



## Technology Commercialization Using Library Resources

Library Databases: [www.lib.utexas.edu/business](http://www.lib.utexas.edu/business)

### Potential Commercial Markets

#### Search Strategies

- Look for databases, organizations, associations, etc., that contain or publish trade information, trade journals, newsletters or research about your chosen technology.
- Begin your search by using a generally accepted technology term and or acronym. Databases will index key words, acronyms and some synonyms. Look for codes, thesauri, indexes, etc. to help you find the proper term.
- Start with a broad search using appropriate term(s), narrowing the search by adding additional search terms such as trends, forecasts, commercial, application, etc.

#### Locate information about how your technology could be used commercially

- **INSPEC** Multidisciplinary technology database of scholarly literature which often includes information about commercial application of technologies
- **Business Source Complete** Business portal, which includes articles on all aspects of business including commercializing technologies

#### Locate industry, company, and product information

- **Business Source Complete** Company profiles, industry reports, product reviews, technology and business trade publication news
- **Business & Company Resource Center** Company profiles, company brand information, rankings, investment reports, company histories, chronologies, and limited news
- **Corptech** Technology company, product, market information (search by product code or technology phrase)
- **Factiva** Global database of publications covering all industries, includes news on market size, market trends, public relations wires and business wires
- **Hoovers** Company profiles include product/brand name listings, competitors, product segmentation data, brief industry info and an IPO watch calendar and IPO pricing by industry
- **Investext** Research analyst reports detail company and industry (search by ticker, look for initiating coverage)
- **Mergent** Industry reports, comprehensive company financial information, includes access to EDGAR, search the SEC filings specifically S1s

## Locate market research

- **eMarketer** Aggregates data supplied by research firms, consultancies, government agencies, focus on Internet, mobile, wireless, e-commerce, IT, marketing/advertising, media/entertainment
- **Gartner** Market size, market hype, market trends
- **Investest** Research analyst reports contain excerpts from big research firms (search by ticker, look for initiating coverage)
- **Mintel** Consumer buying trends, demographics
- **Business Source Complete** Market research reports
- **Business & Company Resource Center** Market Share/rankings, investment reports

## Competing Technologies and Competitors

### Locate information about the competition

- **Corptech** Technology company database includes products, customers and funding
- **Factiva** Company/Markets tab provides overview of company, plus peer listing and ratio comparisons
- **Hoovers** Company profiles include product/brand name listings, competitors, product segmentation data, brief industry info and an IPO watch calendar and IPO pricing by industry
- **Investext** Research analyst reports detail company and industry (search by ticker, look for initiating coverage)
- **Reference USA** 12 million companies searchable by industry, geography, sales, employees, etc.

## Barriers to Market Entry

### Locate market overview and industry reports

- **Business Source Complete** Company profiles, industry reports, product reviews
- **Factiva** Global database of publications covering all industries includes news on market size, market trends, press releases and business wires
- **Value Line Research Center** Industry trends
- **Gartner** Market size, market hype, market trends

## Other helpful resources

- **Business Information Center (BIC)**
  - **Quick Look Commercial Assessments & Resources**
  - **Marketing page**
- **McKinney Engineering Library** patent and trademark resources
- **Plunkett Research Online** – Available through Schools of Engineering, Business, Natural Sciences & Communication Career Centers. Contact the appropriate career center for access