

Survey of ATP Applicants 2002

Andrew Wang, Ph.D.
Economic Assessment Office
ATP Advisory Committee
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Topics

- Rationale and Methodology
- Survey Results
- Conclusions and Future Work



Rationale

- ❑ Measure to ATP mission – characteristics of ATP project proposals and awards
- ❑ Include awardees and nonawardees
- ❑ Assess counterfactual situation
- ❑ Program evaluation – ATP program impact



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Methodology

- ❑ 891 company applicants
- ❑ 587 responses (66%)
 - 129 awardees (90%)
 - 458 non-awardees (61%)
- ❑ Data collected January–July 2004
- ❑ Web and mail; telephone follow-up



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SURVEY RESULT:

***Most ATP applicant companies are small,
or very small –***

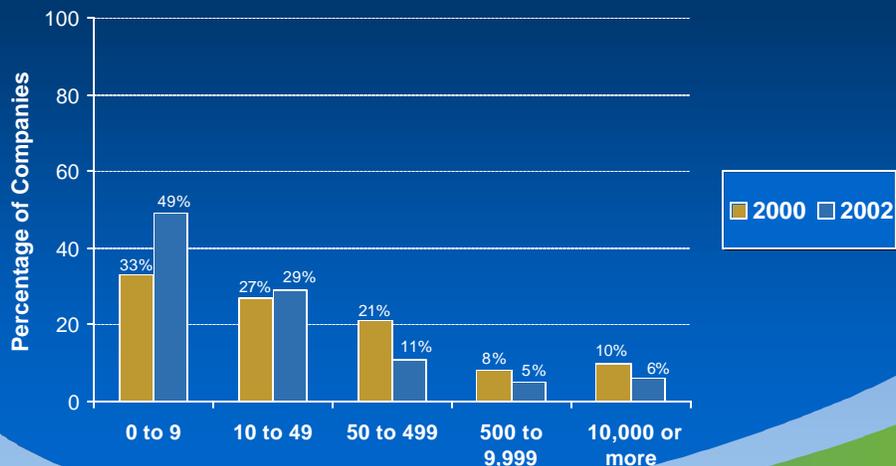
***89% of applicants have fewer than 500
employees***

***49% of applicants have fewer than 10
employees***



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Number of Employees at ATP Applicant Companies



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SURVEY RESULT:

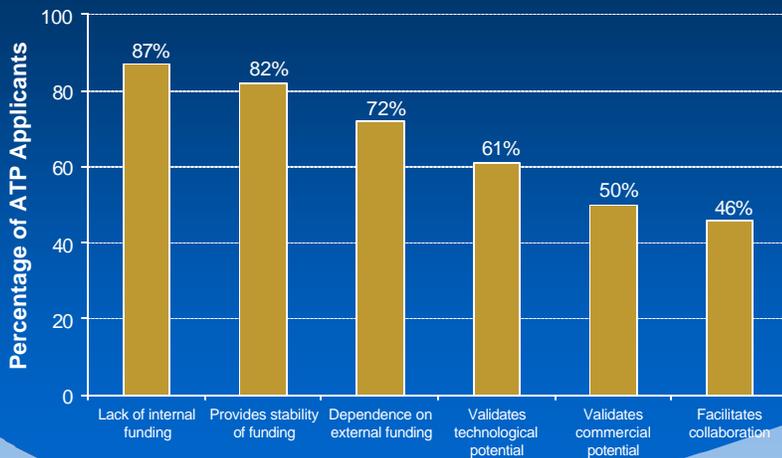
Important factors in companies decision to apply to ATP include –

**Need for funding
External validation
Collaboration**



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Important Factors in Why Companies Apply to ATP



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SURVEY RESULT:

Proposed ATP projects support new R&D directions and foster R&D collaboration.



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ATP Applicants – New R&D Directions and Partnerships

- 86% represent new R&D direction for the company
- 95% represent new R&D direction for the industry or technology field
- 68% fostered new individual ties
- 57% fostered new company partnerships with other organizations
- 60% fostered stronger company relationships with other organizations



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ATP Applicants – R&D Collaboration with Universities

- ❑ 3 in 5 applicants report their proposed project is based on university research
- ❑ 1 in 5 applicants report their proposed project depends on university licensed technology
- ❑ 2 in 5 applicants report that university involvement is critical to their project



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SURVEY RESULT:

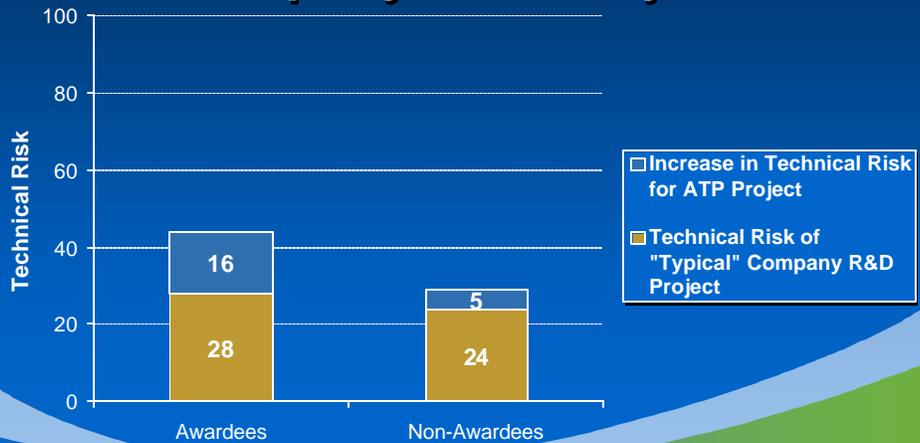
ATP-awarded projects have greater technical risk than “typical” company R&D projects

