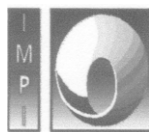


WIPO/INV/MTY/02/12

ORIGINAL:English

DATE:April2002



MEXICANINSTITUTEOF
INDUSTRIALPROPERTY



WORLDINTELLECTUAL
PROPERTYORGANIZATION



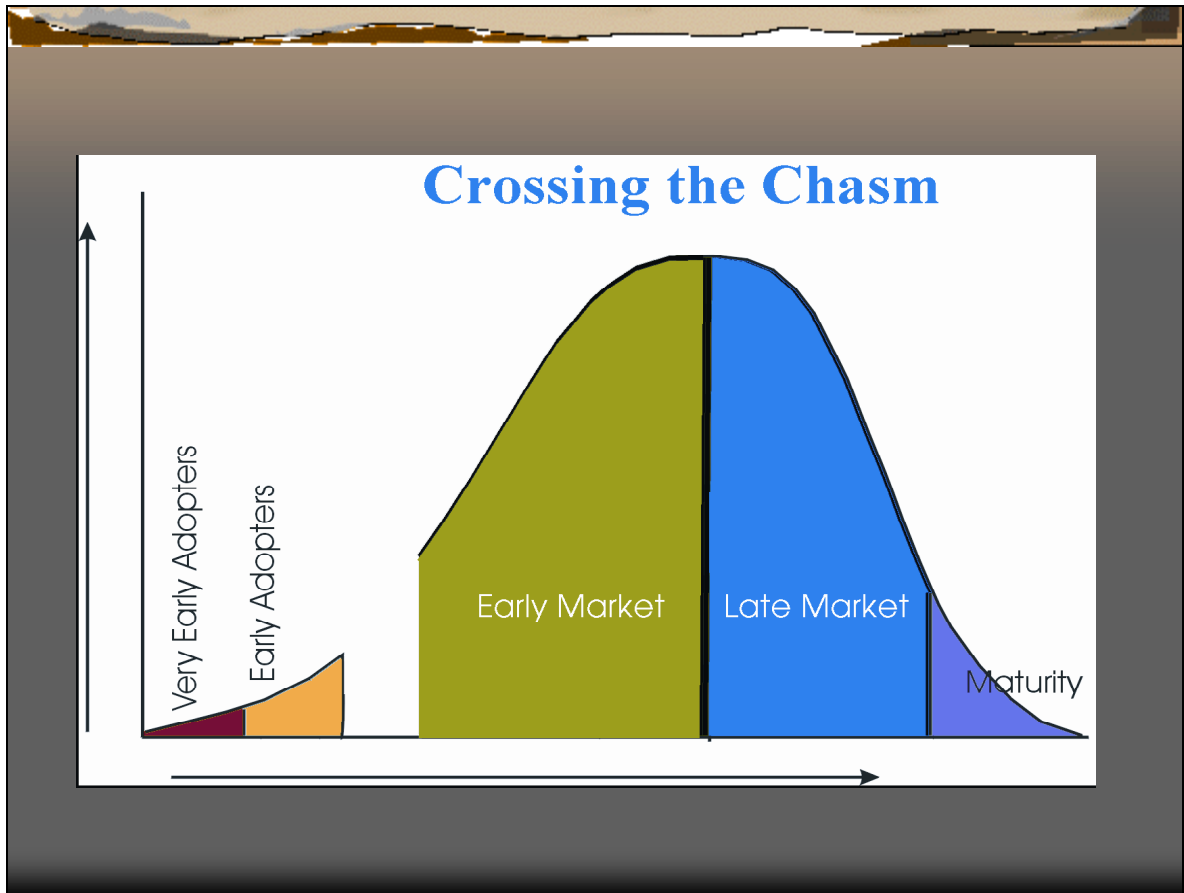
INSTITUTEOFTECHNOLOGYAND
SUPERIORSTUDIESOFMONTERREY

**INTERNATIONALWORKSH OPON
MANAGEMENTANDCOMME RCIALIZATIONOFINVENT IONS
ANDTECHNOLOGY**

organizedby
theWorldIntellectualPropertyOrganization(WIPO)
incooperationwith
theMexicanInstituteofIndustrialProperty(IMPI)
and
theInstituteofTechnologyandSuperiorStudiesofMonterrey(ITESM)
Monterrey(Mexico),April17to19,2002

INNOVATIONSUPPORTS ERVICESANDASSISTAN CETORESEARCHERS,
INDIVIDUALINVENTORS ANDLOCALINDUSTRY

*DocumentpreparedbyMs.MarciaL.Rorke,PrincipalandFounder,MohawkResearch
Corporation,Tucson,Arizona,UnitedSta tesofAmerica*



Needs of Innovators

- ⇒ Understand the market
- ⇒ It's the business – not the technology
- ⇒ Money isn't everything

US Support Services

- ⇒ Federal government contracting
 - Eli Whitney
 - E.I. du Pont de Nemours
 - Reynolds Aluminum

US Support Services

- ⇒ Science funding
 - World War II OSRD/National Science Foundation

US Support Services

- ➔ Technology funding
 - Inventions & Innovations Program, Research & Development Incentives Program
 - Office of Law Enforcement Technology Commercialization
 - Small Business Innovation Research
 - Venture Capital Funds (CIA, DOD)

US Support Services

- ➔ Needed Commercialization Assistance
 - Understanding & reaching markets
 - Importance of infrastructure
 - Planning

Other US Services

- ⇒ University Technology Transfer Offices
- ⇒ Small Business Development Centers, Innovation Centers
- ⇒ Incubators
- ⇒ Venture capital clubs

Conflicting Imperatives

- ⇒ It's not the \$ - it's the markets
- ⇒ Support great technology – Grow a great business
- ⇒ Invest in public good – Invest for a profit

Summary

- ⇒ There are good models
- ⇒ Money isn't everything
- ⇒ Support services **must** include commercialization assistance

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