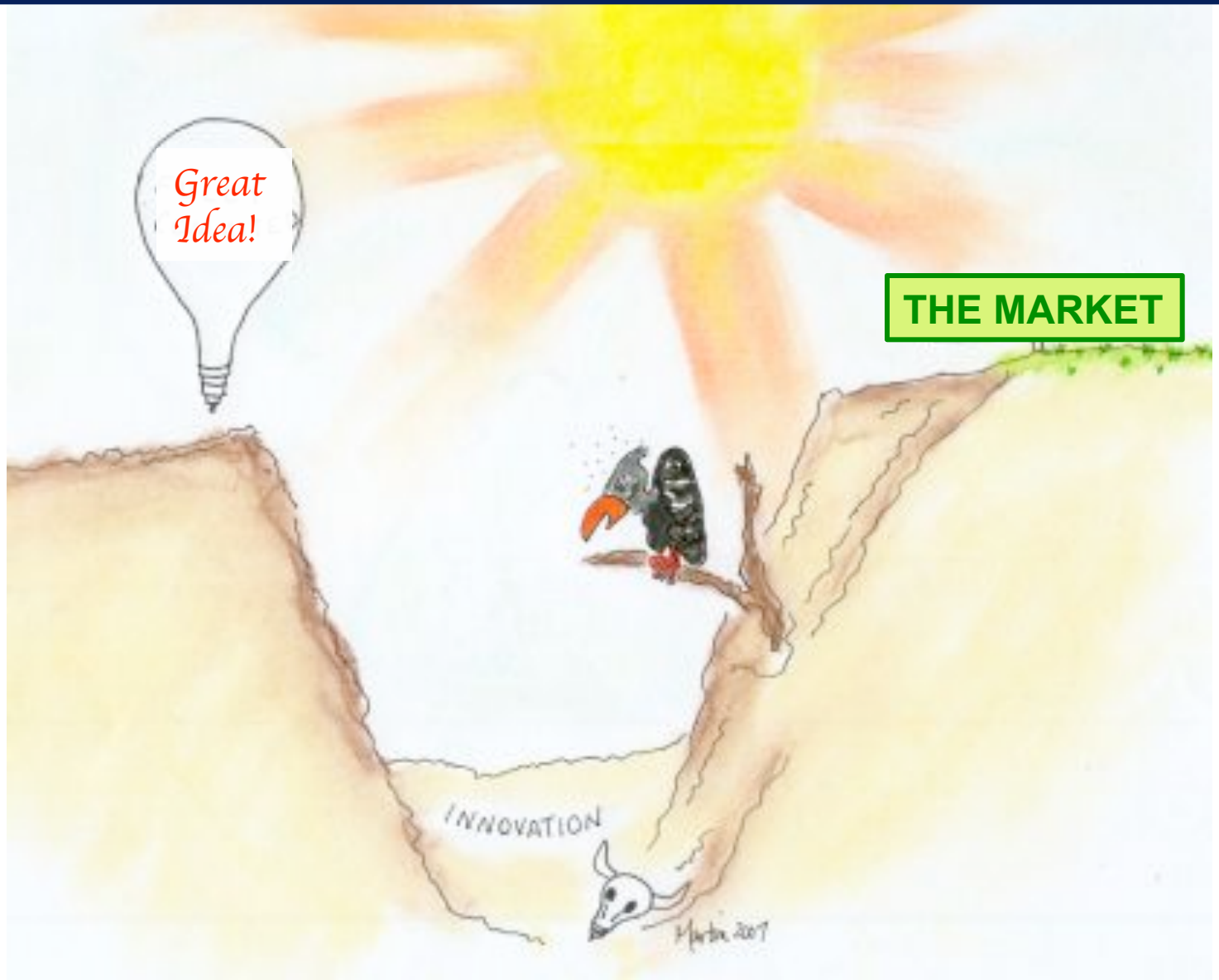
Market risk

- What applications can it be used for?
- Will it meet customer expectations and be competitive?
- Can we sell enough units to make a profit?
- How can we justify the risks and costs of design, testing, production, marketing, distribution, and sales?

