



# Effective Partnering Models to Expand the Commercial Impact of our Nation's Energy R&D

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This material is based upon work funded and supported by the Department of Defense under Contract No. FA8702-15-D-0002 with Carnegie Mellon University for the operation of the Software Engineering Institute, a federally funded research and development center.

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DM20-0848

# Agenda

**Sharing Data Assets Through the Lens of Technology Transition**

**How Big a Change is Partnering to Share Data?**

**Strategies for Achieving Sustainable, Impactful Partnerships**

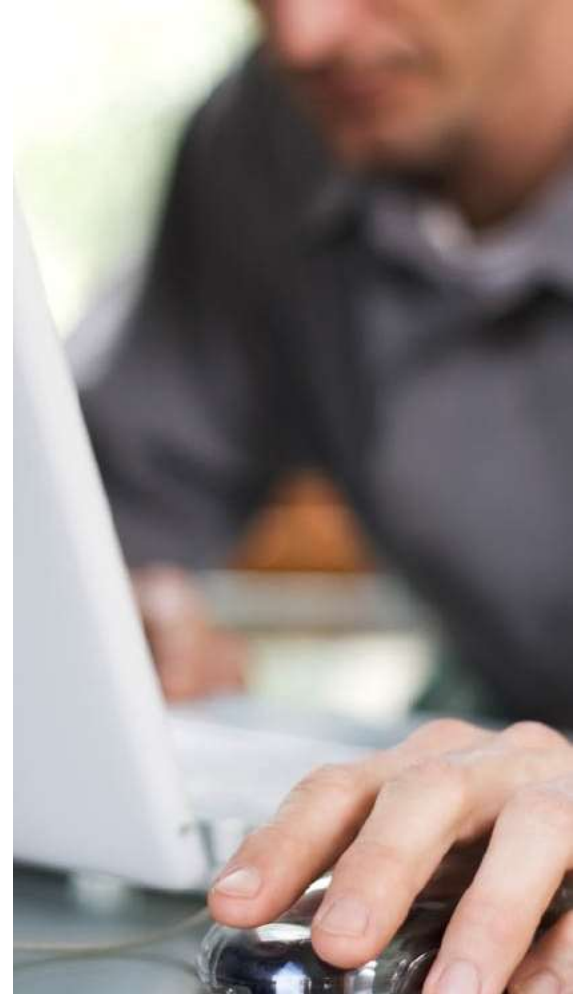
**Three Case Studies of Impactful Data-Sharing Partnerships**

**Discussion: What are the new and old barriers to partnerships for labs and their partners to navigate?**



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# Sharing Data Assets Through the Lens of Technology Transition



# Why Treat Sharing Data as a Technology Transition?

It fits the definition of a 'radical innovation':

- the commercialization of products and technologies that have a strong impact on two dimensions:
  - the market, in terms of offering wholly new customer benefits relative to the previous product generation in the category, and
  - the company/organization, in terms of its ability to create new businesses.

To meet the goals of organizations sharing data, technologies need to be used by both producers and consumers that they may not have used before



# Two Critical Aspects of Technology Transition Relevant to Today's Discussion

## DIFFUSION

- How far has awareness and understanding of the technology reached?
- If people and organizations who can benefit from the technology
  - Don't know about it →NO ADOPTION
  - Can't understand how to make use of it to solve their problem →NO ADOPTION
  - Don't have a way to "try it on" at low risk →NO ADOPTION

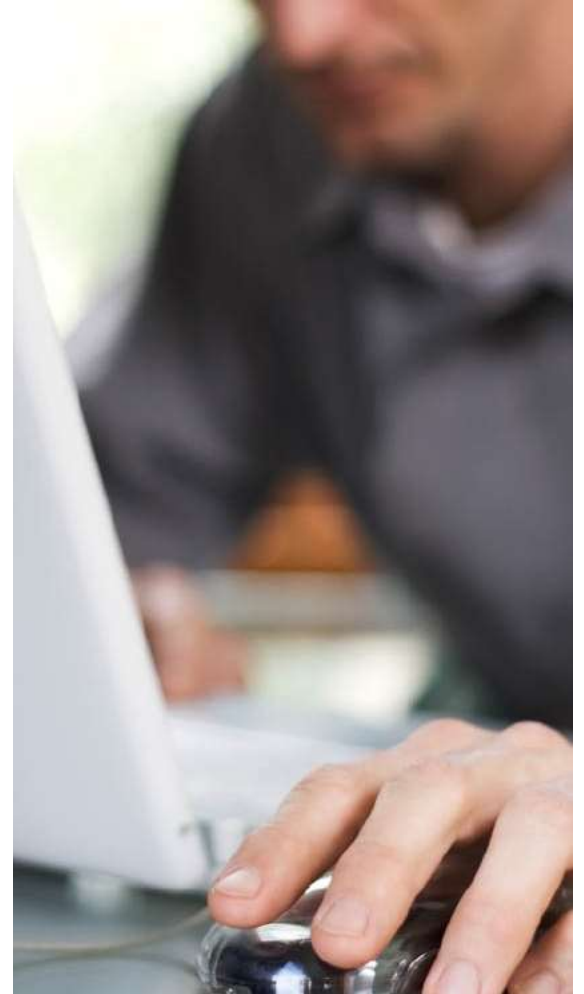
## INFUSION

- How routine has use of the technology become in the places it has been installed?
- If people and organizations who can benefit from the technology
  - Have to invest a large amount of time or money to understand and make use of the technology→NO/LOW ADOPTION
  - Don't have incentives to routinely use the technology→NO/LOW ADOPTION

*The larger the change in how work is done, the more these factors need to be understood*

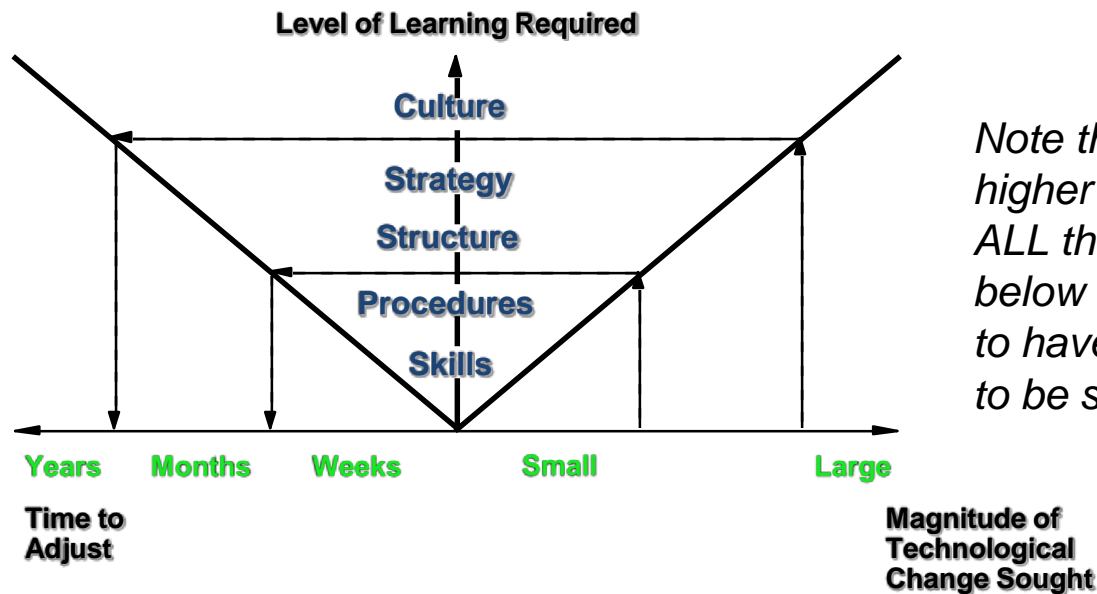
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# How Big a Change is Partnering to Share Data?



