

Holistic Technology Transfer™

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Technology Transfer Professional

Presentation Overview

- Understanding the Invention
- Identifying the Market Opportunity
- Relationship Building
- Assessing Startup Potential
- Negotiation, Execution, & Agreement Management
- Q&A

Understanding the Invention

- Focus on the Intellectual Property

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Type	Patent	Copyright	Trademark	Trade Secret
Advantage	Clear Protection Position	Cheap to Register/ Maintain	Never Expires	Competitive Market Advantage
Disadvantage	Costly	Can Be Difficult to Enforce	Less Valuable at Early Stage	Limited Protection

Understanding the Invention

- Focus on the Intellectual Property

Type	Patent
Advantage	Clear Protection Position
Disadvantage	Costly

- ◆ Determine if the Novel Aspect is:
 - * Composition of Matter
 - * Machine/Device
 - * Method/Process
 - * Item of Manufacture
 - * An Improvement Technology
- ◆ Assess Novelty
 - * Prior Art Searching
 - * History of Examination
 - * Market Product Analysis

Understanding the Invention

- Focus on the Intellectual Property

Type	Copyright
Advantage	Cheap to Register/ Maintain
Disadvantage	Can Be Difficult to Enforce

◆ Copyright Considerations

- * Patentability
- * Ownership
- * Coding Language
- * Open Source
- * Executables

Understanding the Invention

- Focus on the Intellectual Property

Type	Trademark
Advantage	Never Expires
Disadvantage	Less Valuable at Early Stage

- ◆ Most likely are only going to be part of an agreement that includes other intellectual property (ex. patents or copyrights)
- ◆ Register the trademark before starting any marketing activity

Understanding the Invention

- Focus on the Intellectual Property

Type	Trade Secret
Advantage	Competitive Market Advantage
Disadvantage	Limited Protection

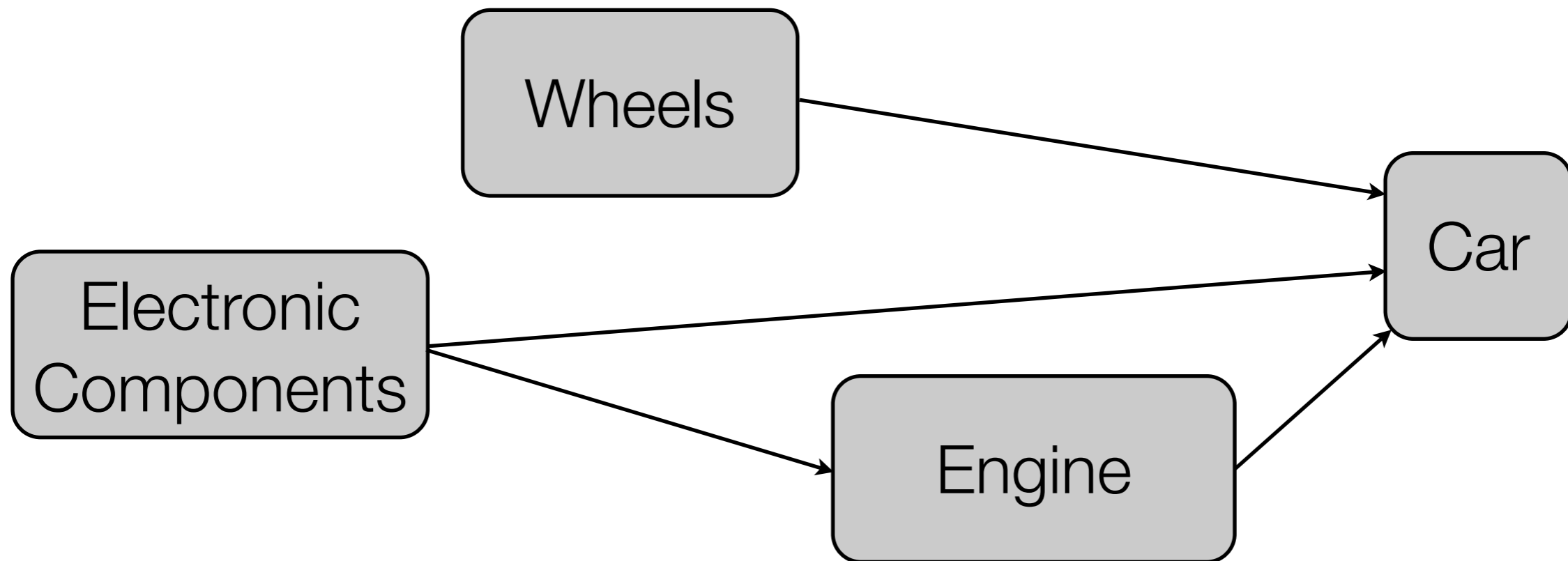
- ◆ May be the only IP available
- ◆ Monetization is difficult unless you can tie it to other IP

Identifying the Market Opportunity

- Connect the Invention to the Product
- Locate the Largest Market Opportunity and Work Backwards
- Understand the Manufacturing Chain

