

COMPETITIVE NIST PROPOSALS: Balancing Technical and Commercialization Strategies

Motorola Labs
Advanced Technology Center

Key Proposal Elements

- Technical strategy
- Commercialization strategy
- Team members
- Budget

Technical and commercialization
strategies are equally weighted

TECHNICAL STRATEGY

- Present state of the art
- Technology roadmap (w/ paradigm shift)
- Technology novelty/uniqueness
- Proposed development path
- Uncertainty and risk identification
- Potential show stoppers and parallel efforts to mitigate risk

COMMERCIALIZATION STRATEGY

- US net financial benefits
- Creation of technical and administrative positions
- Formation of industry sub-sectors
- Development of new fields of study at academic institutions
- Cross-disciplined training

COMMERCIALIZATION STRATEGY

- Market segmentation, targeting, positioning
- Supply chain creation
- Partnering/Alliances/Licensing
- Technology diffusion (uncertainty and risk)
- Complementary assets and products
- Focus teams and meetings (demonstration and acceptance of technology)

TEAM MEMBERS

- Strong commitment
- Virtual vertically integrated
- Team composition: OEMs, vendors and suppliers, academia and National Labs
- Balance theoretical and applied research, and high volume manufacturing development capabilities
- Demonstrated past success for technology transfer from R&D to manufacturing

BUDGET

- Government accounting practices
- Direct versus indirect (cost sharing)
- Technical personnel salaries
- Administrative personnel salaries
- Equipment
- Materials
- Travel