



# Alliance for Technology Commercialization

*technology to the marketplace*

## From the President



*Focus Groups can be an integral part of any commercialization process. Asking the right questions and listening to the group can provide valuable information for design modifications and product validation.*

*FY 2002 was a successful year for ATC in terms of prospective clients and client performance. We have set our goals even higher for FY 2003. We need your help in referring inventors to ATC, either by telephone or on the website, [www.atckansas.com](http://www.atckansas.com). Let me know if you need a speaker for your club or organization.*

**- Eric Ferrell**

## From the Assistant



*It has been a wonderful two months here at ATC. My job greatly correlates with my MBA program at PSU and thereby helps me to better understand the theories of business. For an international student, working at ATC is an advantage as you gain practical knowledge and learn about the start-up and expansion of technology based small business in the United States. I look forward to a successful year.*

**- Kunju Sherpa**

## BRINGING VALUE INTO FOCUS

ATC has been working with Baxter Springs inventor, Ed Robinson, on a smoke and heat barrier device. Last spring the project was presented in the Value Engineering Class at PSU's College of Technology. The inventor was encouraged to pursue the project, based on its Value Engineering score in the class. Recently, ATC facilitated a focus group evaluation of the smoke and heat barrier device for Pittsburg Fire Department Battalion B. The project was described to PFD Firefighters, a prototype of the invention was demonstrated, a roundtable discussion among the participants was encouraged, then it was followed by a commercialization survey. Information from the focus group survey will be used for product feasibility analysis and development of a marketing strategy.



Ed Robinson and Pittsburg FD Battalion B

**ATC can provide the following services to client companies:**

- *Competitor Analysis*
- *Business Plan Review & Development*
- *Patent & Trademark Assistance*

## A FISCAL FULL OF ACTION

During FY 2002, ATC met with 33 prospective clients, employed a graduate assistant for the full year and presented to Milestone Venture's Board of Directors, 6 investments for consideration. The following accomplishments were achieved during the year: we made 44 regional contacts, our clients raised \$1,405,000 in total dollars, they reported \$1,990,000 in client sales and they filed 11 patents/trademarks. The prospective clients included: 1 in Anderson County, 1 in Cherokee County, 1 in Coffey County, 14 in Crawford County, 1 in Labette County, 1 in Linn County, 2 in Montgomery County, 2 in Neosho County, 2 in Wilson County, 5 in other Kansas Counties, 2 in other states and 1 from outside the United States.

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*a KTEC partner*

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## Mentoring a Gorilla

The Presidential Emerging Leaders Program (PELP) is a program at Pittsburg State University that helps students who display natural leadership abilities sharpen their leadership skills. The program is designed to prepare the students to go out and become leaders in the community. The Alliance for Technology Commercialization. (ATC) is helping a PELP student named Reed Oshel become more prepared to be a leader by providing a chance for him to observe the interaction between work, family and community first hand.

Reed is working with Eric Ferrell in assisting southeast Kansas inventors, but that is not the full extent of his experience. There are many organizations that operate side by side with the ATC. The resulting close-knit environment provides a diverse group of people and activities that Reed can get involved with and learn from.

*(Reed Oshel is a Sr. Chemistry and Computer Science Major at Pittsburg State University)*



## Exciting Things are Happening in SE Kansas

Neodesha Inventor has developed design for a cooler on beverage transportation equipment.

Parsons Reading device for paraplegics being developed which allows for independent user control.

Galena Innovative design for dispensing liquid hand soap.

Fort Scott Inventor working on prototype for new portable camping equipment design.

## CONTROL VISION UPGRADES THEIR BUILDING

Our client, Control Vision Corporation-Pittsburg, is completing a major expansion of their plant facility, due to the success of their aviation product, Anywhere Map™. Control Vision sells this software to General Aviation Pilots, providing them with Award-winning Moving Map GPS with obstacle and terrain warnings, flight planning, Personal Digital Co-Pilot reminders and warnings, Cones of Safety™, daily updates of all classes of airspace including TFRs and SFRs. Anywhere WX provides National NEXRAD weather and METARS on the moving map display. Pilots can see nested storms beyond fast moving fronts, evaluating the 'big picture' enroute and airborne. The latest safety product introduced is Stormvision™ which shows NEXRAD and lightening 20 minutes into the future, an exclusive tool based on joint research by WeatherData Corp., MIT and NOAA. [www.controlvision.com](http://www.controlvision.com)



**Control Vision Corp.** - Pittsburg,  
New building expansion in North Industrial Park

**Recycling in Southeast Kansas** Visit [www.sekenvirosource.org](http://www.sekenvirosource.org) for information on where to recycle in your county. There is also a materials exchange page to list excess waste material for sale or disposal. For more information call 620-235-4927 or visit [www.sekinc.org](http://www.sekinc.org).



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