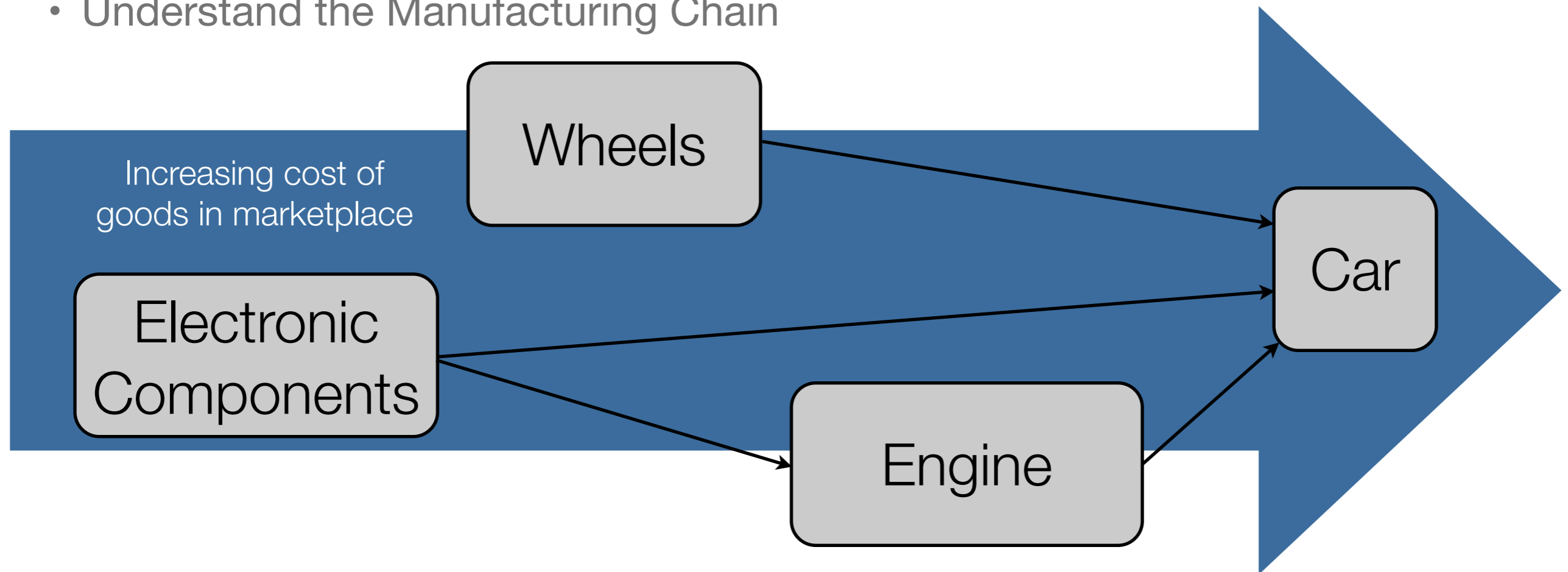
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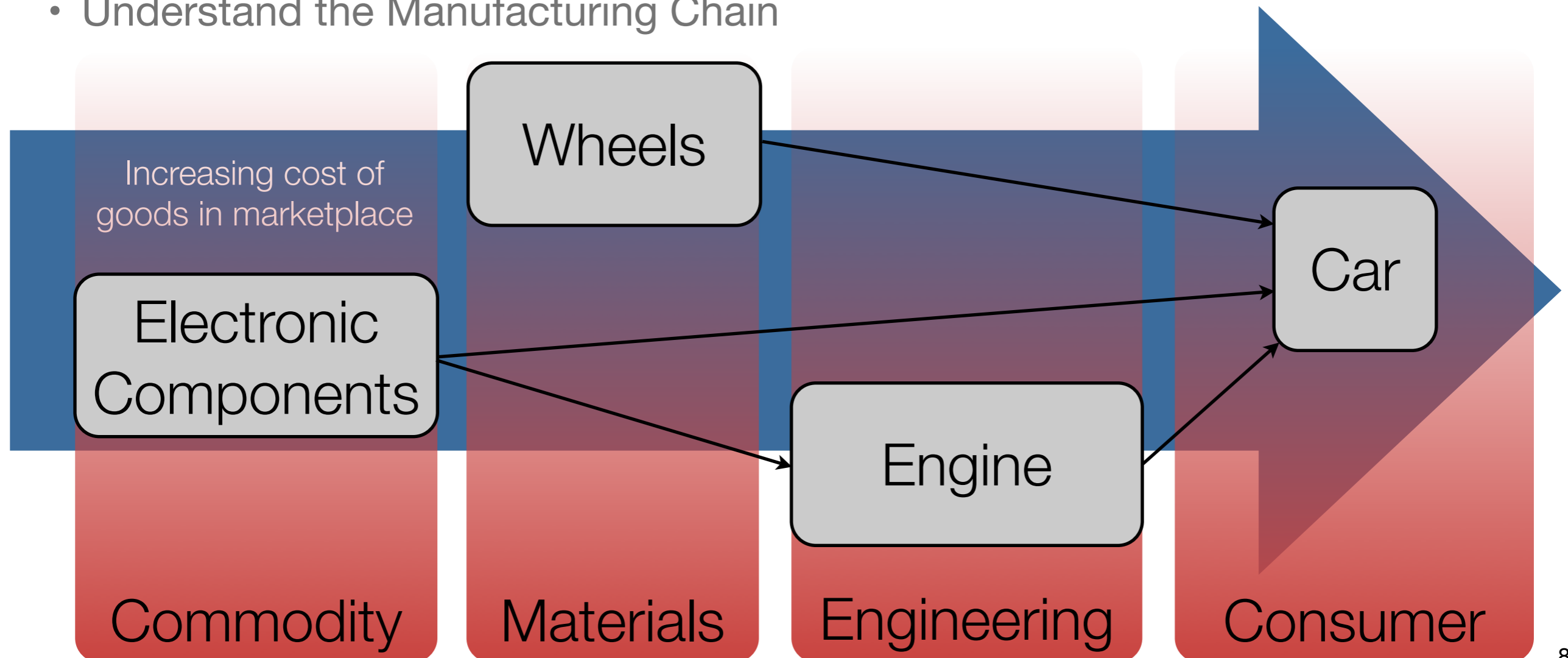
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Relationship Building

Approach potential licensees at every level

◆ Inventors/Researchers

- Collaborators
- Leaders in the Field
- Conferences
- Previous Employers

◆ Local Stakeholders

- Investors & Donors
- Institutional Collaborators
- Industry

◆ Professional Organizations

◆ Industry Players

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Relationship Marketing

- ◆ Have a story to tell & listen to theirs
- ◆ Understand needs/wants
- ◆ Tailor the pitch

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Build & Maintain a Network

Relationship Building

Hyper-Local Innovation Ecosystem (Hy-LIE)

Concept developed by Michael Cohen (UC, Berkeley)

Components:

- * Start-up, midsize and large companies, including R&D labs of diversified companies
- * Entrepreneurs, especially experienced serial entrepreneurs
- * Early stage investors, including individual angels, angel investor groups, venture capital firms and corporate investment divisions
- * Start-up incubators and accelerators, along with related mentor networks comprised of successful industry veterans

Relationship Building - Case Study



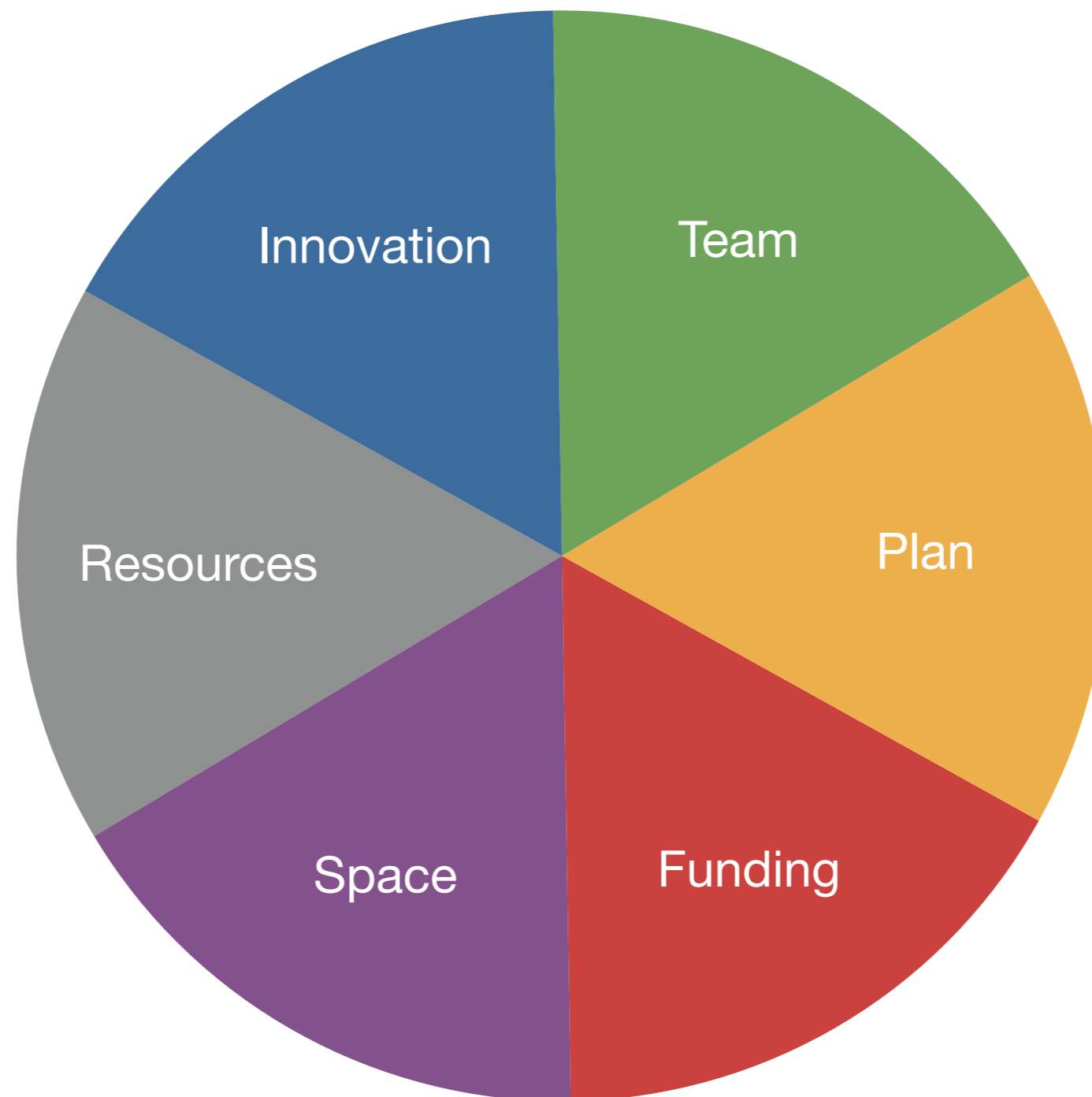
BRUIN CUBATE

UCLA Entrepreneur Support Network

Relationship Building - Case Study

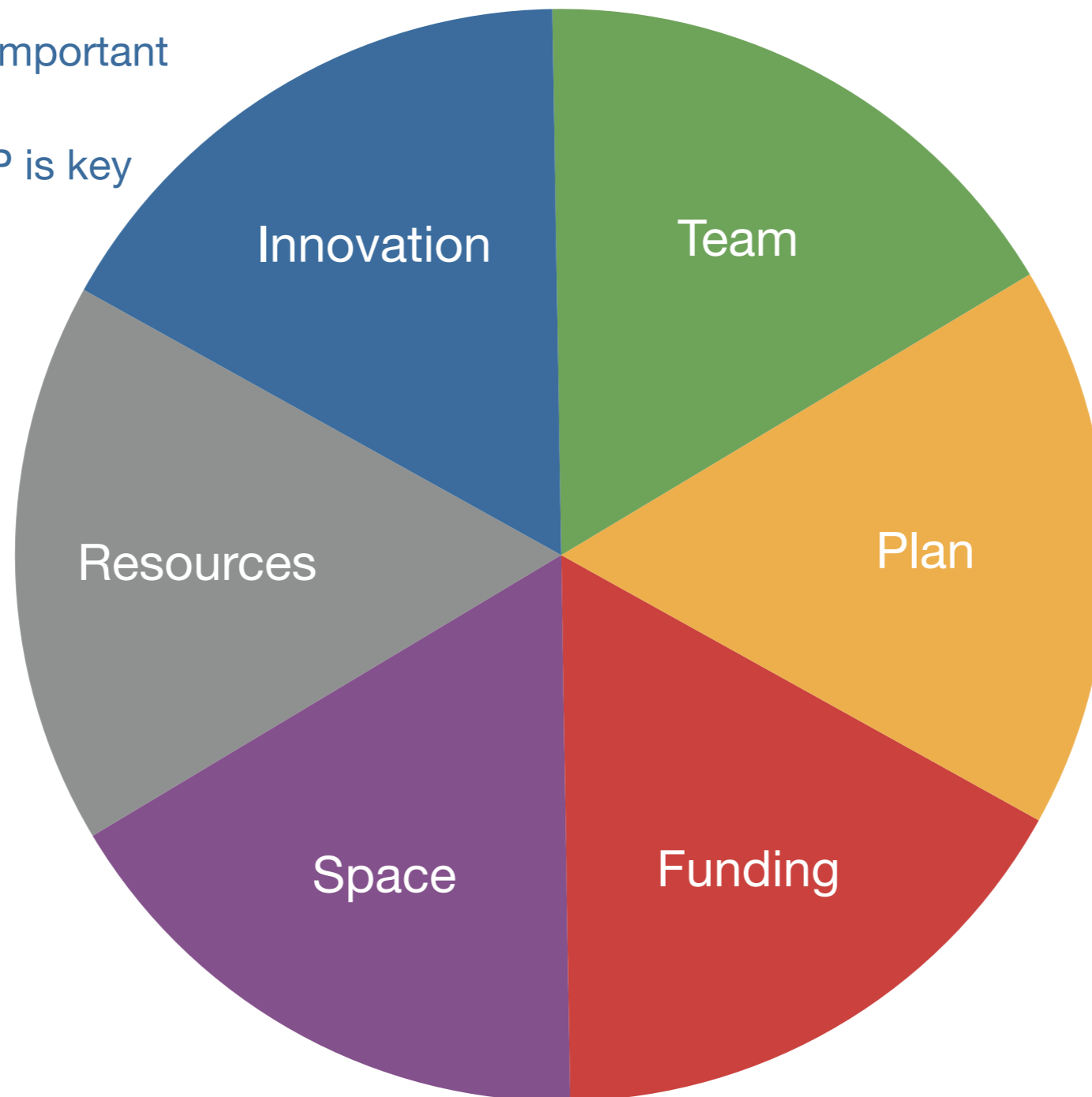


Assessing Startup Potential



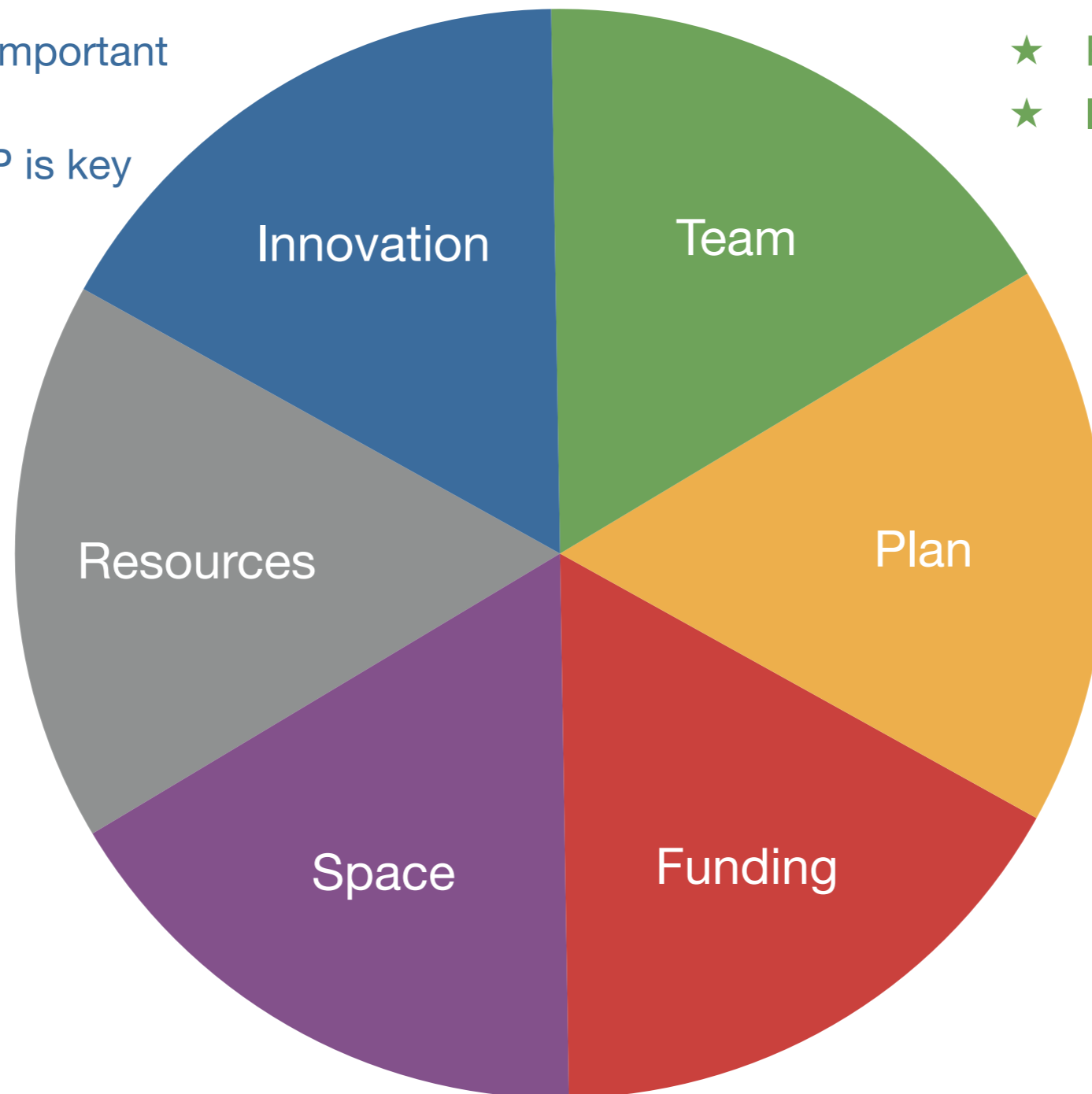
Assessing Startup Potential

- ★ Strangely, the least important component
- ★ Novel, protectable IP is key



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