Today’s Adventure

8:05 – 8:30
Value Proposition: *What is value, really?*

8:30 – 9:45 am
Transforming Your T2 Brand: *Ok, what is branding, really?*

10:00 -11:00 am
T2 Lead Generation: *How do we turn all this into marketing that generates results?*
Observe & Listen. Interpret. Build experiences and stories.
Value Proposition:
What will you do for me?
Develop Your Value Proposition

- **Features**: Properties of a supplier’s offering
- **Benefits**: Effects of attributes which contribute to achieving business objectives of a customer
- **Value**: The economic consequences to the customer of the benefits

Source: ISBM
<table>
<thead>
<tr>
<th>Benefit</th>
<th>Pain/Gain</th>
<th>Value</th>
<th>Reason</th>
</tr>
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</table>
| What **benefit** do you bring with your products or services? | What **pain** do you solve?  
  • What **gain** do you deliver? | What is the **value** to the customer, consumer, and end-user? | Why would they **choose** your product/services? |
What Value Do You Bring?

To Your Inventors?

To Your Network?

To Your Licensees and Potential Licensees?
What Value Do You Bring?

Organization
(Experience)

Technologies
(Products)
Think About It.

How do others experience your organization in one word?

(Check yourself: truth vs. aspiration/imagination)
Transforming Your T2 Brand: Let’s Strategize That Experience
## MARKETING focuses on...

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<tbody>
<tr>
<td>Immediate business goals</td>
<td></td>
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<tr>
<td>Features and benefits</td>
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## BRANDING focuses on...

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<tbody>
<tr>
<td>Long-term relationship value</td>
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<tr>
<td>Creating value</td>
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So, What Is a Brand?

- Contract
- Promise
- Expectation
- Reputation
- Experience
Well, What Did You Expect?

(that genius wasn’t such a genius.)

what can I get started for you today?

(my latte was tepid.)

my, this place is clean.

(that princess was a little cranky.)

it just works. elegantly.

he was so helpful.
Well, What Did You Expect?

every experience builds brand.

(People remember and tell their own stories about you.)
Think About It: We Are What We Do

Step 1: 5 min.
• Groups of 5
• Make a list as fast as you can of things that you do in your office.
• Be as specific as you can.

Step 2: 5 min.

Step 3: 5 min.
• Mark the top 5 that were the most powerful branding activities.
• Report out.
Why Brand?

- Positive engagement
- More internal and external partners
- Increased institutional reputation
- Increased revenue
- More disclosures
- More licenses and startups
- Increased revenue
Strategically Build the Experience*

INTENTIONALLY imagine and create the experience for all stakeholders across all channels.

Consider and plan: How do you want to be perceived?
### Marketing Mix and Balance

<table>
<thead>
<tr>
<th>Media</th>
<th>People</th>
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<tbody>
<tr>
<td>Annual Report, Collateral &amp; Signage</td>
<td>Daily Interactions w/ Staff and Networks</td>
</tr>
<tr>
<td>Website, Social, Video, Advertising</td>
<td>Phone &amp; Email Etiquette</td>
</tr>
<tr>
<td>PR, News &amp; Newsletters</td>
<td>Presentations, Events, Workshops &amp; Seminars</td>
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<tr>
<td>Surveys</td>
<td>Deal-making</td>
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</table>
Leverage Your Partners

**Internal**
- Other Marketers & Communicators
- News/PR Office
- Inventors
- Office Employees

**External**
- Associations
- Business Groups
- Trade Organizations
- Reporters/Publications
(Egads, it never ends.)

ESTABLISH vision

SET measurable goals

CREATE culture, messaging and design

MEASURE with surveys and analytics

CORRECT course
Elements

**Mission:**
- A formal summary of the aims and values of a company, organization, or individual.

**Vision:**
- An organization's objectives, ideally based on economic foresight, intended to guide its internal decision-making.

**Positioning Statement:**
- A statement of what makes an organization unique in its market and amongst its competition.

**Process Map:**
- A tool that visually illustrates how work flows through an organization and creates value.
VISION: Future aspiration

By 2020, the University of Arizona through Tech Launch Arizona will become a recognized national resource for its role in commercializing UA-created knowledge, thereby bringing the University’s inventions to the public for economic and social benefit.

MISSION: How we’ll get there

TLA will build upon the synergies among the faculty, administration, students and alumni of the University of Arizona, its tech parks, and the technology and business community to significantly enhance the impact of UA research, intellectual property (IP) and technological innovation.
Elements of “Positioning”

- **WHEN**
  - during... (underlying trend)

- **WHAT**
  - the only... (category)

- **HOW**
  - that... (differentiators)

- **WHERE**
  - in... (market geography)

- **WHO**
  - for... (customer)

Foundation for...

- Key messages
- Strengths
- Values
- Print, web...
  - All Marketing Language
Tech Launch Arizona is the office of the University of Arizona that creates social and economic impact through protecting and developing inventions stemming from UA research, and transitioning those inventions from the lab to the world through commercial pathways. In connecting faculty and researchers with entrepreneurs, investors and opportunities, we transform inventions into assets, and assets into products and businesses that benefit society.
Tech Launch Arizona is the office of the University of Arizona that creates social and economic impact through protecting and developing inventions stemming from UA research, and transitioning those inventions from the lab to the world through commercial pathways. In connecting faculty and researchers with entrepreneurs, investors and opportunities, we transform inventions into assets, and assets into products and businesses that benefit society.
More Than Words
More Than Words: What is your visual vocabulary?
Visualize Your Process

www.lsu.edu

tlo.mit.edu

techlaunch.arizona.edu
Enough ideas. Here’s what you can DO.

- Create Your Key Messages
- Internally: What is the value?
- Externally: What is the value?
- Create a messaging platform document and use it.
Enough ideas. Here’s what you can DO.

