



Fig. 6.5. Strategies for R&D results of varying complexity.

6.2.4 Breadth of Applications and Diversity of End-Users

R&D with broad technological applications and diverse potential markets, if conducted through contracts with a single industrial partner, may limit the ultimate availability and use of the results. Industrial consortia, trade and professional associations, and key decision-makers representing the diversity of applications would appear to be more appropriate vehicles for conducting and disseminating the results. Where the results have broad applications but are proprietary, a nonexclusive licensing approach may be appropriate, allowing several or many firms to gain access to the technology.

For innovations with a narrow range of potential applications, contracting R&D to an industrial partner, working with a trade association, or exclusive licensing would appear to be appropriate (Fig. 6.6).

The breadth of applications and diversity of end-users often evolves over the course of an R&D effort. For instance, as R&D progresses from exploratory