TTN – WP2: Final Content and Planning

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TTN – WP2: Background

WP2: **Framework to enlarge TT offer**	Start: M1, End: M24	FTE: 3 M/P (Year 1), 1 M/P (Year2) Deliverables: 1 pers. for 24 Months

Description of work:

Perform an inventory of all the technologies with IP protection by the TT network members. Establish a template to present technologies with reference to the patents (when available) that will highlight for each technology the possible applications, the innovative features, the advantages and other important results obtained from technology assessments.

Identify technologies/patents with complementarities and/or overlaps. Establish and implement a method to present the corresponding technology offer and include these aspects in the template.

Address the particular case of software an adjust template and method if necessary.

Develop a Technology Transfer for Particle Physics Website that will provide an overview of all the technologies available for transfer including a link to the local PROs TT websites from where the technology is originating.

Establish and implement a strategy to advertise the link to the TT for PP website as widely as possible.

Objectives and deliverables:

The objective is to make more visible to industry the technologies and the expertise originating from the PP community.

The deliverables include a beta version (End of M12) of a Technology Transfer for Particle Physics Website referenced as widely as possible, a template and a procedure to introduce a new technology and a final version at M24.

Conveners: S. Zaninotti, M. Porchet (CEA/DSM, France)
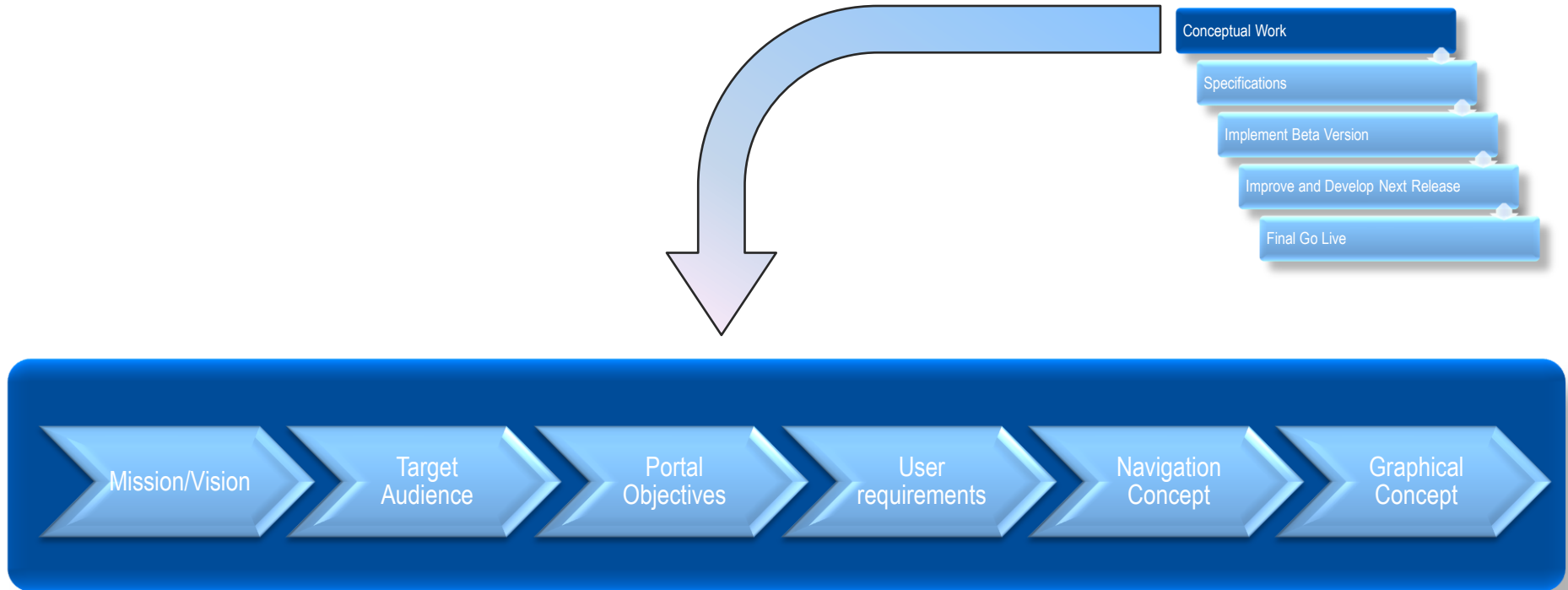
Participants:

o N. Häbe (DESY, Germany), H. Hillemanns (CERN), G. Clerc (EPFL, Switzerland), M. Soberman (CNRS/IN2P3, France)
o All TT Network having technologies should be contributing to this work package.

