

Technology Management

Government lab perspective


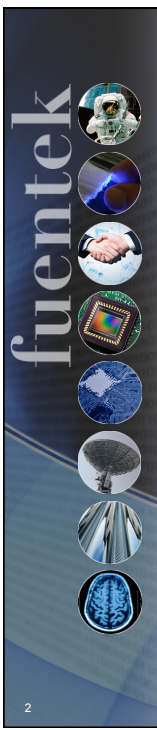
- Identify, protect, manage, and market the client's intellectual property
- Serve the interests of the client, its research sponsors, its innovators, and the public in securing benefit from taxpayer funding

Licensee (commercial) perspective

- Create new revenue sources
- Develop new products – leads to revenue generation
- Reduce costs (R&D and IP management) – leads to higher net income

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TTO Role


Interface with inventors, companies, and other organizations

Set realistic expectations

Find the right solution

Track action items and status

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Measures of Success

- Agreements
- Licenses
- Infusion
- Royalties, revenues
- Funding
- Community impact
- Start ups

Commercial companies measure success simply ...

... money

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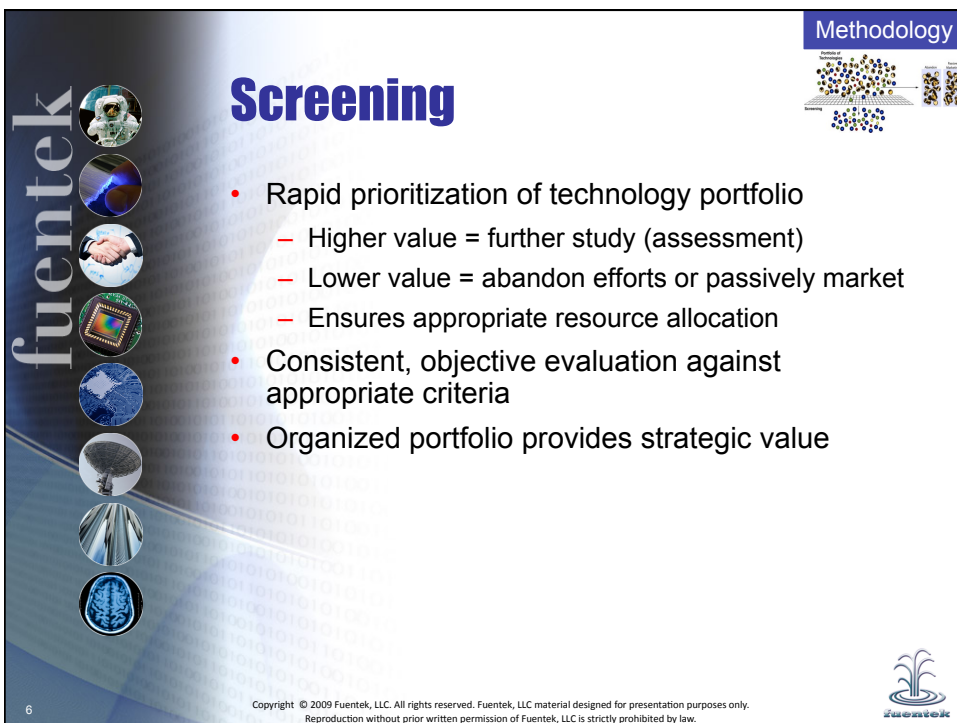
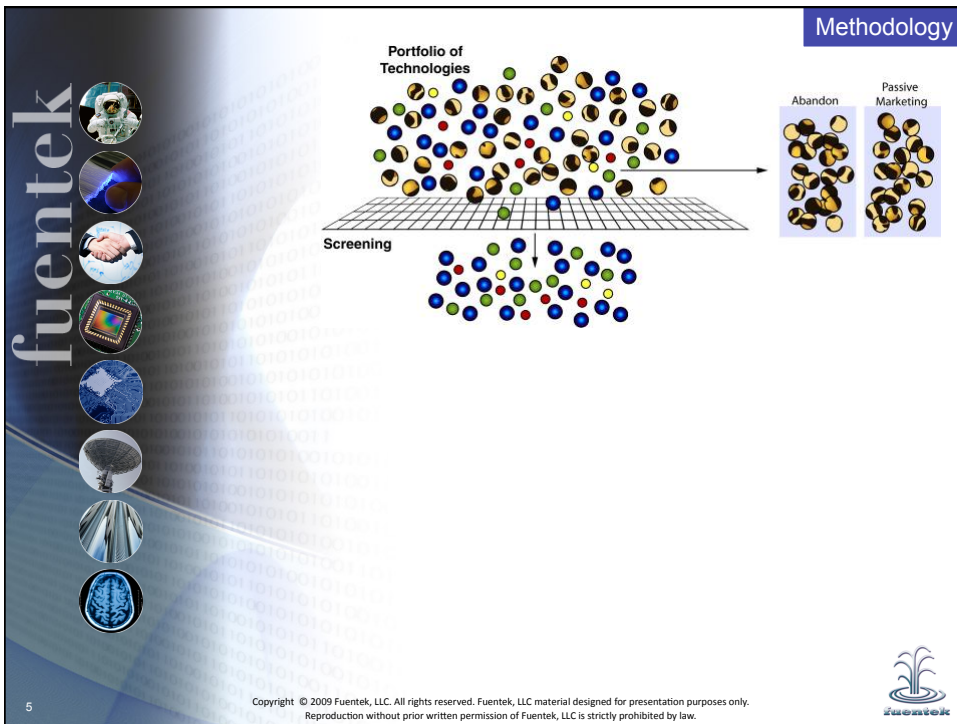
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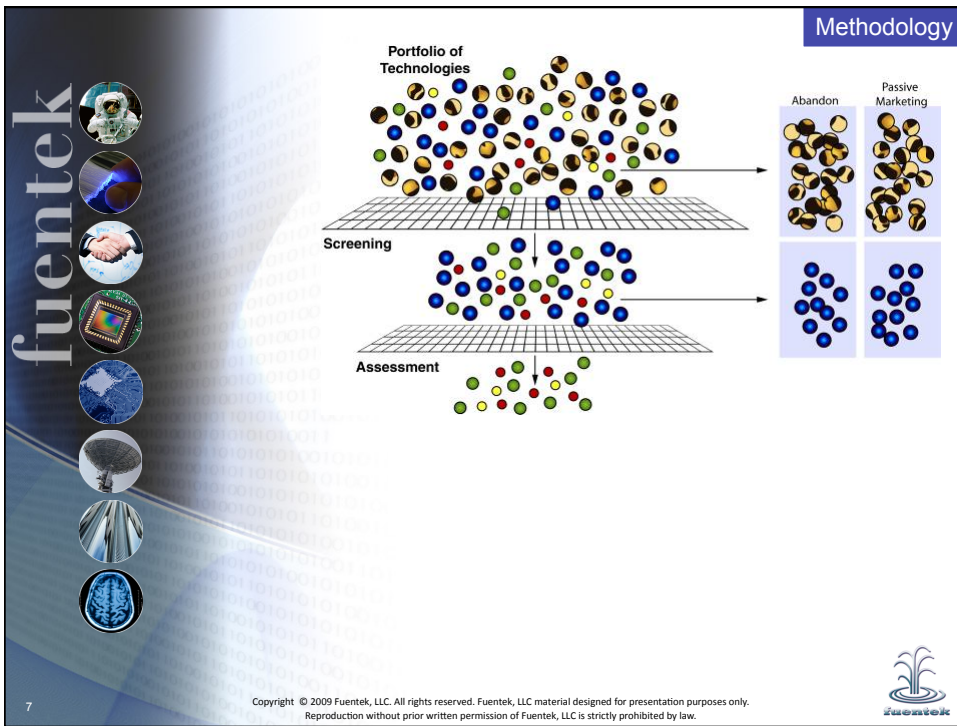
Methodology

Portfolio of Technologies

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Methodology

Assessment

- Detailed, in-depth understanding of technology's commercial value
 - Benefits and applications/markets
 - Primary and secondary info sources
 - Competitive analysis
- Clear, informed, objective recommendation
 - Initial strategy and tactics for achieving success
 - Preliminary list of potential licensees

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