# The Larger the Change, the More that Must Change in the Eco-System

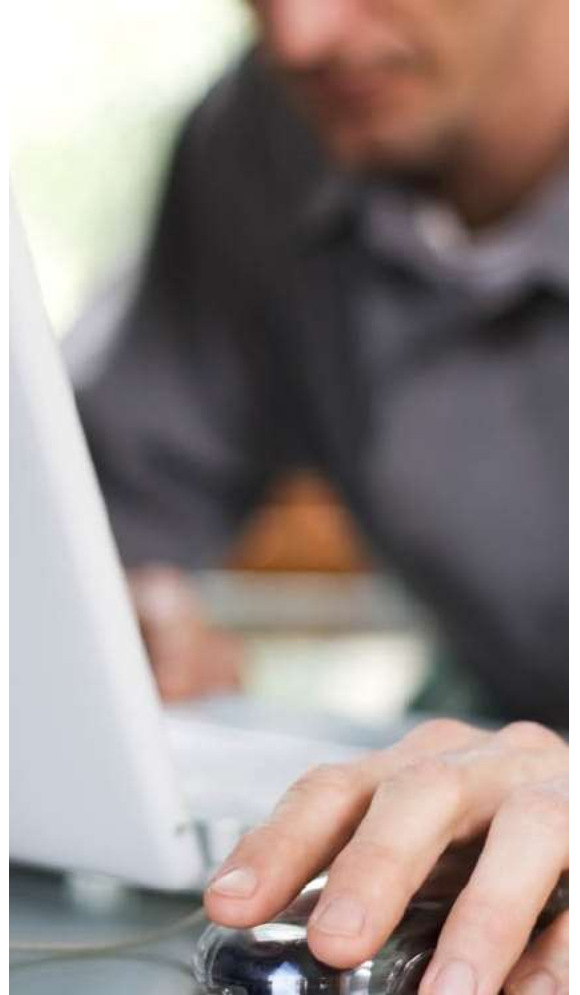
*Which of these need to change for data sharing to become the norm rather than the exception?*



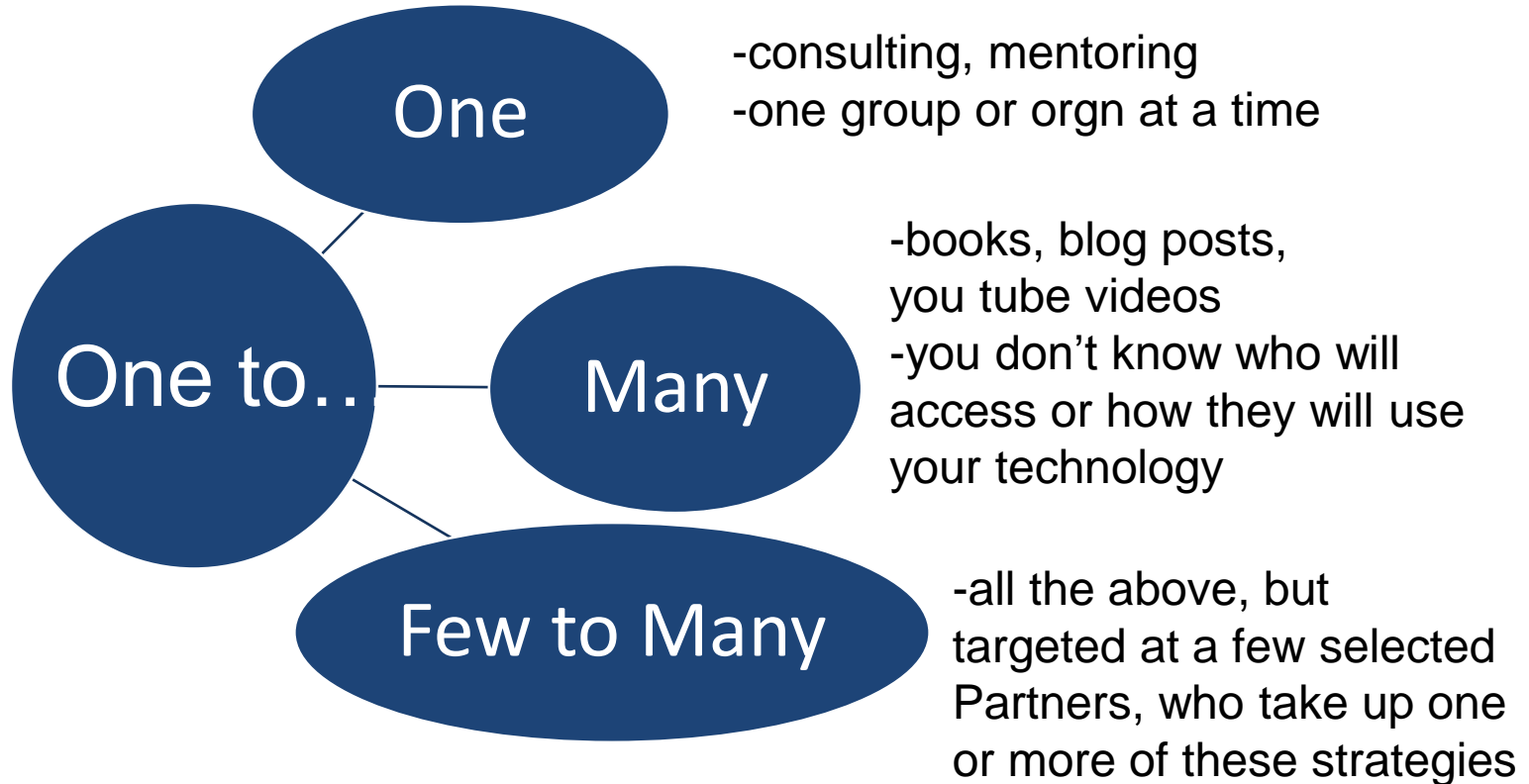
*Note that, for the higher layers, ALL the layers below it will need to have changes to be successful*

