

# Put The Technology Targeting DataBase™ to Work for Your Technologies



and Give Your  
Licensing Program  
a Visible  
Advantage



Technology Targeting, Incorporated  
A Non-Profit Scientific  
Educational Organization

# Acquiring the DataBase

The Technology Targeting DataBase can be purchased by any non-profit organization. All information and processing procedures are installed on your computer system. Use of the DataBase is limited only by the terms of a license agreement. No additional costs or on-line fees are required. Optional updates are available on an ongoing basis.

## System Requirements

- IBM XT, AT, PS/2, or 100% compatible computer.
- Hard Disk Drive of 10 MB or higher.
- MS DOS 3.0 or higher.
- 640K RAM.

## Recommended

- 286, 386, or 486 processor.
- Additional RAM and faster clock speeds.

## Companion Software Requirement

- **DataEase** (a DBMS Program) Available from Dataease International or most software suppliers. Prices range from about \$200 - \$400.

The DataBase is available from Technology Targeting, Inc. at a cost of \$3,000. Updates of the DataBase are available annually, semi-annually or quarterly. Active users qualify for updates at a 50% discount.

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*"Your  
[Technology  
Targeting]  
DataBase  
appears to me  
to be one of the  
most effective  
among all I  
have seen with  
regard to  
communicating  
available  
technology."*

Theo A. Bruinsma,  
President,  
University  
Technology Transfer,  
Inc.

## Accessing the DataBase


The power of the **Technology Targeting DataBase** can be accessed without purchase. This is done on a case-by-case basis for specific technologies you want to commercialize.

Simply select the particular **DataBase** Technical Categories which best describe your invention. Provide Technology Targeting, Inc. with a Non-Confidential Summary (NCS) of the invention's technical features and benefits.

TTI will develop and mail individualized letters, addressed by **name and title** to each executive indicating interest in the chosen Technology Categories. Responses to the marketing program can either be routed directly to you, or through TTI for screening and referral.

The cost for **DataBase** Access is \$500 per invention, plus mailing costs.

Assistance in evaluating inventions, formulating the NCS, or developing appropriate license terms is also available at a nominal cost. Estimated costs for an overall program with multiple inventions can be discussed.



*"[You were] very helpful to us as we attempt[ed] to duplicate some of the success which the University of Utah has had.... I congratulate you on the success which you and the program have had."*

Kenneth Hoving,  
Vice Provost,  
University of  
Oklahoma

# The Technology Targeting DataBase: A Proven Winner

The Technology Targeting DataBase™ has demonstrated a marked advantage in licensing publicly-funded technologies. Its superiority has been recognized in government studies and grants, technology publications, and by those universities and laboratories currently using it. Plus, it has earned the praise of industrial technology executives — the decision-makers who can commercialize your technologies.

Best of all, the DataBase, coupled with a proactive approach to technology transfer, can improve your bottom line. During the **first five years** using the DataBase, the University of Utah:

- Increased its licensing revenue 1000% to over **\$1.1 million**
- Increased its number of disclosures 344% to over **100 disclosures/year**
- Increased its signed agreement rate 400% to about **30 agreements/year**

Such performance shows that you don't have to be a Stanford or an MIT to reap the benefits of a healthy technology program. With an aggressive approach and the Technology Targeting DataBase your program can achieve significant success with even limited resources.

There are three ways you can harness the power of the Technology Targeting DataBase:

