



2022 EPA Make A Market Tech Challenge



Thank You for Joining Us!

- We appreciate your interest in EPA technologies and in the Make a Market Tech Challenge!
- Provide an overview of the Challenge
- Talk briefly about the technologies you can select for your market assessment
- Will answer questions and post the recording on the webpage after the webinar



Technology Transfer – Patents at EPA

- When EPA researchers invent create new innovations in the lab, the Federal Technology Transfer Act (FTTA) program assists with patenting these new technologies
- Once technologies have patent protection, FTTA staff work to find companies to bring these technologies to market. These companies negotiate licenses with the EPA in order to use, make, and sell these technologies
- Some technologies need further development, while others are ready for use and/or manufacturing

The Problem



- EPA has many patents that are not licensed
- Market assessments help to provide valuable information about the market of a given technology, its unique properties, and where it fits in the bigger picture
- For most EPA technologies, this market information hasn't been pulled together
- Students have unique insight and may provide innovative marketing and licensing ideas

Some Details

- The Challenge consists of five patented EPA technologies
- Each team or individual will choose one technology and develop a market assessment for the selected technology
- Participants can select any of the five technologies
- The total cash prize is \$15,000
 - 1 first place (\$6,000)
 - 2 second place (\$3,000)
 - 2 third place (\$1,500)





Challenge Technologies

- Water Contamination Detection Kit
- Portable Cyanobacteria Detection Kit for Recreation and Drinking Water Supplies
- In Situ Chloramine Sensor for Municipal Water Distribution Systems
- Carbon Traps to Deactivate Halogen Containing Pollutants
- Cyanobacteria Assessment Network App (CyAN app)

Evaluation of Submissions

- Each market analysis must be 10 pages or less using Times New Roman 12-point font with 1-inch margins on 8.5x11 paper
- Each section must use a header (Market, Target, Competition)
- After the Challenge submission deadline (December 31, 11:59 p.m. ET), submissions will be judged by a panel convened by the EPA
 - Submissions to makeamarktechchallenge@epa.gov
 - Emails must be under 9 megabytes, so they are not blocked by EPA servers

Evaluation Criteria



- Challenge responses will be evaluated by a panel of judges
 - EPA decisions cannot be contested
- Challenge responses should include information scoping the market, targeting use of the technology, and understanding the competition
- More context and full evaluation criteria is located on the EPA's Challenge website

<https://www.epa.gov/innovation/make-market-tech-challenge#enter>

Timeline Going Forward

- **October 2022**
Videos of EPA scientists discussing their inventions posted on EPA's Challenge website
- **December 31, 2022**
Challenge closes



Helpful References

- **Challenge.gov**
<https://www.challenge.gov/?challenge=ftta-make-a-market-tech-challenge&tab=contact>
- **EPA's Challenge website**
<https://www.epa.gov/innovation/make-market-tech-challenge>
- **What is Technology Transfer (T2)?**
<https://www.youtube.com/watch?v=KrhplT0-auw>

Contacts

- Reach out to us at makeamarktechchallenge@epa.gov





Questions?

