TECH TO MARKET SHOWCASE

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PURPOSE & OBJECTIVE

• IDENTIFY LAB GEOtherMAL IP & TECHNOLOGIES
• DEVELOP TOOLS TO DEMONSTRATE TECHNOLOGY TO MARKET
• BUILD RELATIONSHIPS IN NEW MARKETS
• COLLABORATE, PARTNER, AND/OR LICENSE TECHNOLOGIES WITH INDUSTRIAL PARTNERS

METHODS

• DEVELOP TOOLS FOR MARKETS – MAGAZINE, MARKET SHEETS, CONFERENCE SHOWCASE
• ATTEND CONFERENCES IN POTENTIAL MARKETS
• IDENTIFY AREAS OF INTEREST WITH NEW PARTNERS
• SEEK TO ESTABLISH AGREEMENTS – LICENSING, COLLABORATION/PARTNERING

RESULTS

• DEVELOPED SNL GEOTHERMAL IP PORTFOLIO
• PUBLISHED MATERIALS FOR DISTRIBUTION – IP WEBSITE, MARKETPLACE MAGAZINE
• OIL & GAS CONFERENCE
• ESTABLISHED RELATIONSHIPS WITH SEVERAL POTENTIAL NEW PARTNERS
• FOLLOW ON MEETINGS AT SNL TO IDENTIFY POTENTIAL FOR COLLABORATION AND LICENSING

SUMMARY

• MARKETING MATERIALS ARE DEVELOPED - NEW IP CAN EASILY BE INCORPORATED
• IN NEGOTIATIONS WITH POTENTIAL PARTNERS TO DEVELOP COLLABORATIVE WORK AGREEMENTS THAT LEVERAGE OUR TECHNOLOGY & EXPERTISE
• FUTURE WORK WILL CONTINUE REACHING OUT TO NEW PARTNERS & SETTING UP COLLABORATIVE AGREEMENTS