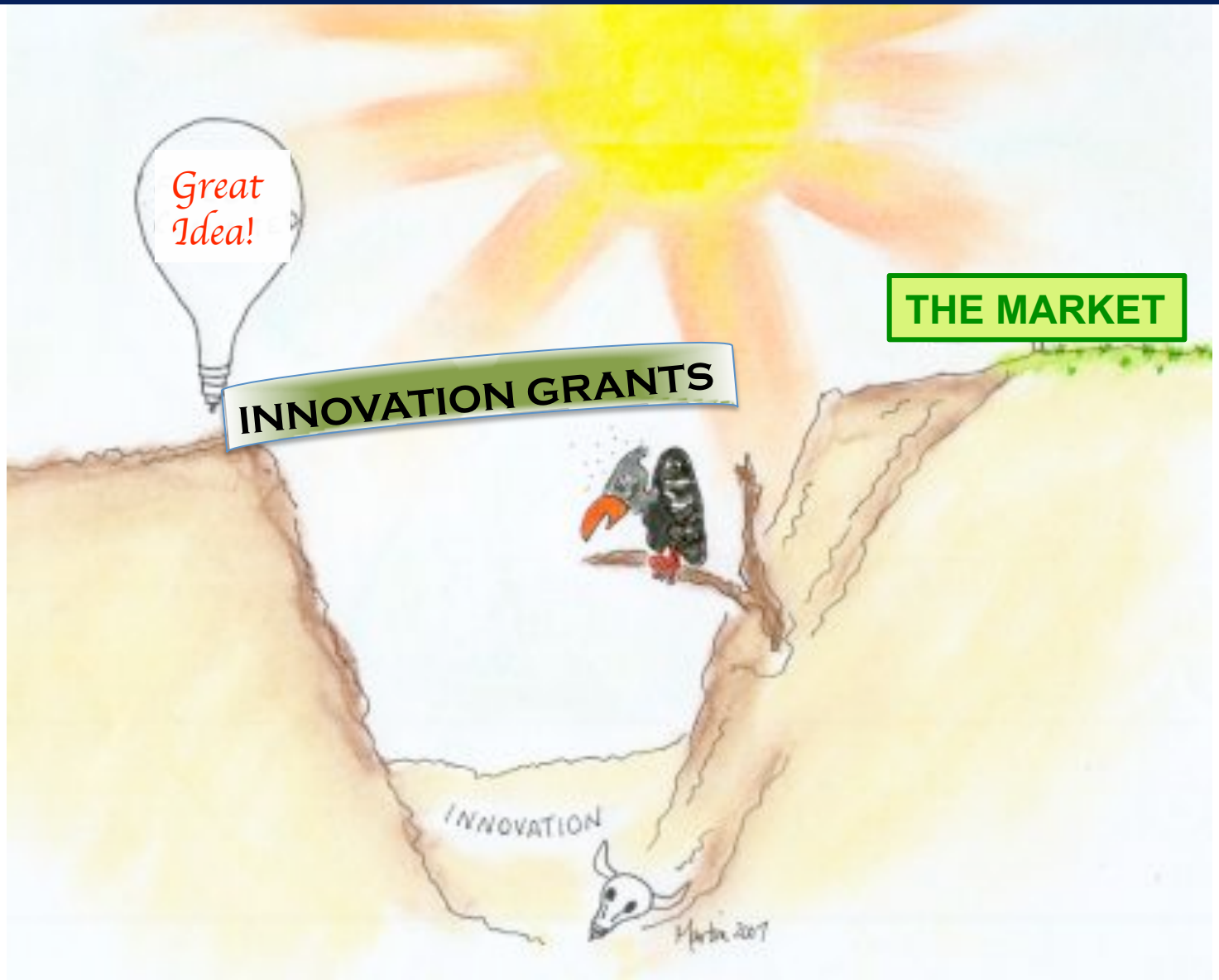
Technical risk

- How long will it take to test a prototype?
- Will it integrate with our other technology?
- What will it cost to develop an application?
- Will something better come along?

