

**CASH  
PRIZE  
US\$1,000**

# TechnoVation Competition

**DEADLINE: NOVEMBER 13, 2017**

*"The TechnoVation competition was a great experience. It made me rethink the end goal of my research and how I could translate it to make an impact in the real world. The feedback from the application reviewers was extremely helpful for refining the next steps of our project."*

**Danny Cen**  
**2016 winner**



## Open to TRI Graduate Students & Postdoctoral Fellows

Does your Research Day project have potential to become a technology-based commercial product, freeware instrument or laboratory tool with beneficial clinical, health system or community impacts?

**Sponsor:** This is the 5<sup>th</sup> year the Center on Knowledge Translation for Technology Transfer, University at Buffalo (SUNY), USA, is sponsoring this competition to promote the thoughtful consideration and planning necessary to transform student projects into market innovations with beneficial impacts.

**Eligibility:** Graduate students or postdoctoral fellows affiliated with one of TRI's 11 Research Teams and presenting at TRI Research Day.

**Judging Criteria:** Add a **one page** supplement to your TRI Research Day submission (poster and slide) to address the following three points, each in one bulleted paragraph. You may include photos and drawings on one additional page.

- #1 Present evidence that your project: a) is addressing an important need within a target beneficiary population; and b) represents a novel technology-based solution to that need.
- #2 List the three key barriers that must be overcome to generate a functional prototype with potential for claims of intellectual property as an invention. Then explain how will you overcome each barrier?
- #3 Summarize your provisional plan for either: a) Transferring the technology to an external partner, or b) Independently moving the resulting invention to the marketplace, community or health setting. Defend your chosen path to market.

**Important details to properly complete the proposal are on the second page of this document.** If you want to talk your idea through with someone before submitting, please contact Simon Jones [simon.jones@uhn.ca](mailto:simon.jones@uhn.ca)

### Application Instructions:

By November 13, 2017 send an email containing your one page TechnoVation proposal addressing points 1 through 3. Also attach a copy of your TRI Research Day poster and slides. Send the email to ([TRI-ResearchDay@uhn.ca](mailto:TRI-ResearchDay@uhn.ca)) with subject line: **TechnoVation 2017 [your last name]**.

**Confidentiality Note:** All entries will be treated as confidential and reviewed only by University at Buffalo and Toronto Rehab personnel authorized under existing non-disclosure agreements. Competition finalists will be given a second minute during their Research Day presentations to provide a non-proprietary summary of their TechnoVation proposal. Finalists will also have a 30 minute private meeting with the TechnoVation sponsors.

# TRI Research Day - TechnoVation Award

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## Proposal

### Paragraph 1

Concisely present evidence that your project is:

- 1) Addressing an important need within a target beneficiary population
  - Describe the target population- who will buy and who will use your product?
  - Where will your product be used? (In clinics, at home, within the community)
  - How many people are in the target population? How many people have this problem and will benefit from your solution?
  
- 2) Addressing a novel solution that does not already exist
  - Describe the end user's alternatives to solving the problem. What are they currently doing/using?
  - Discuss the ways that your solution is superior. Is it cheaper, faster, or more effective? Provide details.

### Paragraph 2

List the three key barriers that must be overcome to generate a prototype invention/ protocol through engineering development, or barriers that must be overcome to reach the clinical or community marketplace.

- 1) Some potential barriers may include questions related to the following:
  - How will it be manufactured, distributed and marketed? Who will perform these tasks and what challenges might they face? Do you already have any partners on board?
  - Will your product be purchased out of pocket or will it have to go through an approval process so that the purchase can be reimbursed from the Canadian Health Care System?
  - What type of testing is needed to prove efficacy or safety of your invention?
  - What about intellectual property? Will your product have to be patented?
  
- 2) Explain your plan for overcoming each barrier listed above.

### Paragraph 3

Summarize your provisional business plan for either:

- a) Transferring the technology to an external partner, or
- b) Securing the required support to take the resulting device or service to market independently. Defend your chosen path with a sound rationale explaining why it is appropriate.

- 1) Consider the following:
  - Do you have the resources to manufacture and market your product? If not, how will they be secured?
  - How will your product benefit an existing company? Will it extend their existing product line or open up new markets?
  
- 2) Note that your choices here will impact the barriers that you describe in your response to #2.

Reference Resources:

- Need To Knowledge (NTK) Model - A guide to innovation for technology-based commercial devices and services. Click on toolbox links throughout the model for helpful tools that can be used to answer key questions and complete development activities: <http://kt4tt.buffalo.edu/knowledgebase/model.php>
- Paper discussing barriers and carriers to successful technology transfer: [http://sphhp.buffalo.edu/content/shared/sphhp/cat/kt4tt/assistive-technologycompanies1/\\_jcr\\_content/par/download\\_0/file.res/grantee-technology-transferchecklist.pdf](http://sphhp.buffalo.edu/content/shared/sphhp/cat/kt4tt/assistive-technologycompanies1/_jcr_content/par/download_0/file.res/grantee-technology-transferchecklist.pdf)