- Present
- Network
- Educate
- Recognize
Enough ideas. Here’s what you can DO.

- Hold and attend events
- Get inventors involved – spark partnerships
- Elevate the organization’s visibility
- Build a reputation
- Don’t underestimate the importance of wearing your colors with pride!
Enough ideas. Here’s what you can DO.

- Elements
- Website and social presence (language, images and video)
- Annual report and print collateral
- Exhibit experience and display
Enough ideas. Here’s what you can DO.

- Choose great stories AND images
- Make it relevant
- Partner to extend your reach
- PITCH!
For Example…

We did:
• One interview
• One photo
• One press release
• One newsletter
• REACHING THOUSANDS

Generating:
• Regional newspaper stories
• Two public media stories
• Four calls for television stories
• POTENTIALLY REACHING HUNDREDS OF THOUSANDS
A Wee Quiz

I believe you're great with dogs! Woof!
Trust me. He's great with dogs.
I'm great with dogs.
I'm great with dogs.
I'm great with dogs.

Branding
Public Relations
Advertising
Marketing
Lead Generation

How do we turn all this into marketing that generates results?
What Value Do You Bring?

Organization (Experience)

Technologies (Products)
NCS: The Non-confidential Summary

Short description of the technology and its value

Written for an audience with a basic understanding of the field

Clarity

Searchability

Leads
Who is the target for your message?

- **CUSTOMER?** An individual who receives or purchases a product or service
- **END USER?** The person who actually uses a particular product or service
- **STAKEHOLDER?** An individual, group, or organization who is affected by the outcome of a product or service and possibly involved in doing the work
- **DECISION MAKER?** In the end, someone owns the buying decision.

- President
- CEO
- Chief Science Officer
- Business Development

- IP Manager
- Product Manager
- Licensing Director
- Strategic Alliances

- Technology Scouts
<table>
<thead>
<tr>
<th>Title</th>
<th>Value Proposition</th>
<th>Description</th>
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<tr>
<td><strong>The Bed-Sled</strong></td>
<td>A Preventative Lower Extremity Training Device</td>
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</table>

**Title**: The Bed-Sled

**Description**:
- **Title**: A Preventative Lower Extremity Training Device

**Value Proposition**:
- **Title**: The Bed-Sled
- **Description**: The Bed-Sled addresses issues by promoting movement and resistance exercise in the lower legs.

**Stage of Development**:
- **Title**: The Bed-Sled
- **Description**: This portable resilience training tool is designed to strengthen lower extremities, prevent muscle deconditioning and overall weakness, and mitigate the development of conditions like DVT.

**Inventors**:
- **Title**: The Bed-Sled
- **Description**: It is equipped with a sensor to record the amount of pressure applied and the number of depressions of the tool in order to track an individual's progress.

**Competitive advantages**:
- **Title**: The Bed-Sled
- **Description**: Patients can select one of three resilience options (hard, medium, or soft) for their training.

**Patents & publications**:
- **Title**: The Bed-Sled
- **Description**: For more information, please contact: Kathleen Gibbons, Assistant Dean (Biology) and Life Sciences Director, Kathleen.Gibbons@arizona.edu.

**Graphic representation of value (data, mechanism)**:
- **Title**: The Bed-Sled
- **Description**: | Image |
Dos & Don’ts

The Bed-Sled
A Preventative Lower Extremity Training Device

During a period of extended bed rest, major mobility loss and muscle atrophy can occur. This in turn can lead to a decrease in muscle mass and bone mineral density. Early on, rapid reduction in muscle mass and bone mineral density occurs in the first week. Later, decreased mobility and even long distance travel can result in serious health issues and even death. In these cases, patients may require exercises to improve their overall health.

The Bed Sled addresses these issues by promoting movement and resistance exercise in the lower extremities. This portable resistance training tool is designed to strengthen the lower extremities, prevent muscle deconditioning and overall weakness, and mitigate the development of conditions like DVT.

It is equipped with a sensor to record the amount of pressure applied and the number of repetitions of the tool to track an individual’s progress. Patients can select one of three resistance options: hard, medium, or soft for their training.

Applications:
- Adjunctive treatment for prevention of blood clots and formation of blood clots
- Rehabilitation and conditional physical therapy
- In home use
- In-patient rehabilitation facilities, subacute care hospitals
- Long distance travel

Advantages:
- Does not require exercise for use
- Simple, cost-effective
- Non-invasive
- Minimally disruptive

For more information, please contact:
Kathy Gibbons
Assistant Director, tLab (tLab@asu.edu)
Kathy.Gibbons@asu.edu

Keywords
Clear
Searchable

Obvious
Ambiguous
Jargon
Enabling
Market-heavy
Your Marketing Mix

- Marketing
  - Active
  - Passive

- Leads

- NCS
  - Share
  - Create interest
  - Start conversations

DEALS!
Active vs. Passive

**Active Marketing:**
- Email
- Phone calls
- Meetings
- Events and conferences

**Passive Marketing:**
- Website
- Social media
- Blogs
- Articles
- Advertisements
- Annual report
- Print material
Planning a Campaign

What are some sources you use to identify potential marketing targets?

Not just the organization... how do you get to the right person?
Let’s Consider…

• What are five methods you use in your mix today for marketing technologies?

• What are five new methods you could add to the mix in the future?

• How will you measure each one’s effectiveness?
Takeaways

• Keep materials simple, but get your point across.
• Know your audience.
• Consider your target market and what they value.
• Consider your ROI for each activity and vary/balance your mix.
• Be relentlessly attentive to detail.
• There’s no perfect marketing tactic.
• Don’t be afraid to experiment.
Let’s Keep the Conversation Going.

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