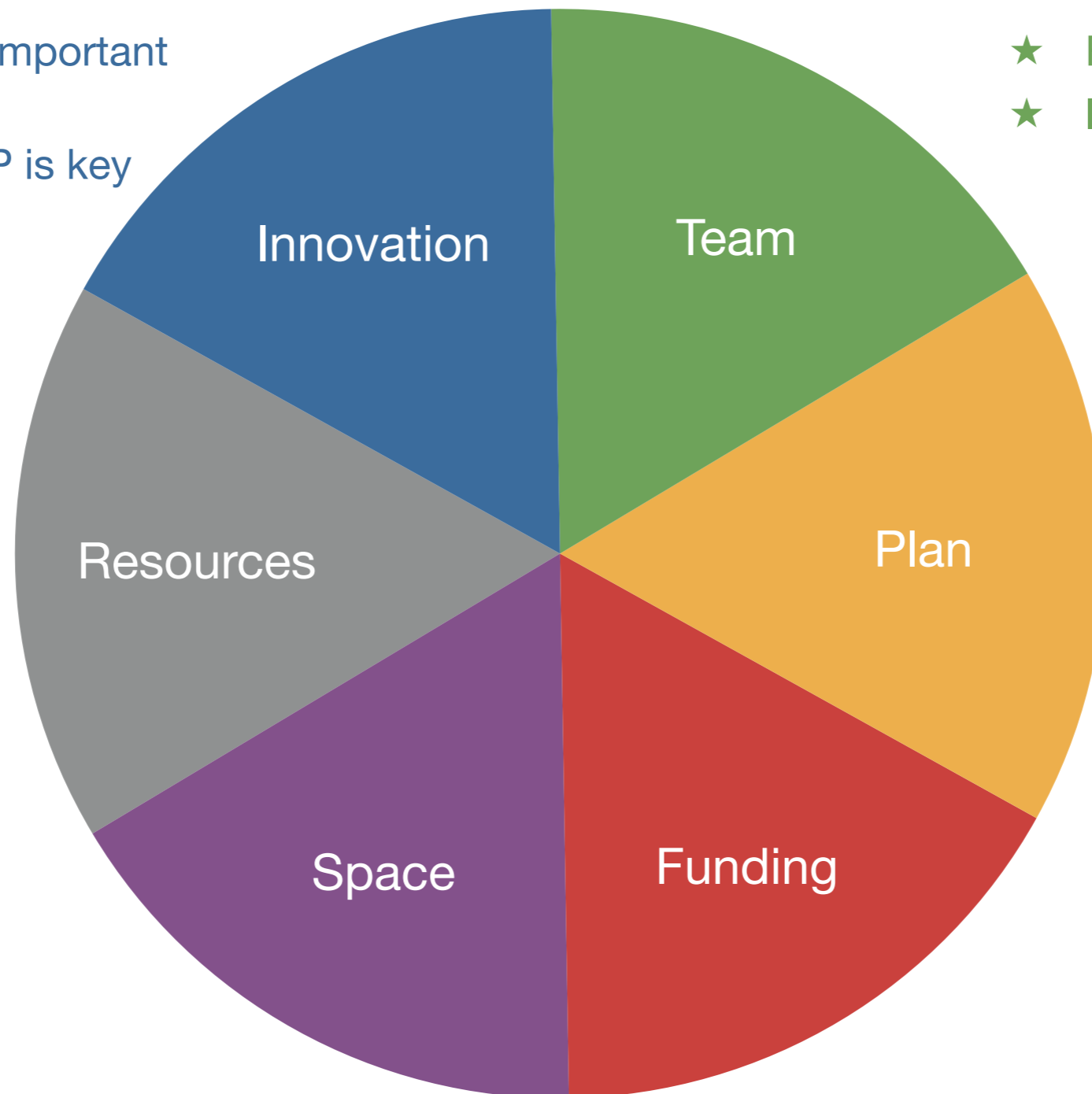
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- ★ Internal vs. External

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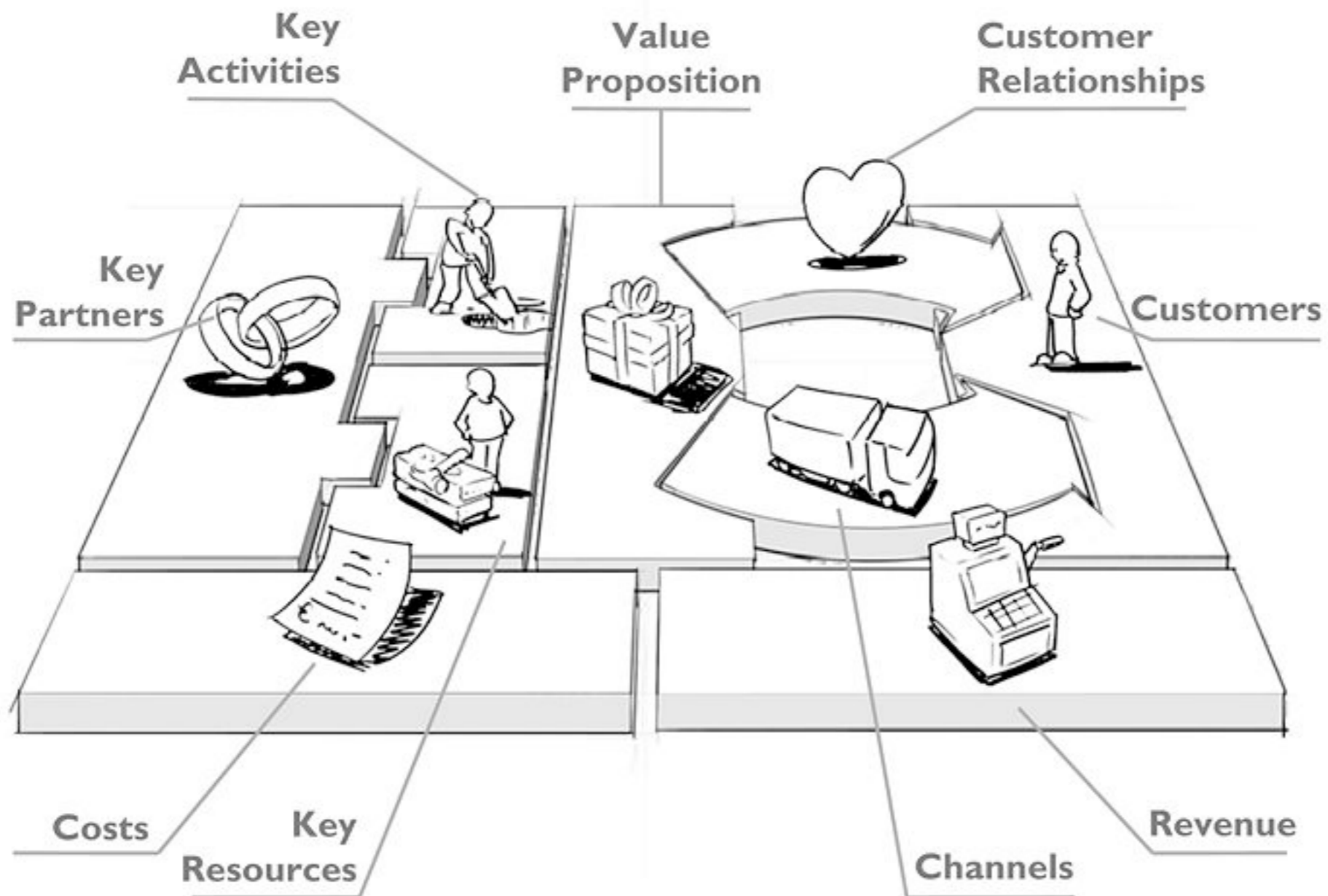


