



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



*"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.

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 \$300 - \$600.

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.

"(You were) very helpful to us as we attempted 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 President,
University of
Oklahoma

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 wish 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.

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 1200% to over **\$1.1 million**.
- Increased its invention disclosure rate 300% 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 M.I.T. 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

