

# Industry Communications

Marketing the ERC for Sustainability

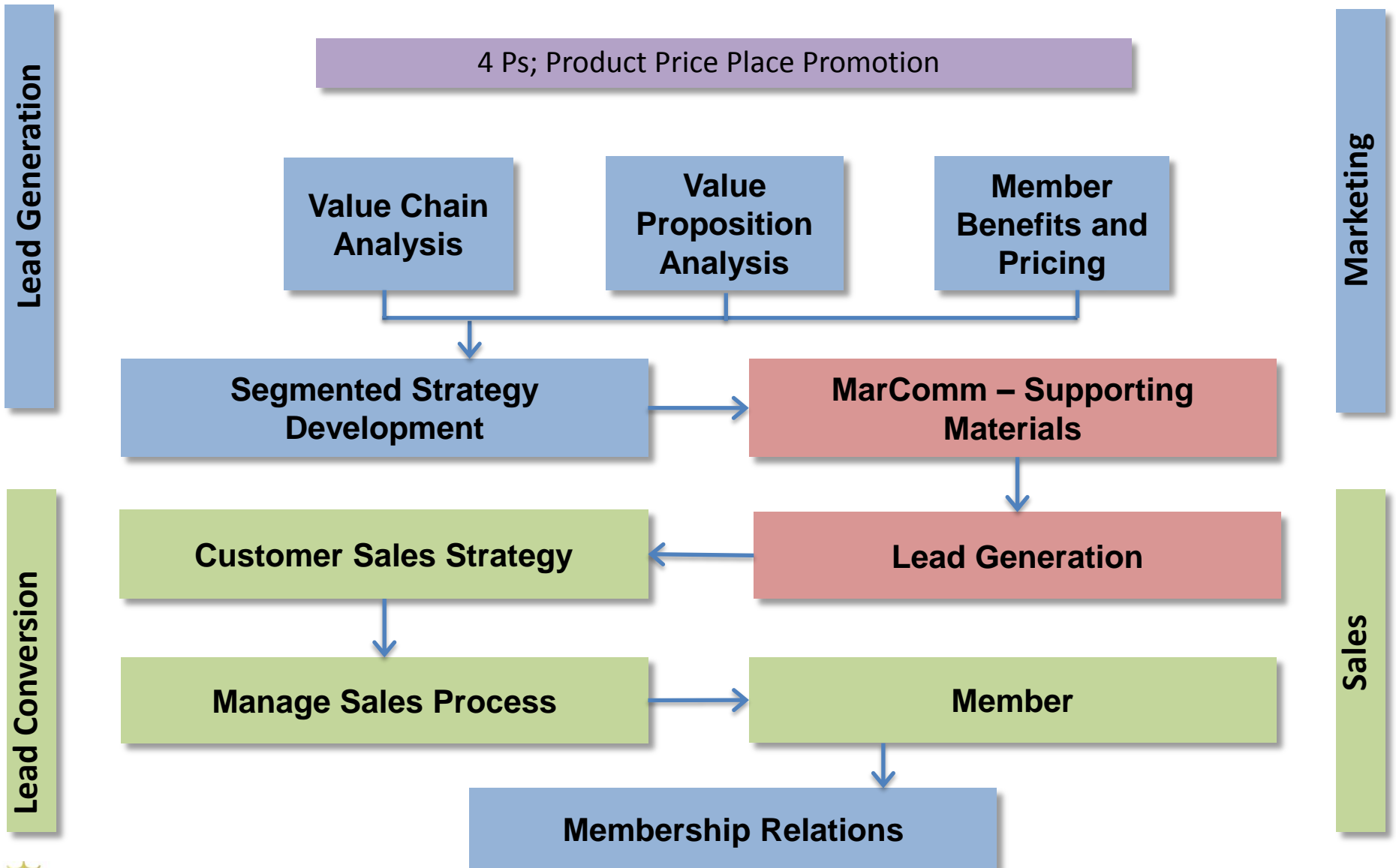
Randy Eager

ILO

Quality of Life Technology Center



# Sales and Marketing Tasks

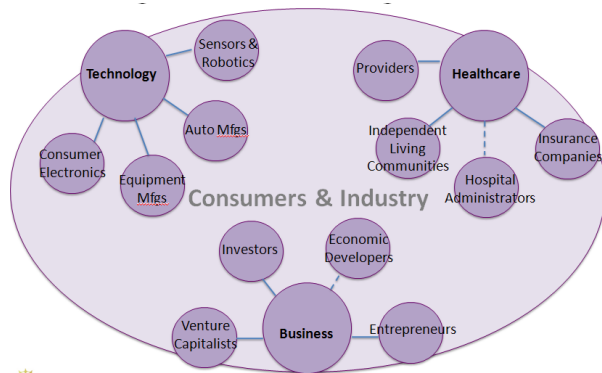
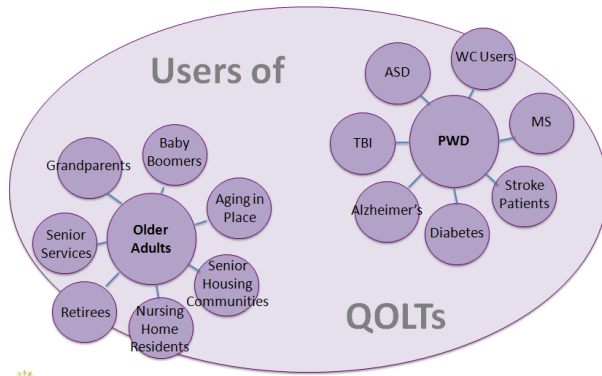


# Business Objectives for ERC Communications

- **Establish Thought Leadership at the QoLT Center**
  - Position QoLT Center thought leaders amongst/above competing organizations
  - Establish brand recognition for QoLT Center, locally, nationally, internationally
- **Evolve Social Readiness for New Technologies**
  - Educate the public about the need for, changing uses/benefits of QoLTs
  - Change people's perceptions and attitudes (aging, disabilities, technologies)
- **Seed QoLT Commercialization and Adoption**
  - Support QoLT innovation (drive adoption, create use-centered histories)
  - Energize consumers / generate excitement and enthusiasm for new QoLT inventions
- **Attract Funding & Support**
  - Attract potential members and partners from multiple segments
  - Demonstrate value for funding investments (continued / new)
- **Build QoLT's Long-Term Staying Power**
  - Attract new students into QoLT-affiliated departments
  - Instill interest in STEM among younger populations

