

# Step-by-Step Marketing Framework for Tech Commercialization

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## Intake & Understanding the Technology

Goal: Build a solid foundation for all marketing efforts.

- Meet with inventors and commercialization managers to understand the technology.
- Identify key differentiators and development stage (TRL, prototype, market-ready).
- Define the problem it solves and target audience.

Deliverable: Internal summary of the technology's purpose and challenges.

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## Competitive & Market Research

Goal: Validate commercial viability.

- Identify competing solutions and market gaps.
- Conduct market analysis:
  - TAM (Total Addressable Market) – Industry size
  - SOM (Serviceable Obtainable Market) – Realistic market capture
- Assess industry demand, adoption barriers, and regulations.

Deliverable: Market Opportunity Report.

2

## Positioning the Technology

Goal: Create a market-ready narrative.

- Define the market category and competitive alternatives.
- Identify key unique attributes and target customer segments.
- Refine the value proposition to align with industry needs.

Deliverable: Positioning statement to guide consistent messaging.

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## Creating Marketing Assets

Goal: Make the technology easy to understand and promote.

- Fact Sheets – One-page summary.
- Success Stories – Real-world applications and impact.
- LinkedIn & Digital Content – Generate awareness.
- LPS Listings & Website Copy – Improve discoverability.

Deliverable: Professionally written marketing materials.

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## Messaging Development

Goal: Turn insights into compelling communication

- Develop clear, non-technical messaging tailored to industry audiences.
- Create an elevator pitch and detailed descriptions.
- Ensure messaging aligns with positioning and market insights.

Deliverable: Messaging Document for consistent future use.

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## Feedback & Iteration

Goal: Improve effectiveness over time.

- Gather feedback from industry interactions.
- Adjust messaging based on responses.
- Track LinkedIn engagement, downloads, and inquiries.

Deliverable: Continuous refinements to strengthen results.

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## Promotion & Industry Outreach

Goal: Connect with the right audience.

- LinkedIn Campaigns – Engage industry partners.
- Lab Partnering Service (LPS) – Increase visibility.
- Direct Outreach – Identify key decision-makers for licensing.
- Events & Conferences – Speaking engagements and networking.

Deliverable: Customized promotion strategy.

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