Valley of death



Risk Reduction



Goal of Innovation Grants

Commercial value *nearly* sufficient to get licensed

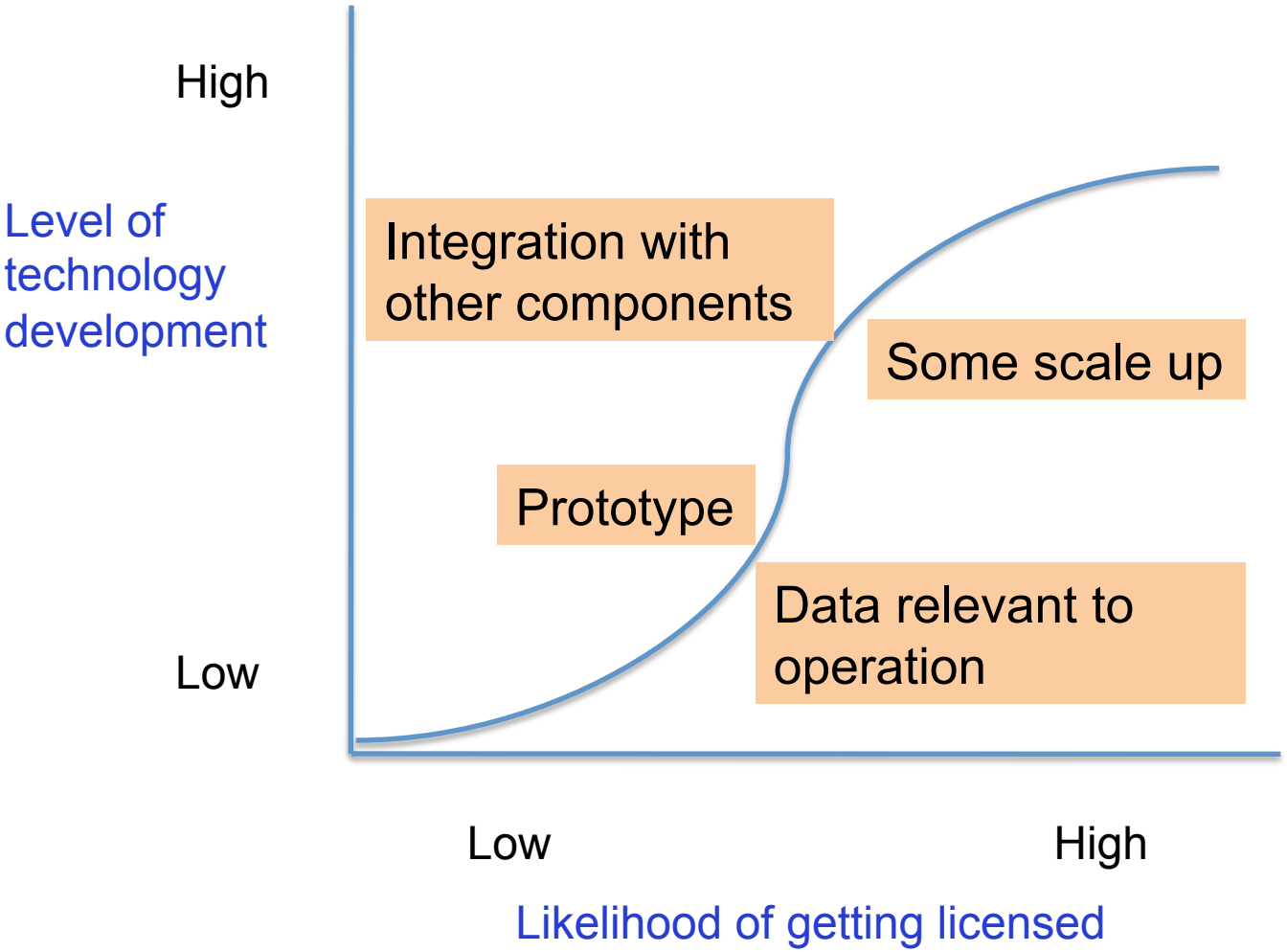
- One or more applications identified
- Resolves a crucial risk that licensees care about
- Market is of sufficient size
- Can be completed cost effectively

Advanced cardiovascular diagnostic

Ultra-clean Low Swirl Combustion

Medical imaging technology

Leverage investment in R & D



Rational Views, Until . . . .