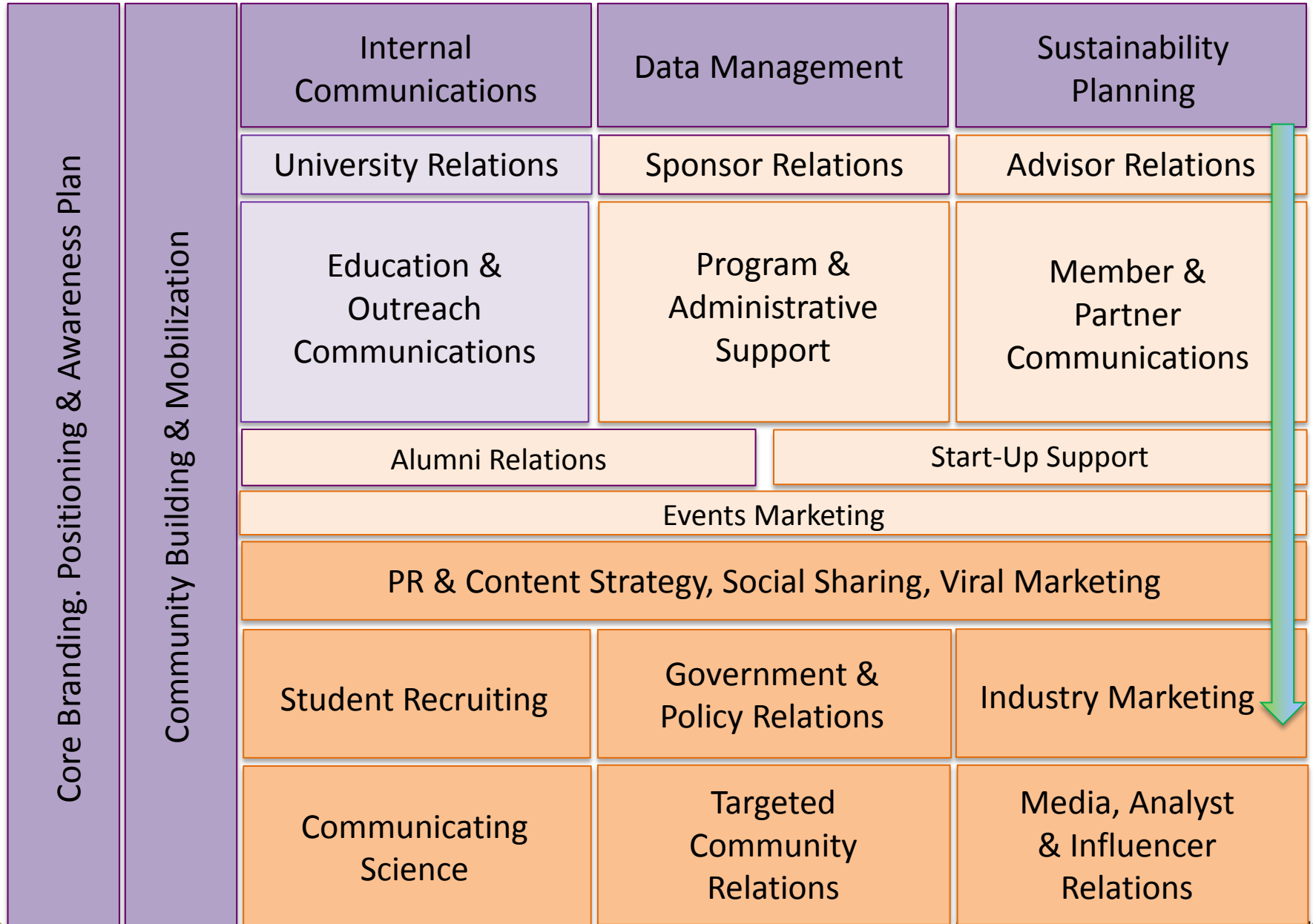


# Prioritize Targets / Establish Audiences



# Communications Model (Business)

Internal Community External Community



# Good Member Communications

- Member Communications Plan
- Integration of EOD Partners / Thought Leaders
- Intranet Access
- Web Content for Industry
- Newsletter Content
- IPAB Initiated Blog Addressing Industry Challenges
- Feedback Loop for Refining Program



# Industry Communications Infrastructure



Webinars

Knowledge Base



Email Campaigns

Online Networking



# Traditional Marketing Communications Efforts

- Trade Shows
- Visits / Webinars
- Workshops
  
- Press Kits & Backgrounders
- Quarterly Print Newsletter
- Email News Digest
  
- Website / Landing Pages
- Search Optimized Content Strategy
- Solutions-Oriented Blog



As a QoLT Consortium Member  
your organization enjoys unique benefits.

