

# The Science of Marketing Science

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# Overview

- Introduction – my point of reference
- Marketing will play an increasingly important role in technology/knowledge transfer
- Overview of marketing *as it relates to science/technology*
- Communicating the **value proposition**
- Importance of branding
- Marketing is key component of your success



Gatorade launched a whole new industry.



Trusopt is a treatment for glaucoma - Merck



Sentricon is a colony elimination technology for termite control



# UF Patents & Licensing

	<b>Research Awards</b>	<b>Invention Disclosures</b>	<b>Issued U.S. Patents</b>	<b>Licenses/ Options Executed</b>
<b>2013/14</b>	\$702 M	296	112	87
<b>2012/13</b>	\$641 M	294	106	84
<b>2011/12</b>	\$644 M	324	60	79
<b>2010/11</b>	\$619 M	298	86	78
<b>2009/10</b>	\$678 M	279	59	67
<b>2008/09</b>	\$574 M	271	73	72
<b>2007/08</b>	\$562 M	299	52	75
<b>2006/07</b>	\$583 M	327	77	74
<b>2005/06</b>	\$519 M	260	78	73



# Tech Transfer Nationwide\*

- 24,555 total U.S. patent applications filed
- 5,714 issued U.S. patents
- 5,198 licenses executed
- 818 startup companies formed



# Bayh-Dole Act of 1980

- Gave universities/researchers the opportunity to **patent** and reap **financial rewards** from technologies
- Gave industry a mechanism to generate return on investment for developing and marketing university technologies
- Has stimulated industrial productivity and innovation in the U.S.
  - Federal agencies prior to Bayh-Dole had a dismal rate of success



# The Technology Transfer Environment

- The visibility of technology transfer continues to increase
  - Greater awareness among faculty
  - Administration
  - Governments
- Increased awareness necessitates increased marketing/communication
  - To be more effective in our efforts
  - To help educate & inform
  - So others know we are effective



# Role of Marketing in Technology/Knowledge Transfer





# What is Marketing?

- Webster:

“an aggregate of functions involved in moving goods from producer to consumer”
- American Marketing Association Board:

“the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for the customers, clients, partners, and society at large”
- Wikipedia:

“an integrated process through which companies create value for customers and build strong [customer relationships](#) in order to capture value from customers in return”



# Marketing in Technology Transfer

“The aggregate of activities and processes conducted by an academic technology transfer office to create, communicate and transfer research innovations of value to a for-profit entity to develop products for consumers and society at large”



# Marketing and Technology Transfer

- What is the role of marketing in technology/knowledge transfer?
- To generate *positive* awareness for your science/technologies (product) and your office (services)
- Ultimately:
  - Leads for your technologies
  - Collaborators for your science
  - Faculty inventors who want to work with you
  - Recognition for your good work



# Role of Marketing

- Creates awareness that you exist so they don't reinvent you
- Establishes positive brand recognition
  - What is your brand?
- Motivates others to work with you
  - Internal faculty and constituents
  - External constituents like industry, investors and entrepreneurs
- Enables you to garner necessary resources to do your job



# The “Four Ps” of Marketing

- *Product*: the science/technology and the value it brings to the company (licensee)
- *Promotion*: how will the company find out about the science/technology
- *Place*: where does the marketing of technology take place (or who does it)
- *Price*: the value as seen through the eyes of the company



# Marketing = Reach & Frequency

- *Reach* = *Who* are you getting your message to?
- *Frequency* = *How often* are they hearing your message?
  - Once is not enough!
  - Average frequency before a message registers is 5X



# Marketing Challenges

- Tech Transfer professionals are predominantly scientists
  - Most scientists have little appreciation or understanding of marketing
- Cultural perceptions in some countries
- Demands on our time continue to increase
  - Marketing viewed as one more thing to do
- Many misconceptions about marketing



# Marketing Your Technologies/Science





# Where to Begin

- Identify your constituents
- Determine how what you do is important to them
- Identify channels to reach your constituents
- Tell them how what you are doing helps them achieve their goals – *provide the value proposition*