"This 'telephone' has too many shortcomings to be seriously considered as a means of communication."
-- Western Union internal memo, 1876.

"The wireless music box has no imaginable commercial value. Who would pay for a message sent to nobody in particular?" -- David Sarnoff's associates in response to radio research in 1920s.

"Who the hell wants to hear actors talk?" -- H.M. Warner, Warner Brothers Studios, 1927.

"I think there is a world market for maybe five computers." -- Thomas Watson, chairman of IBM, 1943

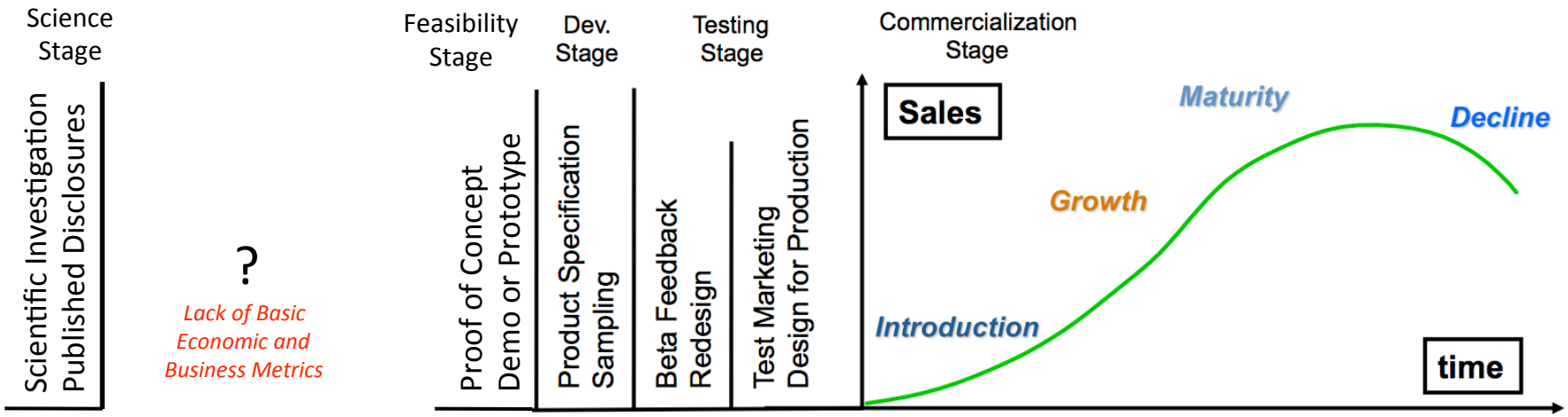
"Nuclear-powered vacuum cleaners will probably be a reality in 10 years." -– Alex Lewyt, of vacuum cleaner company Lewyt Corp. in 1955.

"But what is it good for?" -- Engineer at IBM, 1968, commenting on the microchip.

"There is no reason anyone would want a computer in their home." -- Ken Olson, President, Digital Equipment Corp., 1977

"So we went to Atari and said, 'Hey, we've got this amazing thing, built with your parts. We'll give it to you. We just want to do it. We'll come work for you.' And they said, 'No.' So then we went to Hewlett-Packard, and they said, 'Hey, we don't need you. You haven't gotten through college yet.'" -- Apple Computer founders Steve Jobs and Steve Wozniak 1980.

