



## Technology Driven Market Intelligence (TDMI) Opportunity

The [NH Division of Economic Development](#) and the [New Hampshire Aerospace and Defense Export Consortium](#) (NHADEC), are collaborating with [NH Manufacturing Extension Partnership](#) (NHMEP) to provide free customized market research to a select group of qualified companies seeking to grow their technologies or products into new markets.

Participation in this federally funded program is limited to Department of Defense contractors, sub-contractors, or suppliers through a competitive process. A **2-hour information session on May 25 at the NH Division of Economic Development** will provide information on the specifics of the TDMI program and is open to all companies interested in exploring this unique opportunity. Participation at this event is a requirement for the selection process.

### What is TDMI?

A structured program, which provides a systematic approach to technology-focused market research. TDMI utilizes a proven process and robust tool set developed by RTI International, a non-profit research institute that has been providing TDMI for NASA and other technology clients for 50 years.

### TDMI can help companies:

- Understand asset strengths to capitalize and develop.
- Understand asset weaknesses and manage them effectively.
- Determine if investing resources in the technology or product is valuable.
- Decide how to leverage the asset if appropriate.
- Identify and engage potential partners to help commercialize the asset in the best market spaces.

### Who should attend this information session?

- Companies with a solid core business and who seek to grow into new markets.
- Companies with a new technology and require help commercializing it.
- Companies who want to grow with a new product or technology and seek independent market feedback before investing precious resources.

**To attend the TDMI information session, please join us on May 25 at 9 AM at:**

**The NH Division of Economic Development  
172 Pembroke Road, Concord, NH  
[Click here to register online](#)**

No cost, but registration is required. For more information: [jilliand@nhmep.org](mailto:jilliand@nhmep.org) or (603) 226-3200