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- ★ Not Critical
- ★ BMC

Assessing Startup Potential - The Plan

- Business Model Canvas

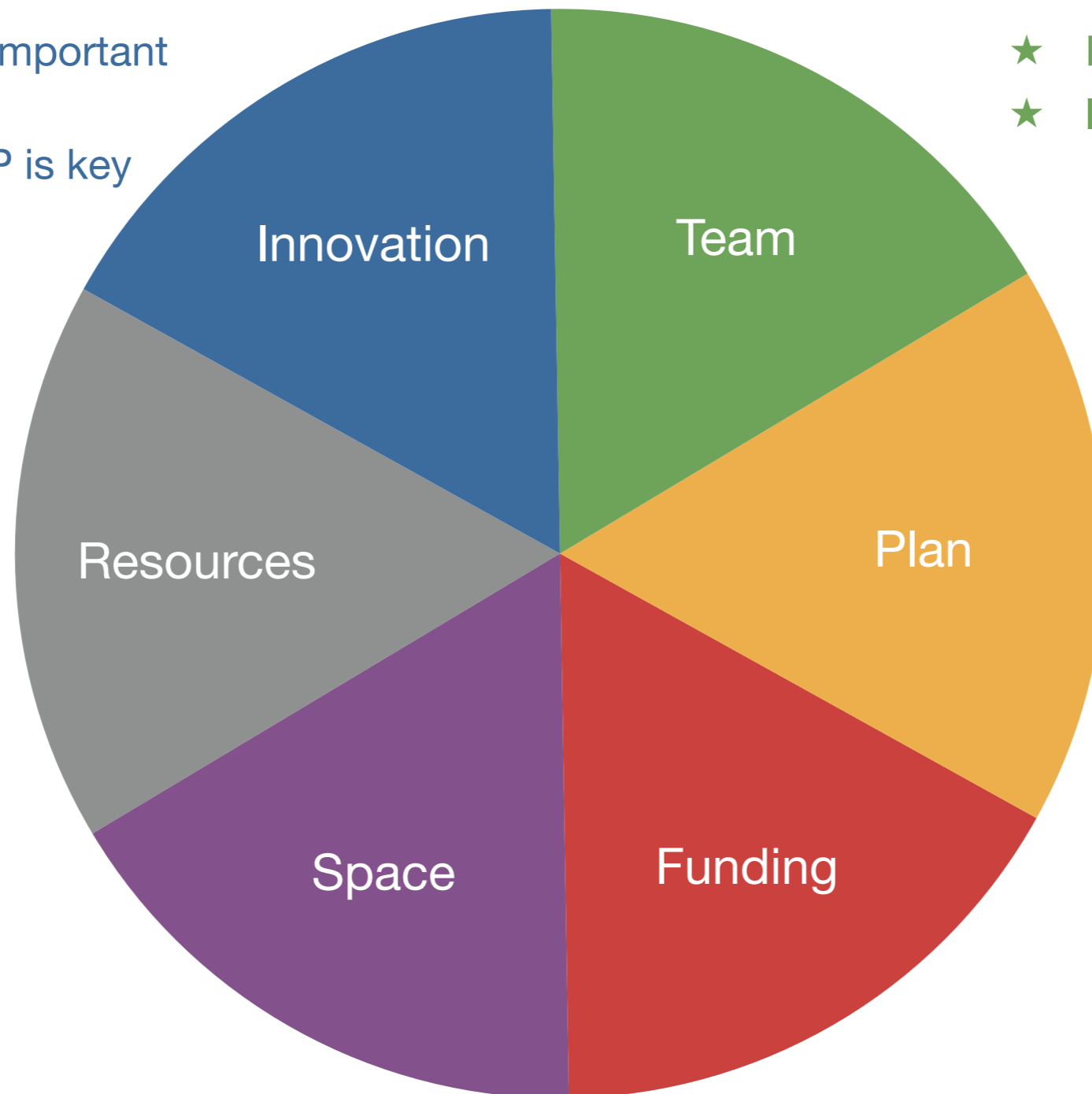


Business Model Canvas Image made available for use under Creative Commons License BY-SA 3.0 from Strategyzer.com

