

Jefferson Science Associates, LLC
Managing and Operating the Thomas Jefferson National Accelerator Facility
for the U.S. Department of Energy

FY2018 JSA Initiatives Fund Proposal Summary Sheet

Proposal title

Project Start Date (month/year)

Project End Date (month/year)

New
proposal

Renewal

**Total funds
requested**

Total leveraged support / matching
funds. Details of funds must be
included in budget proposal.

To be completed by JSA: Total funds awarded

Principal Investigator (PI)

Institutional affiliation
Mailing address
Email / phone #

Co-PI (if more than 1, add
pages with information)

Institutional affiliation
Mailing address
Email / phone #

Check one category: If PI is a Lab employee, your identification of the appropriate Associate Director below represents the acknowledgement of that AD with your submittal of proposal. No signature required.

Lab employee: Identify Associate Director (email /
phone)

Lab user: Identify University affiliation (email / phone)
Joint appointee: identify University and Lab division
association (email / phone)

Other: Identify Institutional affiliation (email /
phone)

Proposal: Attach file with

- (1) **Executive summary and technical proposal**
- (2) **Synopsis of scientific, educational, technical, and/or business merits, and alignment with and significance to Lab's current program**
- (3) **Proposed evaluation plan to measure success.** If this is a request for renewal of funds, assessment of prior year performance,

Your proposal may include letters of endorsement and other supporting information (maximum of 12 pages including this summary sheet and budget sheet)

Budget Proposal

Proposal Title

Principal Investigator (PI)

Total funds requested

To be completed by JSA: Total funds awarded

	Item Description		Amount
<p>Equipment. Lab users submitting proposals that include equipment to be used at the Lab must review with the appropriate Lab Associate Director. The provision of the name of the AD below represents the AD's acknowledgement. No signature required.</p>			
	Associate Director: _____		
	_____	_____	
	_____	_____	
		Subtotal Equipment	
<p>Travel Support. Provide break-out of estimates for registration fees, lodging and transportation, catering, and facility charges (room rentals, AV equipment; etc.)</p>			
	_____	_____	
	_____	_____	
	_____	_____	
		Subtotal Travel	
<p>Supplies</p>			
	_____	_____	
	_____	_____	
		Subtotal Supplies	
<p>Consultants/Subcontracts</p>			
	_____	_____	
	_____	_____	
		Subtotal Consultants/Subcontracts	
<p>Other Expenses. Examples include stipends and honoraria, prizes, awards.</p>			
	_____	_____	
	_____	_____	
		Subtotal Other Expenses	
		Total Budget Proposal	

Budget Justification: Include narrative to explain need for each line item in the budget, showing breakdown of calculations used to arrive at the amount in each line of the budget. Note that the JSA Initiatives Fund Program does not support salaries and salary-related expenses, or indirect expenses.

Leveraged Support/Matching Funds information. Identify the source, type and amount of dollar funds from each institution. Include **separately** estimated value of in-kind support. Your identification of the authorized representative who has committed institutional support for your proposal represents the acknowledgement of that individual. If support or funds are provided by the Lab, identify the associate director (or equivalent) as the authorized representative. Information may be included on separate page.

Providing Market Research Resource for Jefferson Lab Technology Transfer

Initiatives Fund Proposal

Executive Summary and Technical Proposal

I. Executive Summary

Jefferson Lab Technology Transfer has just organized and established a Marketing Subcommittee of the TRC to assist in the prioritization and marketing of Jefferson Lab IP. One obstacle to realizing the potential of Jefferson Lab technologies for commercialization is the absence of a resource totally dedicated to identifying and reaching out to potential partner companies and industries.

This proposal is patterned after a successful effort at Princeton Plasma Physics Laboratory where they provided LinkedIn Premium Access and hired a student to use that tool to identify and reach out to companies that might be interested in specific Jefferson Lab IP. Prior to this arrangement their response rate to cold calling was 1%-2%. Using the Inmail feature provided in LinkedIn Premium using a student they increased their response rate to 20%-25%. This dedicated resource would advance the Marketing Subcommittee and the TRC's efforts to more aggressively market JLab IP that could be moved toward commercialization.

The results of the student's efforts would provide a basis for email/ mailing lists of companies aligned with our technologies and help us to initiate and establish personal connections with companies and industries that are potential partners for technology transfer.

We would measure progress by establishment of work products such as mailing lists, response rates, new inquiries, and we will monitor traffic on both our LinkedIn page and the Tech Transfer web page and iBridge where our IP is showcased. We would expect to increase traffic and contact numbers by at least 50 over current numbers.

II. Technical Proposal

A. Timeline

Upon Funding

- Work with procurement to set up our premium LinkedIn site
- Reach out to CNU Luter School of Business to identify student candidates (work with Willie Donaldson who is an entrepreneur himself and Director of Luter School of Business Small Business Institute)

January

- Interview and select student, provide training, set schedule
- Marketing Subcommittee to prioritize technologies for outreach

February- May

- Student to work under the direction of the Technology Transfer Coordinator, in support of the TRC Marketing Subcommittee and the TRC ~ 10 hours/week
- Student to make initial contact, get specific contact names, addresses, phone and email for follow up by someone from the TRC
- Student to track contacts and responses, report to Marketing Subcommittee monthly

June

- Report prepared re: contacts made, responses and traffic data relevant to Tech Transfer

Synopsis of scientific, educational, technical, and/or business merits, and alignment with and significance to Lab's current program

This would address an unmet need that we have within Jefferson Lab Technology Transfer, providing dedicated attention to marketing outreach in support of the TRC and the Marketing subcommittee. Since the TRC and Technology Transfer function is a matrixed organization, we currently do not have anyone with the time to dedicate to this much-needed activity. This provides a resource at a very reasonable cost that can really help establish our marketing efforts with measurable results.