

DDA

Connecting Business to Technology



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Competition of Ideas

Dr Theresa A K Gow
Principal Technology Transfer Manager
DDA (Glasgow)

synnova[®]
Intellectual Asset Management

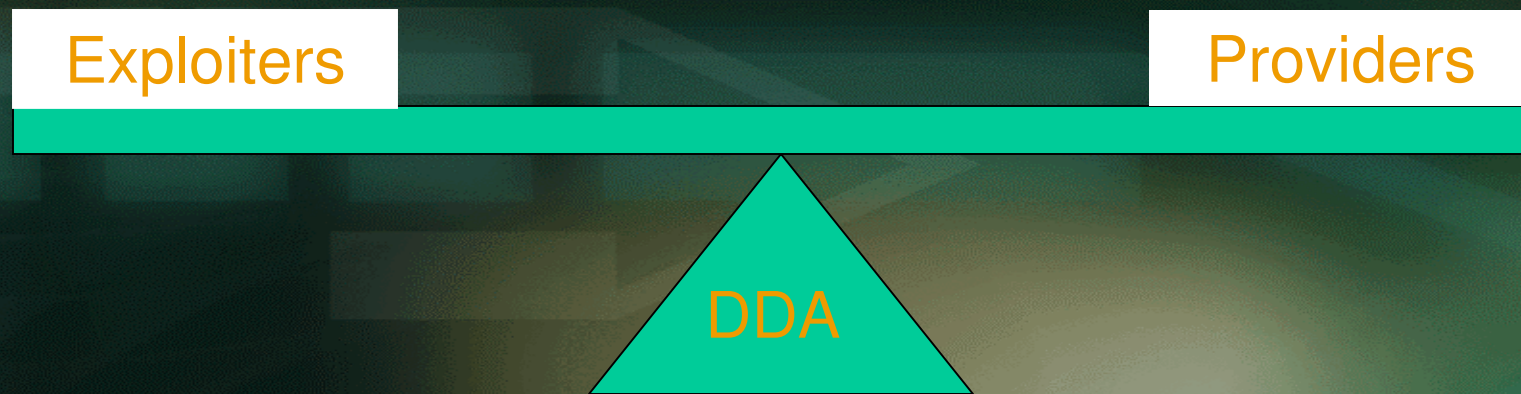
What is the DDA?

- **Major Government initiative launched 1998**
- **Response to HM Treasury 'Baker' Report**
- **To promote wider use of publicly-funded technology developments for UK wealth and job creation**

National Coverage - Regional Focus



The DDA are Technology Brokers



- The role of the technology broker is to add value by balancing the needs and expectations of both Exploiters and Providers
- This requires an in-depth understanding of Markets, Needs, Functions and Finance

How Can We Help?

- Advise on how to complete form and what needs to go in which boxes but we cannot actually do it for you
- Seeking clarification if necessary
- Forms downloaded during the first 3 days after launch had a glitch (now fixed): if it affects you then re-download but keep using original unique number
- Point you to the FAQ which will be updated regularly

Points to Note

- Need to submit both a hard and a soft copy
- Both technical and commercial pro-forma need to be completed
- Note number issued when download form and advise DDA
- Make sure you download all relevant documentation
- it is desirable but not essential to complete all fields
- Read & understand the T&Cs

Functional/Physical Description

- Form asks for separate functional & physical descriptions (Secs 3.1 & 3.2) – can be confusing
- For example, proposed idea: car
 - Simple functional description (~what is achieved, non technical): A device to move people over distances faster than they could walk
 - Simple physical description (~how does it work, technical): A device that carries its own fuel supply to power an engine or motor that transmits suitable torque to wheels to move.
- Example filled-in submission form on the COI website (Chain Home): very helpful:
 - http://www.ideas.mod.uk/Downloads/TechnicalProposal/COI_TechnicalProposalExample.pdf .

Who to Contact

- **Glasgow Office:**

Dr Theresa A K Gow

0141 946 8798

tagow@dda.gov.uk

07798 698912

- **Rosyth Office:**

Ian Sharp

01383 427308

isharp@dda.gov.uk

07769 953011

- **Forres Office:**

Alan Maclennan

01309 678140

amaclennan@dda.gov.uk

07920 525599



Questions?

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