

	CONTRACTING R&D TO INDUSTRIAL PARTNERS	INFLUENCING KEY DECISION- MAKERS	WORKING WITH BROKER ORGANIZATIONS	GENERATING END-USER DEMAND
Dielectric Coating	Subcontract to Large Firm (OCLI)	Exclusive License between Omega Energy and OCLI		
Heat Pump Water Heater	Subcontract to Small Firm	Contacts with Electric Utilities	Articles in Popular and Trade Magazines	Fact Sheets
Radiant Barriers			Involvement of the Reflective Insu- lation Manufac- turers Association	
Wisconsin Audit		Further R&D and Marketing by Wisconsin Energy Conservation Corp.		
CIRA		Marketing of a version of CIRA (EEDO) by Burt Hill Kosar Rittelmann		
Hotbox Method	Development work by CTL & NIST		ASHRAE Handbook	Information for Contractors, Builders, and Architects
Tracer Gas		Technology marketed by NAHB through an exclusive license with AIMS		

Bold lettering represents the primary strategy(ies).

Fig. 6.2. The technology transfer strategies applied to the semi-commercialized innovations. (Note: neither industrial consortia nor licensing strategies are used in the 12 case studies.)

Efforts to influence key decision-makers have been used to promote eight innovations. All three software packages have relied upon this strategy, by placing the software in the hands of a key public agency or private firm to develop a distribution system.