Technology Transfer

TTN - WP2: Approach

Conceptual Work

Specifications

Implement Beta Version

Improve and Develop Next Release

Final Go Live

Conceptual Work Break Down

Conceptual Work

Specifications

Implement Beta Version

Improve and Develop Next Release

Final Go Live

Mission/Vision → Target Audience → Portal Objectives → User requirements → Navigation Concept → Graphical Concept

Technology Transfer

Mission/Vision

Mission

- *Provide information on*

  - ❑ technologies
  - ❑ applications
  - ❑ partners
  - ❑ events
  - ❑ news
  - ❑ contacts
  - ❑ IP protection

- *Illustrate the benefits of HEP for society*

- *promote HEP as source of technology excellence*

Vision

- *To be an information portal on technology transfer from HEP to industry and society*

- *To demonstrate HEP technology excellence on the web*

- *To be a HEP technology transfer reference portal with high reputation*

Target Audience

Industry and non-HEP Institutes

- look for Technology
- look for consultancy services
- look for R&D partnerships
- will use branding form HEP-institutes
- offers sponsoring (visibility on TTN website)
- seeks access to patent pools
- looks for events

HEP- Institutes

- wish to raise awareness on their activity
- wish to network and to build communities at european level
- wish to streamline IP Mgnt
- wish to present technologies
- looks for events

Funding Agencies

- will increase interest of general public
- will make research effort highly visible
- will have early ROI, thus easier to justify
- will show funding opportunities
- seek meaningful KPI
- will demonstrate success stories, spin off, startups

Scientists

- looks for detector and DAQ technologies
- looks for potential application domains
- looks for networks and contacts
- looks for events

Investors & VC's

- look for technologies to invest in
- want to learn about access conditions
- look for existing spin offs

General Public

- will understand impact of HEP on society
- will understand benefits of HEP on society

Technology Transfer

Portal Objectives

Technology Competence Offer

- Technologies & Patents
- Expertise
- Consultancy
- Infrastructure
- Testing
- Quality

Generic Information /Awareness

- About us
- IP Mgnt
- Patents
- information and guidelines for inventors
- Links
- FAQs
- Newsletter

Event Scheduling

- conferences
- meetings
- courses
- Expositions

Partnering Opportunities

- other networks
- opportunity search
- project brokering

Community Building

- Contacts
- Forum

User Retention

- come back regulary due to
  - document quality
  - updated information
  - useful links
  - efficient search

Brand Creation

- success stories
- references
- other KPI's (see also WP3)
- flyers and brochures, logos

User requirements (preliminary)

Topics

- *Constraints*
  - Free access to all information
    - Except member area

- *Content*
  - all information in english
  - provide key messages on HEP technologies
  - general TT info and activities
  - technologies available for dissemination
  - expertise and consultancy
  - successful applications
  - TT events
  - Newsletter
  - how to acquire information from TTN partners

- *Navigation*
  - Not more than 3 clicks way from a technology

- *Graphics*
  - TTN Logo

Next steps

Finalise conceptual work on navigation and graphics

Specifications, Implementation and Roll Out Beta Version:

ID	Task Name	Duration		2009							2010			
				Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 5	Quarter 6	Quarter 7	Quarter 8	Quarter 9	Quarter 10	Quarter 11
8	WP2 Framework to enlarge TT offer	600 days												
9	conceptual study	5 mons												
10	specifications	4 mons												
11	demonstrator	4 mons												
12	M13: go live beta version	0 days						6/15						
13	website building - final release	13 mons												
14	launch final version	4 mons												
15	M25: go live	0 days												10/4

Specifications, Implementation, Roll Out and Test

- *Specify & check against concept*
  - Content
  - Navigation
  - Graphics
  - Implementation
  - Hosting, operation & maintenance

- *Identify appropriate tools*

- *Prepare website hosting*

- *Implement*
  - Home page
  - General information
  - technologies

- *Test and correct*
  - Content
  - Navigation
  - Usability
  - Others

- *Gather feedback:*
  - Coherency & consistency
  - Redundancy
  - Usability

- *Analyse and correct*

Concept → Specification → Implementation → Test → Roll Out → Evaluation → Specification