

Have an innovation?

**Do you need:**

...Business development assistance?

...Intellectual property guidance?

...Help with building your management team?

...Funds to further your business concept?

...Professional connections?



**Technology Commercialization** services at the SBDC help entrepreneurs looking to advance, protect, and commercialize their research, innovations, and new technology.

This specialized consulting service is available at no charge to all businesses in Pennsylvania looking to determine the viability of technologies, obtain financing, or introduce new technologies to market. Our technology services are nationally accredited and completely confidential.

## Services

### *Business Development Assistance*

- Market Potential Analysis (Target Customers, Competitors, Alternative Markets)
- Assessment of Business Issues (Legal, Operations, Equipment)
- New Product Development Plans
- Commercialization Planning and Marketing
- Development of Opportunities (Networking, Referrals)

### *Intellectual Property Guidance*

- Patents and Trademarks
- Partnering and Licensing
- Intellectual Property Strategies and Options

### *Management and Growth*

- Assessment of Management Team
- Strategic Planning
- Corporate and government contracting and sub-contracting

### *Financial Planning*

- Identification of Traditional and Alternative Financing Sources
- Application for Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) Funding to Further R&D
- Prepare for Equity Financing through Angel and Venture Capitalists
- Develop Project Budgets