drawings by JAM

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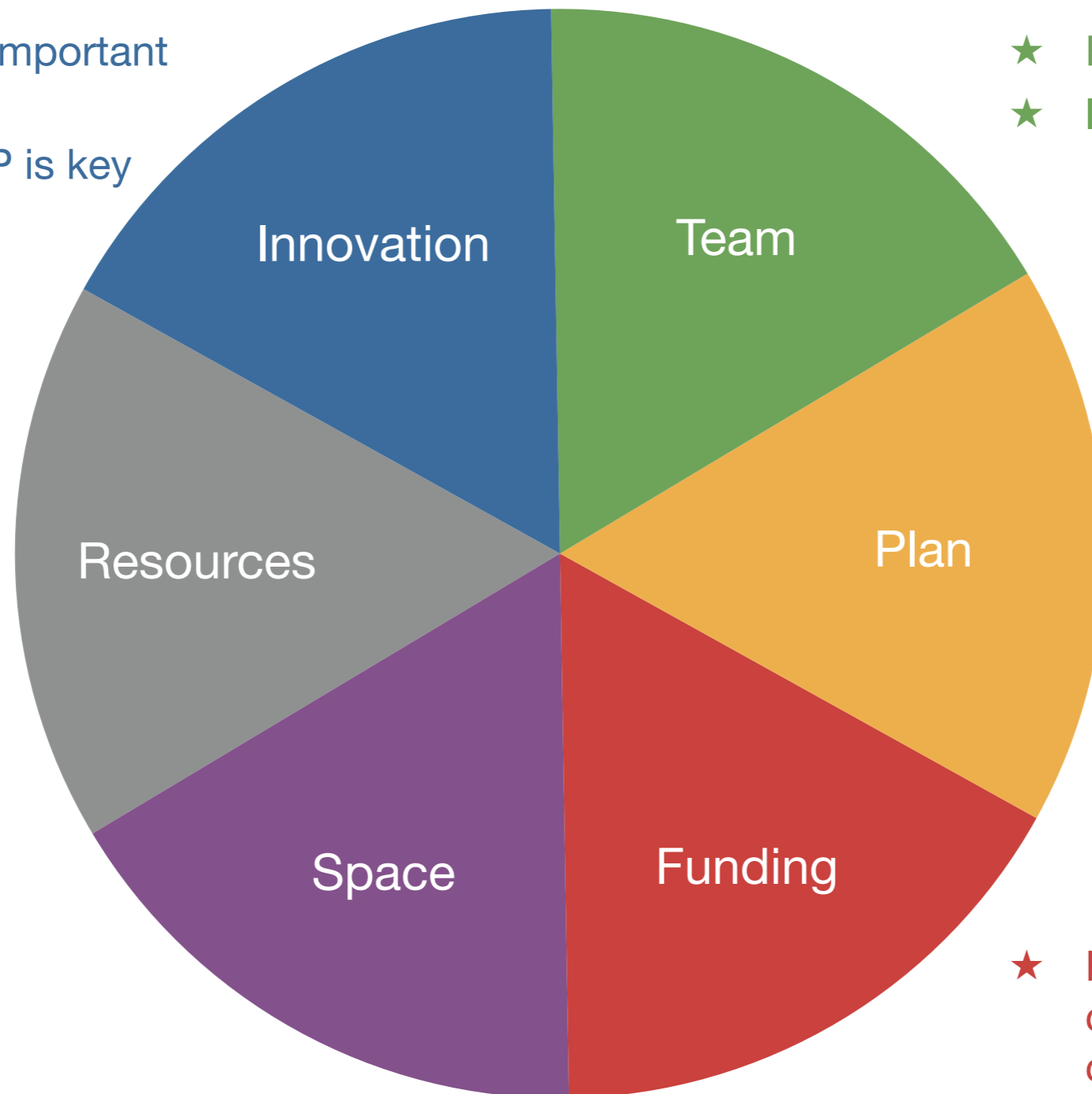


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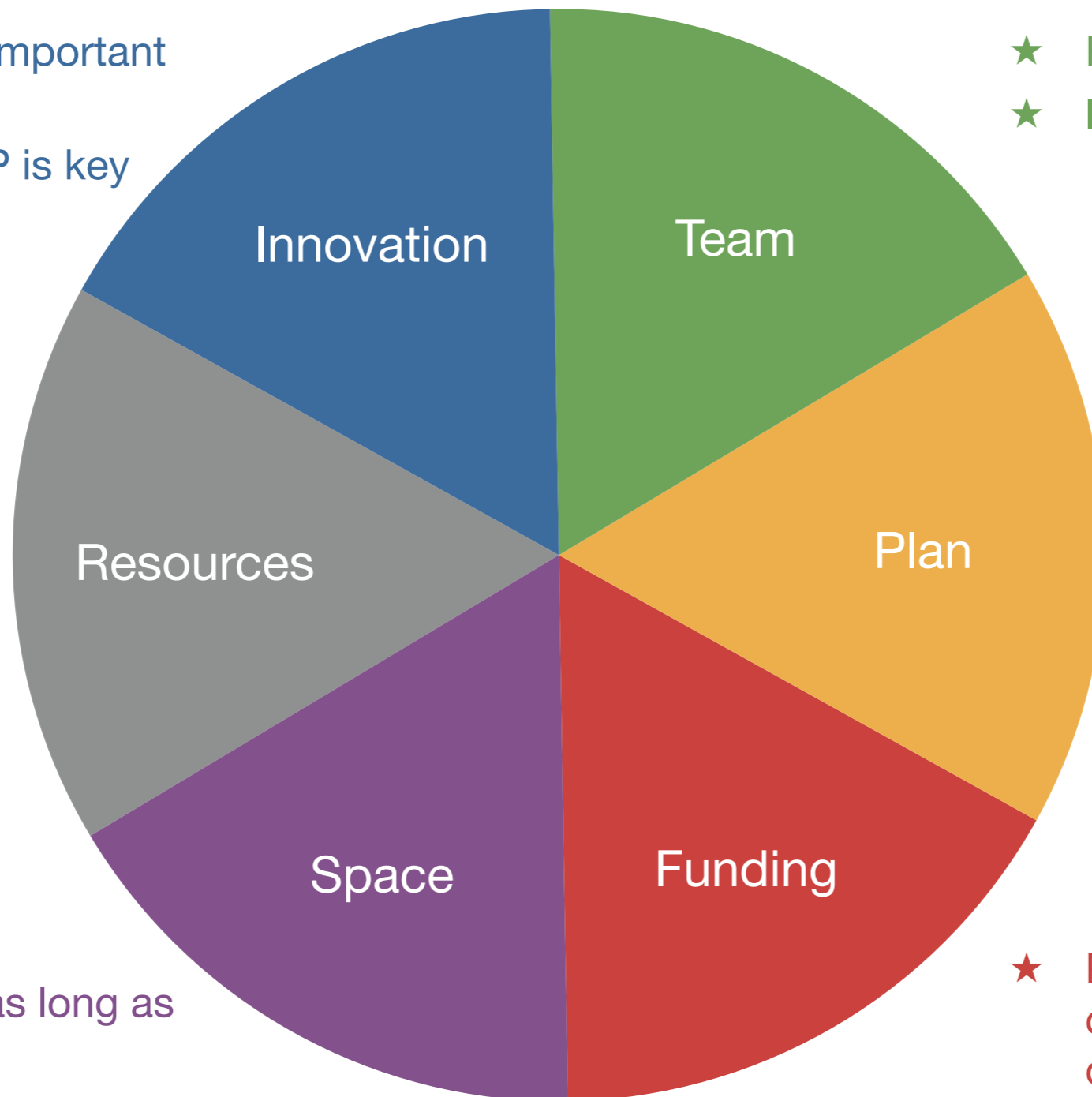
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- ★ Probably the most challenging and time consuming component!
- ★ Hy-LIE can help

