

Statement of Work (SOW)
NASA Glenn Research Center
Technology Transfer Office Support Services

1.0 Purpose

The purpose of this SOW is to describe work required in support of the Technology Transfer Office (TTO) at Glenn Research Center (GRC) as it executes its mission to leverage the outstanding capabilities and accomplishments of the Center for the benefit of both NASA and the U.S. Taxpayers. The TTO seeks to transfer our technologies and expertise to the commercial sector, academia and other government agencies through the use of licensing, partnerships, the Small Business Innovation Research Program (SBIR/STTR) and other mutually beneficial agreements. The contractor shall provide support for the GRC Technology Transfer (TT) program plan in coordination with the other technology transfer agents, both internal and external to the center and with the other operating entities at the center (e.g. Patent Counsel, Media Relations, etc.)

2.0 Management

The contractor shall have frequent interaction with TTO personnel, researchers, engineers and managers, at GRC is required. The contractor shall participate in meetings or other events with GRC TT and its partners to coordinate activities, when deemed necessary. Travel expenses for task-related meetings and activities will be provided when needed.

The contractor shall provide a monthly report of progress and of activities and accomplishments in support of the GRC TT Program. The contractor shall inform the TM immediately of any delays, problems or concerns that will affect any requirements of this SOW. This information shall be provided to the Technical Monitor (TM) in electronic format. Informal updates and progress (by phone or e-mail) shall be made to the TM as needed.

3.0 Task Elements

The following tasks will be issued at the direction of the TM:

- 3.1 **Strategy Development.** The contractor shall assist GRC TT in the development of its short and long term commercialization, infusion and other tactical and strategic planning, including technology and market assessment reports, technical input into various communications products, partnership development strategies and implementation and due diligence on potential partners for licenses and other agreements.
- 3.2 **Licensing Support.** The contractor shall support the GRC TT office in all phases of deal flow. This includes partner contact, technology assessment, partner identification and contact, technology valuation, partnership/license negotiations, and agreement/license closure.
- 3.3 **Portfolio Management and Support.** The contractor shall assist GRC TT in the development of its “technology portfolio” including support in updating, managing and sharing the portfolio inside and outside of GRC. Participation (by telecon) in the monthly

Commercialization Analysis and Review of Technology (CART) meeting is required. This meeting includes review of New Technology Reports and discussion of ongoing licensing activities.

- 3.4 **Technology Assessments & Marketing Strategies.** The contractor shall prepare and submit assessments of the commercial potential of assigned technologies. The technologies will be provided in the form of New Technology Reports (NTR), and all assessments shall include interviews with the inventors. The results of these assessments shall be documented electronically and provided to the TM. When appropriate, this effort shall include; market-based technology assessment, strategy development for the best licensing, partnership or other arrangement, development and implementation of the marketing strategy, implementation of the marketing plan and dissemination of the technology information via the web.
- 3.5 **General Marketing.** The contractor shall perform general marketing for assigned technologies. These tasks shall include, but are not limited to, preparing non-disclosing summaries of technical information for marketing purposes, initiating contacts with established companies to allow for discussions on GRC technologies of interest, developing technology roadmaps that leverage industry roadmaps with the goal of creating mutually beneficial partnerships, preparing and distributing marketing materials (i.e. Technology Opportunity Sheets), providing marketing content for the GRC TT office's website and other publications.
- 3.6 **In-Depth Marketing Assessments.** The contractor shall prepare and submit an in-depth marketing assessment. An in-depth marketing assessment shall build on the results of the market-based technology assessment. The results of the in-depth market assessment shall be documented electronically and provided to the TM after receipt of correspondence (e-mail or written) requesting that the contractor provide further market analysis for the selected technology.
- 3.7 **Website Development and Maintenance.** The contractor shall continue development and design of the GRC TT website, to include implementation, design and testing of all web pages and attached databases to Head Quarter (HQ) standard. In addition, the contractor shall further increase the functionality of the site, its features and keep within scope of all needed guidelines, such as 508 compliancy, and NASA Portal "Look and Feel" requirements. The contractor shall delivery to NASA GRC all developed and designed websites for uploading.
- 3.8 **Publication Development.** The contractor shall prepare various publications and develop and format reports that the GRC TTO may be required to develop. These may include, but are not limited to, updating existing publications, developing a GRC TT annual accomplishments report, and developing special topic brochures in a final format suitable for publication and printing, and writing and editing support for proposals and papers. The draft and final documents shall be submitted electronically to the GRC TT.
- 3.9 **Outreach Support.** The contractor shall coordinate, organize, implement and participate in special events such as, workshops, seminars, and other outreach events to enhance technology transfer, collaboration and licensing. Support will include print and video materials appropriate for the event, such as: template design for print, web, displays/posters, PowerPoint slides, etc. presentations, displays/exhibits for NASA and

non-NASA publications, press release and video news releases, TT newsletters/magazines (print & web).

- 3.10 **New Technology Reporting (NTR) Awareness Campaign.** As needed, plan, manage and execute training meetings and/or materials for in-reach (posters, flyers, etc.) for target audiences to promote awareness of the NTR process.
- 3.11 **Listings.** The contractor shall prepare a mini-listing for every NASA GRC owned new technology. When directed by the TM, certain technologies with high potential will have an in-depth listing developed. Upon receipt of an NTR, the contractor shall develop an electronic version of the appropriate listing for review/edit by the TM. The final version of the listing in electronic format shall be provided to the TM and posted to the GRC TT. Full listings will be used to develop TOPS (see below).
- 3.12 **TOPS (Technology Opportunity Sheets).** The contractor shall prepare and submit TOPS in the specified agency format. Upon completion of the listing written for NASA GRC owned technology, the contractor shall develop an electronic version of the TOPS for review/edit by the TM. The final approved version of the TOPS in electronic format shall be provided to the TM.
- 3.13 **Success Story Development.** The contractor shall research and write technology and partnership success stories in the required format, and significant event articles suitable for publication in various venues including print, web and video. To the extent practical, success stories will be developed in tandem with other outputs of this SOW such as awards, press releases and articles. The draft and final documents shall be submitted electronically to the GRC TT.
- 3.14 **Awards Support.** The contractor shall research and prepare technology-based awards for submission. Award submissions will include, but are not limited to, Space Act Awards, R&D 100, FLC, Space Technology Hall of Fame, and others. The draft and final documents shall be submitted electronically to the GRC TT.
- 3.15 **Special Projects.** Work in the area of new business and partnerships, through direction by the Technical Monitor or designee, in areas including but not limited to, developing selected business sector asset mapping summaries, regional economic development expert support, collaboration partnership creation and maintenance support, technology infusion projects, application-based activities, event planning and coordination, development of professional conference and organization papers and presentations on TT methodologies and case studies, including analysis of technical, commercially viable, or economic data on specific topics, and studies to develop strategies to identify alternative funding sources, and identification and assessment/qualification/verification of potential partners, and management of industry briefings to solicit and secure partnership interests of the GRC TT, and developing annual accomplishments reports and developing special topic brochures in a final format suitable for publication and printing. Any resulting documents shall be submitted electronically to the TM.