Stakeholder Incentives Inadequate to Bridge the "Valley of Death"



Govt. Funding

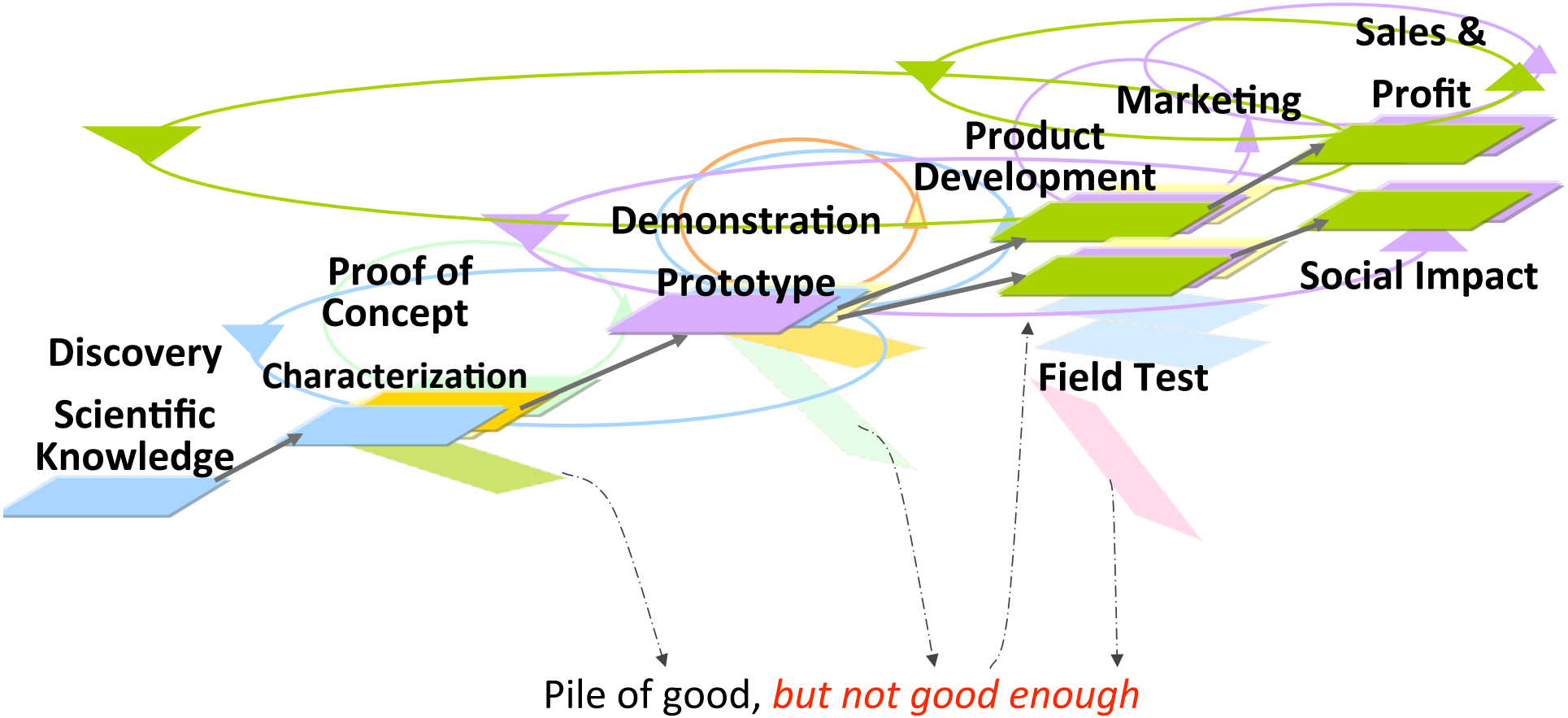
Pursuit of Scientific Knowledge

Corp. & Private Investment

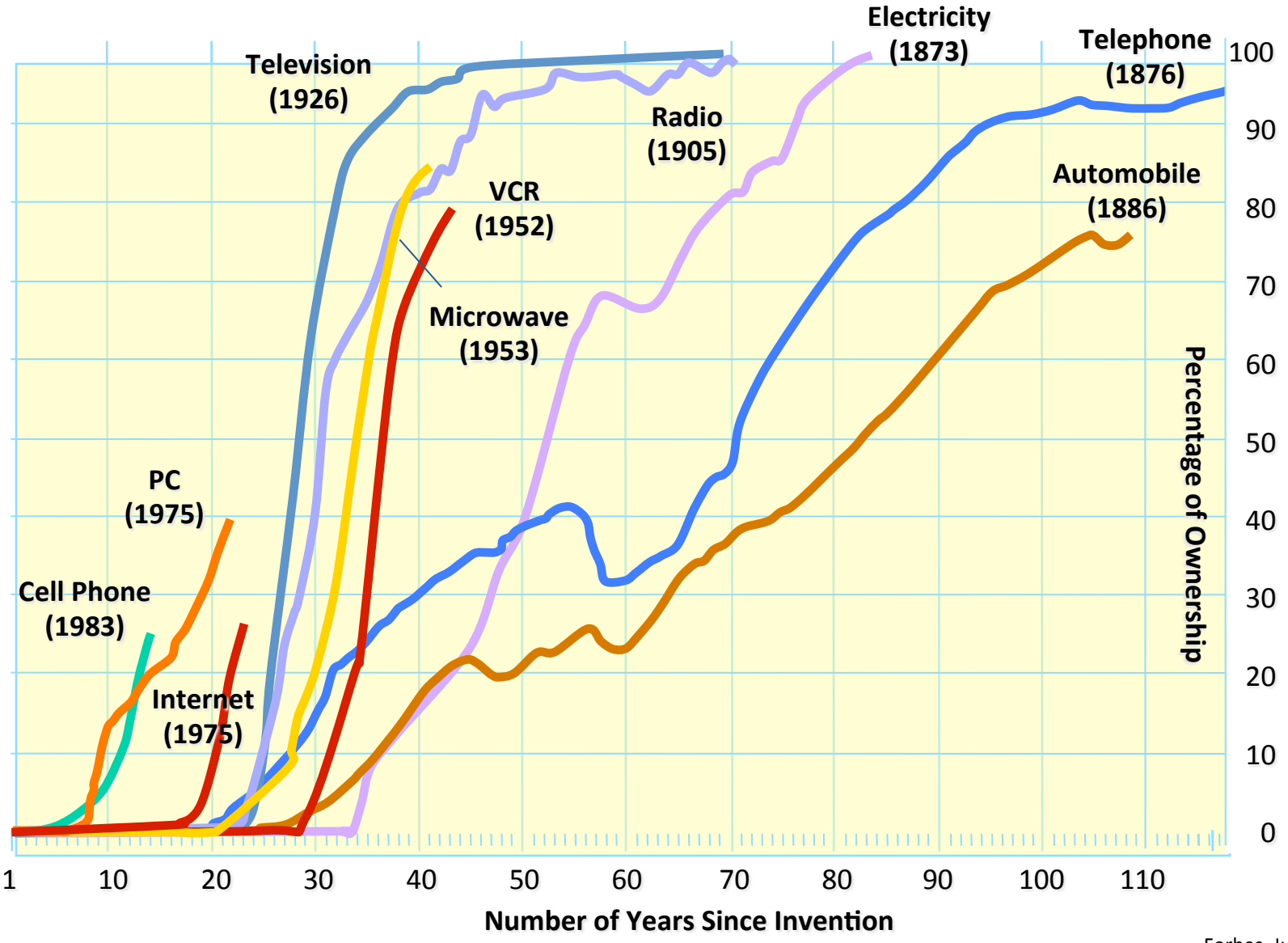
Pursuit of Profit

Translating Invention into Commercial Products

Step & Loop Progression



Technology Adoption Over History



Forbes, July 1997

Proposals Due	September 30
Shortlist Chosen	November 9
Awardees Announced	December 20

Criteria for selection

A commercial viability analysis, conducted by TTIPM with applicant input, will explore:

1) Is there sufficient market size to attract entrepreneurial or industry investment?
2) Does the technology offer significant benefits over competitive alternatives?
3) Does the proposed development make it significantly more likely that the technology will attract a licensee?

Call x6467 or email innovation@lbl.gov