

## Idaho Ideas to Market (I2M)

### **Purpose**

The I2M program provides Idaho college and university students with a hands-on approach in determining the market feasibility of an idea developed at the Idaho National Lab (INL). Each team will work with faculty members to conduct market assessments and analysis on the same idea (as selected by the INL). Efforts should address whether the idea may have the potential to be a start-up company and evaluate the opportunity, addressing market barriers and identifying ways in which the idea may be used to start and grow a viable business.

### **Eligible Applicants**

Every four year universities and colleges in Idaho are eligible to participate in the I2M Program. To be eligible, the university or college must assemble a team consisting of faculty members and college students. Faculty members will serve as mentors and coaches to the students and should be able to assist as needed in helping students identify the market opportunities for the selected technology.

Each university and college may have two (2) teams, one undergraduate and one graduate. Teams should consist of 3 to 5 student members. Multiple faculty members may mentor team members.

Each team is responsible for developing an initial evaluation and market research plan for a technology developed at the Idaho National Lab. Teams will have the academic year to identify market opportunities and determine the best approach for the technology to get to market.

Research projects may also be handed off to other students for the following term, in the event that students are graduating or not able to complete the work. This may require the addition of faculty members to the mentoring team. The additional faculty members will be held to the same requirements and agreements as the original faculty team that submitted the RFP.

Part of this analysis and assessment will involve using the 'So What? Who Cares? Why You?' material. The worksheets and toolkits provide a good backdrop from which the team(s) may develop an interesting scientific or technical idea into a compelling business proposition. Chapters 1 – 4 and some of 5 will be used from the 'So What? Who Cares? Why You?' book. In addition, student teams will be required to check the 'patentability' of the idea or technology by examining patents in similar technologies.

The Lab will make the technology available after September 15, 2009 (once the decision on the Faculty teams has been made).

Some funds are available to each team to help cover expenses incurred in the research and analysis process. Additional funds are available as an honorarium for quality work, as evaluated by the I2M Steering Committee.

The results will be presented at TechLaunch 7.0 in the Spring of 2010. Details forthcoming. Each team will compete for a prize.

Responses to the RFP will be accepted until 5:00 pm MST on September 15, 2009 with winners announced September 16, 2009.

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### Frequently Asked Questions (FAQs)

#### **1. Will the teams have access to someone at INL?**

Yes. Teams (faculty and students) will be required to complete a non-disclosure form. Teams will have direct access to the INL Director of Tech Transfer, Tom Harrison, the Account Manager responsible for the technology and the Scientist/Engineer that created the technology. If needed, Krissa Wrigley at Idaho TechConnect may help facilitate the information gathering process.

#### **2. Are the 1 -2 technologies that the teams will use already available for licensing and listed on the website? Or is this a precursor to that?**

The technology that the Teams will be using has not been licensed, thus creating a greater educational opportunity for all involved.

#### **3. Will/have the available technologies already pursued IP protection? How concerned do we need to be about security?**

IP protection will have been pursued. Great care must and should be taken with the technology and research. Each Team member, including faculty and students will complete a non-disclosure form.

#### **4. Is there background material (the grant pursued, information on the problem trying to solve, etc) that we could turn into a case study for the students so that they would have a better understanding of the technology (and the reason it was created)?**

Yes, if the information is available. INL will provide any and all materials available pertaining to the research, idea and resultant technology.

#### **5. What would the Lab like to see back as part of the 'end product'? A report? Material that can help a commercialization plan, etc?**

INL would like to see the market assessment (commercialization drivers, etc) and potential significant companies to approach with the technology. If the technology can stand alone and sustain a spin-out, a business plan would be preferred.

#### **6. What funds (if any) are available for the Teams?**

Each Team will have \$2,500 a semester (recognizing that this might require more than one semester). Of the \$2,500, \$1,000 will be set aside to cover research expenses. Another \$1,500 will be available for deliverables (for instance, patentability, documents/information in some format that the Lab can use, maybe tied to the Wendy Kennedy materials) to ensure quality products.

#### **6. Who is on the Steering Committee?**

The Steering Committee consists of Tom Harrison and Nancy Bergmann at the INL and Rick Ritter and Krissa Wrigley of Idaho TechConnect.