



Opportunity Assessment

**RTI's Technology
Commercialization Support**

Get Connected

Timely and perceptive assessment of a market opportunity is critical to developing successful commercialization or partnering strategies. Unfortunately, many organizations face the challenges of limited resources and lack of cross-market visibility and/or objectivity to accurately assess the true commercial potential. RTI's opportunity assessment services bridge these gaps. Through over 40 years of experience, we have honed best practices and proven methodologies—assessing thousands of technologies and hundreds of markets on behalf of private industry, government agencies, universities, research laboratories, and other clients.

So, whether the need is to analyze a specific market, a technology, or a patent portfolio, RTI's opportunity assessment services provide you with the resources you need—**unparalleled experience, breadth of expertise, and a diverse network of contacts**, all through the uniquely objective lens of a nonprofit third party.

*From tactical to strategic, RTI
offers a full range of services
to meet your technology
commercialization needs*



Market Assessment

Knowing the trends, forecasts, and needs of a market is essential to finding emerging opportunities. Whether the need is to build a commercialization strategy around a specific technology or gather general intelligence on a market, RTI's market assessments reliably provide the objective information you need to uncover opportunities and act on them. We have performed hundreds of market research studies—from concise overviews to extensive studies of applications for broadly enabling technologies.

Our primary research with company marketing and R&D executives, as well as industry observers such as leaders of industry associations and trade journals, obtains the direct feedback on market characteristics needed to fully analyze any market.

Technology Assessment

Fully understanding the commercial potential is the first step to successful commercialization of any early-stage technology. RTI's technology assessments provide the insight needed to make informed decisions about your commercialization efforts, IP rights, and acquisition opportunities.

We work closely with clients and inventors to fully understand the technology and the objective. The firsthand feedback and highly targeted market insight gathered through RTI's primary research offers tailored information that no off-the-shelf report can provide. Our clients know their inventions are objectively, accurately, and efficiently assessed for commercial potential. RTI provides expert guidance that brings promising technologies to market.

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RTI International is one of the world's leading research institutes, dedicated to improving the human condition by turning knowledge into practice. With projects in more than 40 countries and a staff of more than 2,600, RTI offers innovative research and technical solutions to governments and businesses worldwide in the areas of health and pharmaceuticals, education and training, surveys and statistics, advanced technology, democratic governance, economic and social development, energy, and the environment. For more information, visit www.rti.org.

RTI International is a trade name of Research Triangle Institute.

Patent Portfolio Assessment

Could your portfolio be working harder? You know the importance of protecting your IP through careful management of patents—RTI's patent portfolio assessment service enables you to extract maximum value from your IP. We provide the information needed to make informed decisions regarding allocation of patent, marketing, and licensing resources.

We can assist in every part of the portfolio mining process, organizing and focusing your portfolio for commercialization success.



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