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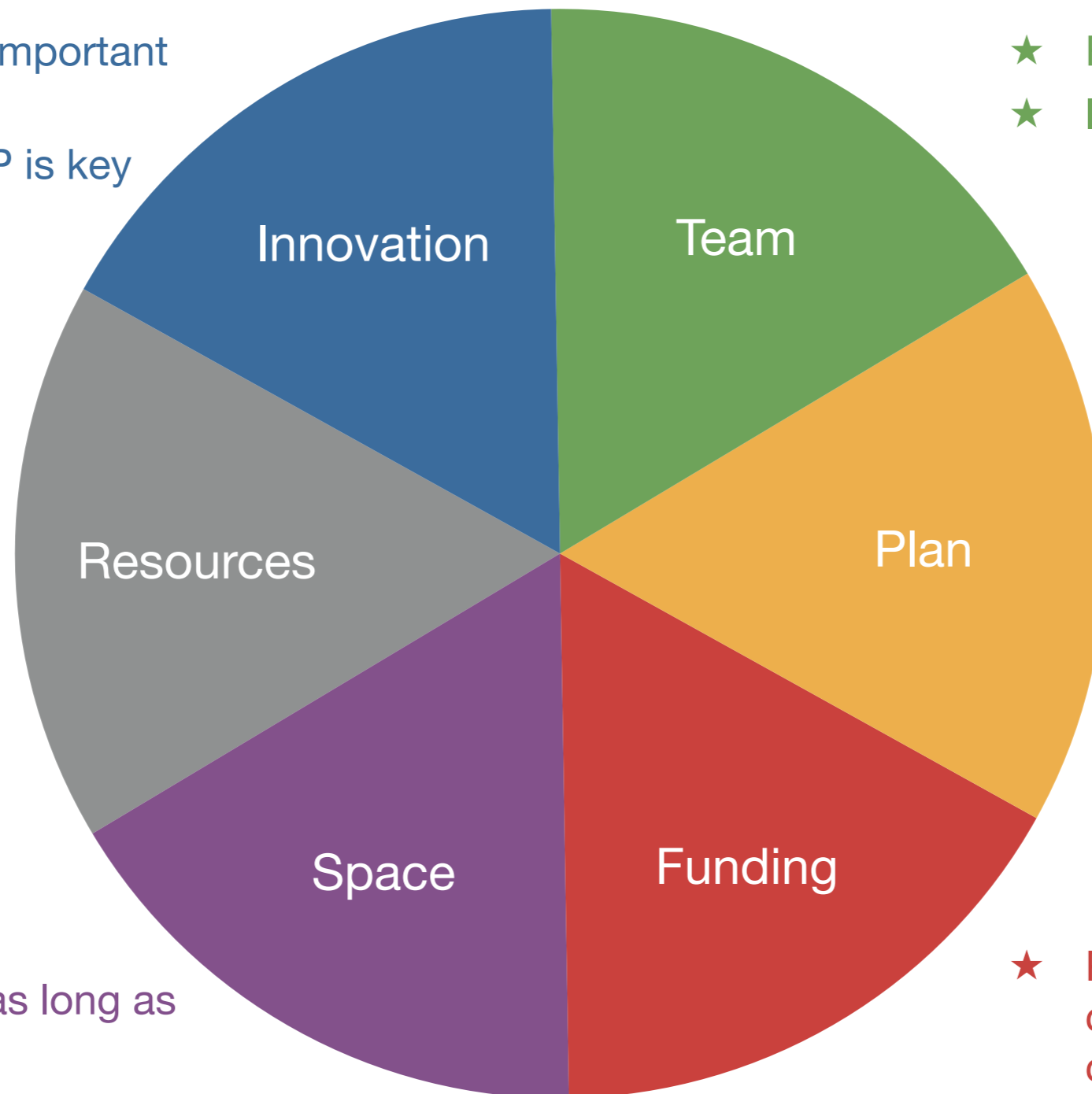
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Assessing Startup Potential

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- ★ Service Providers
- ★ Manufacturing & Prototyping
- ★ Local Industry

- ★ Incubate locally as long as possible
- ★ Hy-LIE can help



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Negotiation | Execution | Agreement Management

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Negotiation

- ✓ Build Trust
- ✓ Be Creative
- ✓ Use Comparables
- ✓ Start with Terms
- ✓ Use Clear Language

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Negotiation	Execution
<ul style="list-style-type: none">✓ Build Trust✓ Be Creative✓ Use Comparables✓ Start with Terms✓ Use Clear Language	<ul style="list-style-type: none">✓ Be Quick

Negotiation | Execution | Agreement Management

- This is the easy part!

Negotiation	Execution	Agreement Management
<ul style="list-style-type: none">✓ Build Trust✓ Be Creative✓ Use Comparables✓ Start with Terms✓ Use Clear Language	<ul style="list-style-type: none">✓ Be Quick	<ul style="list-style-type: none">✓ Communicate Often✓ Be Understanding✓ Resource & Network

Q&A

Thanks!

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