ATP-awarded projects have greater technical risk than non-awarded projects



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Technical Risk – Proposed ATP Project compared to Typical Company R&D Project



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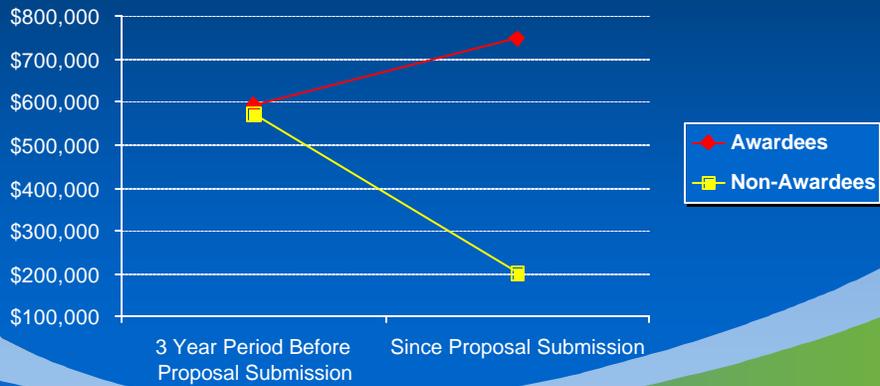
SURVEY RESULT:

***The "Halo" effect –
ATP awards attract additional R&D
funding***



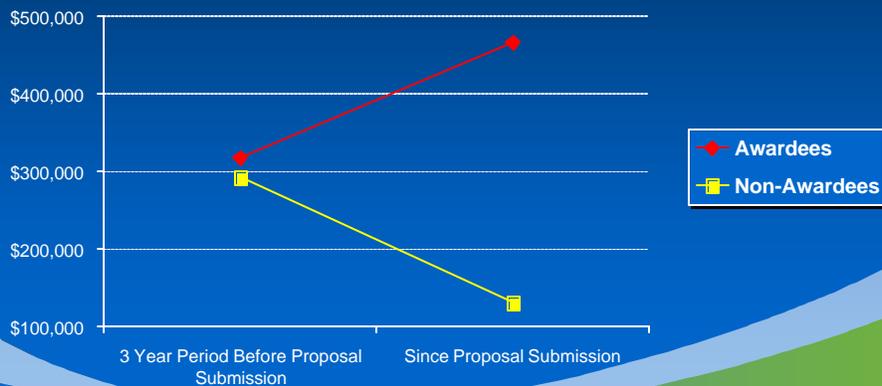
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Internal Funding for Research Area represented by Proposed ATP Project



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External Funding for Research Area represented by Proposed ATP Project



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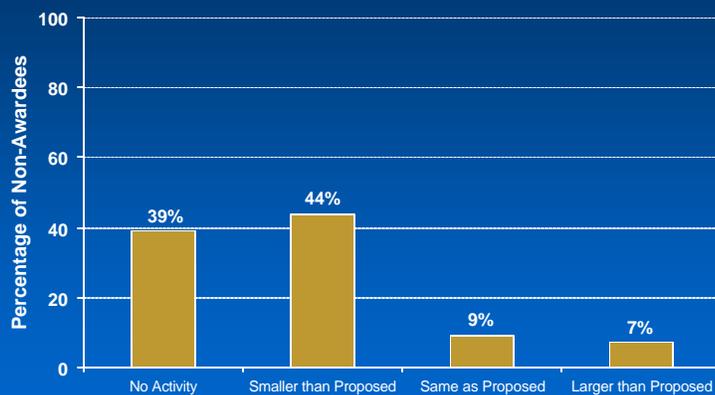
SURVEY RESULT:

Most non-funded projects are not pursued by applicants without ATP funding.



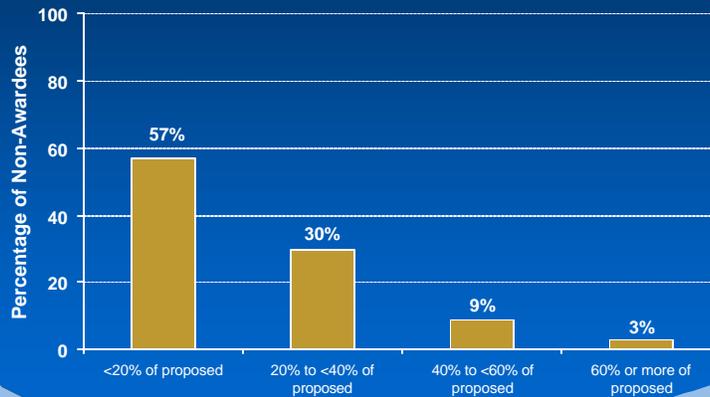
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Status of Non-Funded Projects (Year 2002 ATP Competition)



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Scale of Effort for Non-Funded Projects with Some Continued Company R&D Activity



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Conclusions and Future Work

- ❑ ATP is attracting the right kind of project proposals from industry – new R&D directions, R&D collaboration, high technical risk
- ❑ ATP is funding the right kind of projects in ATP awards
- ❑ ATP award has a positive impact on companies ability to pursue early-stage high-risk R&D projects
- ❑ Survey of ATP Applicants 2004



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