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# Strategies for Achieving Sustainable, Impactful Partnerships

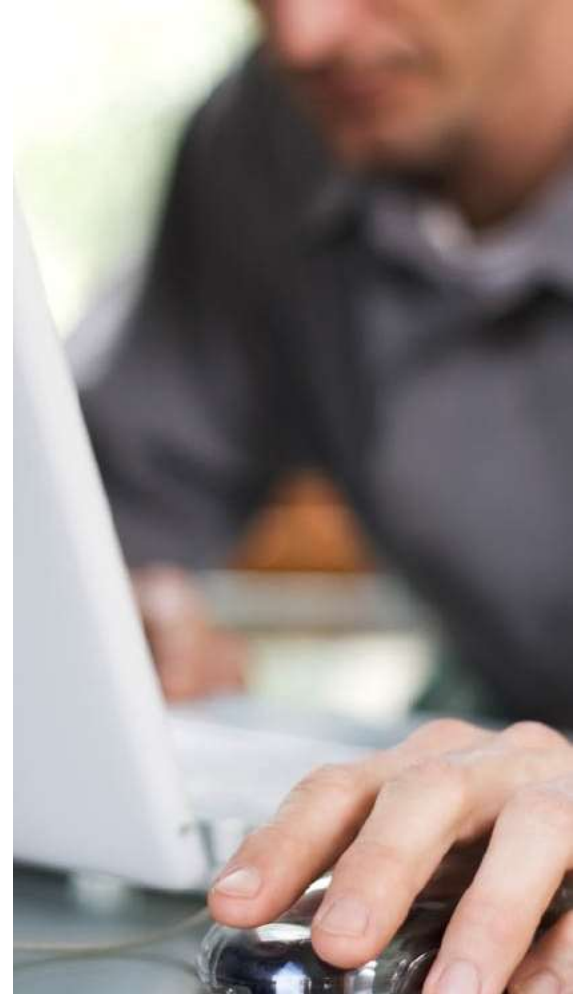


# Three Main Transition Strategies for Any Technology



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# Three Case Studies of Impactful Data-Sharing Partnerships



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**Discussion: What are the new and old barriers to partnerships for labs and their partners to navigate?**