**Expertise**  
Let our team solve your product development, adoption or service challenges:  
Access QoLT's world-class researchers  
Preferred seating of QoLT's award-winning students  
Guaranteed seats and discounts on select QoLT courses

**Competitive Edge**  
Leverage QoLT output for first-mover advantage in your space with:  
Notification of invention disclosures  
Preferred licensing of new QoLT technologies  
Private meetings on QoLT "spin-off" companies  
Priority seeding of research projects and topics  
Advance access to QoLT research reports and publications

**Insight**  
Explore groundbreaking concepts and emerging trends in QoLT research:  
Use of QoLT knowledge base tools and assessment methodologies  
Regular media and marketwatch updates  
Free subscription to QoLT publications

**Community**  
Be among the world leaders of a fast-paced, growing QoLT market:  
Seats on Industry Practitioner Advisory Board  
Seats on QoLT Foundry Advisory Board  
Access to QoLT testbeds and user acceptance test results

**Visibility**  
Reach engaged audiences motivated to participate in your core initiatives:  
Platform for delivering member news and content  
Logo on QoLT Center website and materials  
Sponsorship and advertising opportunities

Carnegie Mellon University  University of Pittsburgh

Visit [www.qolt.org/Partnerships](http://www.qolt.org/Partnerships)  
Or contact: Carl Stone, Industrial Liaison, 412.268.9157, [cs@qoltfoundry.com](mailto:cs@qoltfoundry.com)





# Two Angles on Opportunity



## PUSH Communications :

- Press Kit & Outreach Packaging
  - Public Backgrounders
  - Spin-Off Launch Support
  - Equip R&D w/ Benefits
- Joint Communications w/ Partners
  - Intel Open House
  - Myomo Product Launch
  - MEMS Industry Group Activities

## PULL Communications :



- Media & Social Media Outreach
  - Media Coverage ( > 225 hits in 1 year)
  - YouTube ( > 1500 views)
  - Twitter ( > 50 followers in first 3 months)
- Routine News Monitoring
  - Identify Targeted Prospects & Influencers
  - Identify & Respond to Industry Trends
  - Plan Original, Optimized Web Content

- Newsletters
  - QuOLTient Digest (Internal News)
  - IPAB Newsletter

### Soft Robots

Siddharth Sanan, Mike OrNSTein, Justin B. MoideI, Christopher Atkeson

Soft robots can overcome critical safety barriers to close human-robot contact and co-existence. Assistive robots can serve humans in domestic settings on a more regular basis, but a key component of quality care will require the ability to gently and safely manipulate people without harming them. Soft robots now in development - such as the inflatable arm (shown below) - are intended to assist people with activities of daily living (ADLs) such as feeding, dressing, grooming, and cleaning, or, with transfers between bed, wheelchair, toilet, or bathing area.

**TARGET POPULATIONS:**

- People with mobility issues
- The elderly living at home

**BENEFITS:**

- Improves safety
- Avoids or minimizes injury from impact, shear contact, or crushing
- Distributes compliance for greater speed and agility

**ABOUT THE RESEARCH**  
Mobile soft physical interaction with humans is a relatively undeveloped area. No current humanoid robots fully meet standards for any contact point, for example, and those that implement soft physical interaction do so only at selected sites using localized force sensing.

The inflatable arm is composed of an upper arm, elbow joint, lower arm, wrist joint and gripper. Objects weighing up to 500g can be manipulated by the robot within its workspace. A shoulder joint is currently being developed to enable free standing manipulation. Additional soft robot alternatives include continuum robots and wearable morphology robots.

-Siddharth Sanan, Carnegie Mellon University

**TO LEARN MORE:** Please visit <http://www.cs.cmu.edu/~ssanan/index.html> or [www.qolt.org](http://www.qolt.org)

**Quality of Life Technology Center**  
A National Science Foundation Engineering Research Center  
Carnegie Mellon University University of Pittsburgh

### As a QoLT Consortium Member

your organization enjoys unique benefits:

- Expertise**  
Application of invention disclosures  
Access QoLT workforce researchers  
Preferred pricing of QoLT award-winning products  
Guaranteed seats and discounts on select QoLT courses
- Competitive Edge**  
Leverage QoLT output for business advantage in your space with:  
• Application of invention disclosures  
• Preferred pricing of new QoLT technologies  
• Private pricing on QoLT grant proposals  
• Priority seating of research projects and topics  
• Advance access to QoLT research reports and publications
- Insight**  
Explore groundbreaking concepts and emerging trends in QoLT research:  
• Use of QoLT research user tests and customer methodologies  
• Regular media and marketplace updates  
• Free subscriptions to QoLT publications
- Community**  
Be among the world leaders of a fast-paced, growing QoLT market:  
• Seat on Industry Advisory Board  
• Seat on QoLT Foundry Advisory Board  
• Access to QoLT facilities and user acceptance test results
- Visibility**  
Reach engaged audiences motivated to participate in your core initiatives:  
• Access to QoLT facilities and user acceptance test results  
• Logo on QoLT Center website and materials  
• Sponsorship and advertising opportunities

Visit [www.qolt.org/Partnerships](http://www.qolt.org/Partnerships)  
Or contact: Curt Stone, Industrial Liaison, 412.268.9192, [cs@qoltfoundry.com](mailto:cs@qoltfoundry.com)

Carnegie Mellon University University of Pittsburgh

### Solutions for Increasing Movement of Weak, Neurologically Impaired Arm

myomo my own motion

Patients & Caregivers Medical Professionals Get Started About Us Contact Us

Home Control Quality Assurance News Contact Us

### omo News Release

Generation Myomo System Designed to Help Neurologically Impaired People Move Their Arms Again

portable, wearable solution now enhanced with wireless networking, games for health and a connected health team to keep patients active, involved and motivated

Worcester, Massachusetts - March 15, 2011 - Myomo, Inc., the developer of the award-winning myomo system, announced today that it has launched the Myomo Mobility System, a comprehensive program that helps neurologically impaired people move more easily, maintain their movement and return to routine daily activities.

The myomo system is based on the new myomo 1000, the next generation of low-resistance, portable, wearable myomo arm brace. The system integrates the myomo 1000 with the myomo 1000 myomo system, an evidence-based therapy program, an advanced Connected Health Platform for tracking progress, and Games for Health or augmented therapy at home. Myomo's myomo 1000 myomo system has been clinically proven effective in those patients from her 2007 pilot study and is currently in both clinical and home settings.

myomo 1000 myomo system myomo 1000 myomo system myomo 1000 myomo system

A Complete Solution for Increasing Motion

### The QuoLTient

A Weekly Summary of Internal QoLT News & Events

Wednesday, November 11, 2010 - Issue 1.7

**The QuoLTient Digest**  
Issue 1.7 - Special "Extreme" Thursday Edition ...

I know I've heard from Atlanta caregivers going off in the crowd ...

If you have awesome pictures from recent QoLT-related activities, we definitely want to get copies! Fun group photos are always needed for the Facebook in the QoLT office space & for our photo archive at <http://www.qolt.org/PhotoArchive>.

To share your pics - please alert me by email to [lsal@qolt.org](mailto:lsal@qolt.org)

And then speaking of those QoLT-related activities ...

**Noteworthy:**

**Speakers! Speakers! Speakers!**  
QoLT leaders have been busy spreading our message at a variety of recent events:  
• Aaron Steinfeld - SciTech Days Keynote Speaker  
Nov. 9 - 11, 2010 @ Carnegie Science Center

**Qz - Two Recent Presentations**  
Nov. 4 - 2010 - Industry Academics Clinicians Together Launch Workshop  
Keynote Address  
Nov. 3, 2010 - Assistive Technology Expo: "Quality of Life Technology Research & Development"

**Dan Siewiorek - 6th Annual MEMS Executive Congress**  
Nov. 2, 2010 at the InterContinental Hotel/Club at Scottsdale, AZ  
Panel on Robotics & Intelligent Healthcare Products: Improving Quality of Life with MEMS

**Rory A. Cooper - University Senate's Fall Plenary, Keynote Speaker**  
Oct. 28 @ the Robinson Library's Assembly Room  
Keynote address topic: "Social Entrepreneurship: Forging New Freedoms for People with Disabilities"

YouTube channel for QoLT Center. Videos include: QoLT Overview, QoLT Foundry, QoLT Thesis, Safe Driving, Virtual Coach, Home & Community Health, and Paraplegic & Prosthetics.

