

## Introduction

R&D efforts are most likely to result in successful new products when marketplace needs and business viability considerations are addressed early and often throughout a project.

Stages where market and business information is most critical:

Stage 2 - Scoping.

Use demographic data in grant proposals to define the population to be served and quantify a project's impact.

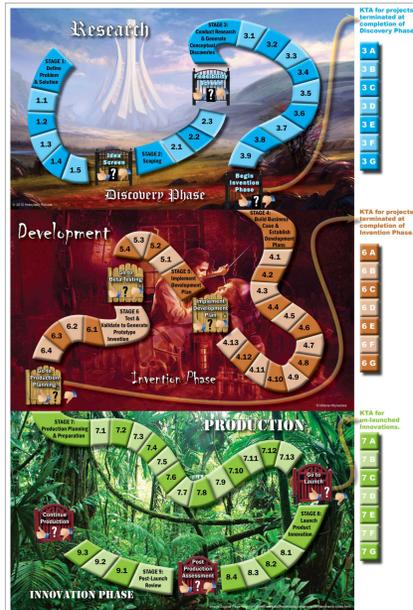
Stage 4 - Building Business Case.

Use competing product data to define product functionality and identify realistic price points.

Stage 7 - Production Planning.

Use test market data to create interest in licensing.

Profiling an industry segment is one way to explore the market potential of proposed products and services.



## Methods

### 1) Identify Industry Segment

Select industry segment with the largest number of NIDRR funded grantees.

### 2) Knowledge Value Mapping

Interview manufacturing companies to determine their needs for new knowledge, absorptive capacity, and production capabilities.

### 3) Conduct Secondary Market Research

Compile information regarding:

- Market demographics
- Industry growth projections
- Competitive landscape
  - Available products and services
  - Ongoing and completed R&D
  - Provisional and accepted patents
- Legislation and reimbursement

### 4) Produce and Distribute Industry Profiles

Compile value mapping and secondary market research information into a comprehensive Industry Profile. Share via multi-media channels.

## How can an Industry Profile Help You?

**Industry Profiles have value to researchers, technology developers, and manufacturers:**

- Learn the demographic characteristics of the populations your work intends to serve to better tailor your interventions and products to their context.
- Use market size and growth estimates to demonstrate the potential impact of your planned projects.
- Save time and effort by learning about currently available and emerging products and technologies.
- Review a snapshot of how current legislation impacts consumers' ability to buy products.

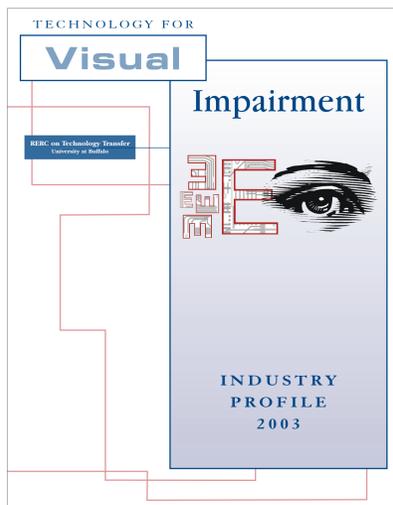
**New to the upcoming profiles will be manufacturer information to help with your technology transfer efforts, including:**

- Absorptive capacity for and interest in technology from outside sources.
- Manufacturing capabilities.

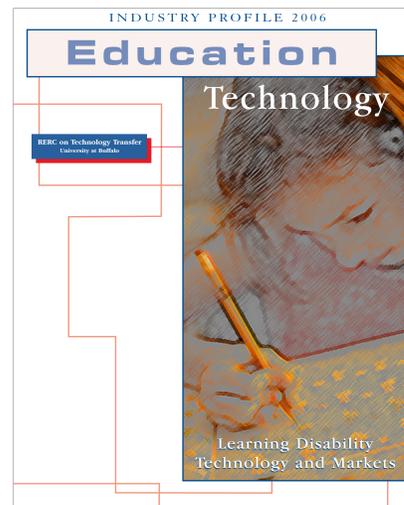
Between 2003 and 2009, the Rehab Engineering Research Center on Technology Transfer produced 3 profiles that are freely available today.

## What's Next

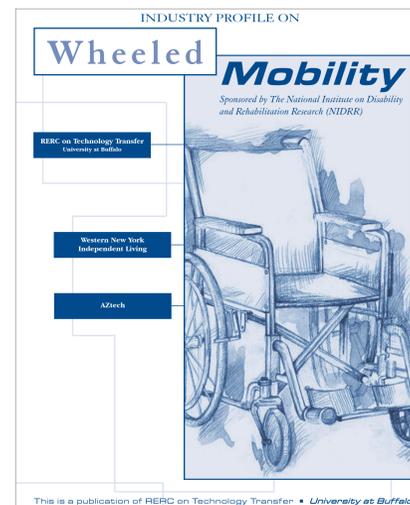
### Blindness and Low Vision (2003)



### Educational Technologies (2006)



### Wheeled Mobility (2009)



### All Profiles Contain:

- Impairment Descriptions and Causes
- Demographics
- Market Growth
- Current and Emerging Technologies
- Legislation
- Funding Sources

TAKE ONE

Over the next 5 years, the KT4TT will conduct value mapping and create new Industry Profiles for three assistive technology industry segments.

- Currently exploring abstracts of 2013 NIDRR grantees.
  - Topic area likely to focus on cognition and memory.
- First profile to be completed in 2015.

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