# Communications Role in Developing Leads

- Value Chain Analysis
- Industry Segmentation
- Message Development/VP for Each
- Locate/Develop Segmented Lead List
- Execute E-Mail Campaigns
- Identify and Execute Trade Show Strategy
- Capture Leads
- Convert to Sales Process



# Other Sources of Leads

- Relationship Audit of QoLT Leadership, Faculty
- Project Collaborators Audit
- Companies Hiring QoLT Alumni, Interns
- Spin-Off Community
- Peer Organization Analysis
- Networks of QoLT Members, Advisors, NSF
- Connections via other Funders
- CMU/ RI Alumni
- Regional & National Robotics Consortium

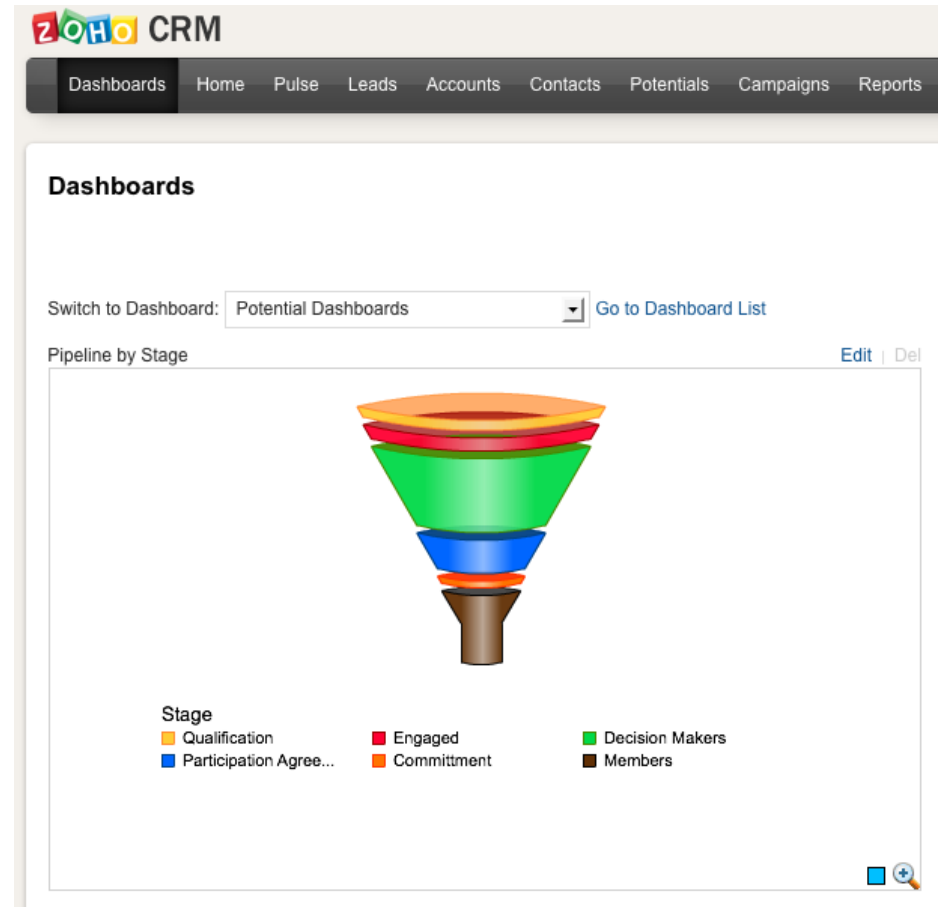


# Lead Tracking

## Quantified Sales Process

- Qualification
- Engaged
- Decision Makers
- Participation Agreement
- Commitment
- Membership

## Zoho CRM



sales cycle, conversion rate, revenue, pipeline, xxx

# Trade Shows

