

# TECHNOLOGY TRANSFER CONSULTANTS

for universities, government labs, corporations, and research institutions

Fuentek helps clients achieve their goals through proactive, efficient, and effective IP management and tech transfer office operations.



Focus resources by prioritizing high-potential IP



Enhance effectiveness and efficiency of TTO staff and interns



Establish win-win licensing agreements



Increase disclosure quantity and quality



Engage with qualified prospects at the negotiating table



Achieve better performance



Reduce backlogs and right-size caseloads



Ensure stakeholders recognize your impact and achievements

## FUENTEK IS RIGHT FOR YOU



### Experience

Our longtime team has evaluated thousands of inventions in all technical areas and industry sectors.



### Capabilities

We have consultants with technical expertise and business acumen plus award-winning writers and designers.



### Insight and Objectivity

We synthesize insights from our research and experience, offering action-focused recommendations.



### Empowerment

We give you the information to execute strategies internally, or we can implement them for you. It's up to you.



### Integrity

We treat our clients with respect and focus exclusively on their success.

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## WHEN YOU NEED...

## FUENTEK PROVIDES...

<b>Invention Evaluation/Patenting Guidance</b>	<b>Market-Based Technology Assessment</b>
Estimates of market potential and expected ROI	› Data-driven insights into the market, competing products, IP, and prior art
Commercialization and IP coverage recommendations	› Clear and concise analyses, objective ratings, and specific next steps
Documentation for the inventor and administration	› Shareable reports with objective perspective to support decisions
<b>Technology Marketing</b>	<b>High-Quality, Outcome-Focused Marketing</b>
Plans for commercializing technology	› Action-oriented strategies to secure licenses, partnerships, and funding
Target lists of potential licensees or partners	› Focused lists with contact information for key decision makers
Marketing summaries of technologies	› Clear, concise, and compelling non-enabling descriptions and attractive marketing collateral
Contacting, vetting, and qualifying prospects	› Experienced consultants with proven success in cultivating leads
<b>Negotiation Assistance</b>	<b>Deal-Making and Valuation Support</b>
Due diligence of license applicants	› Technical, business, and management evaluation of their plans
Identification and justification of terms	› Market, income, and cost analyses to suggest appropriate revenue ranges and ensure deal is fair and reasonable
Strategies and tactics for engagement	› Proposal/Applicant ranking, recommended counteroffers, and deal structure options
<b>Reduced Backlog/Caseload</b>	<b>IP Portfolio Optimization</b>
Understanding the patent portfolio's contents and value	› An organized, categorized review that rates each technology's potential
Reduced patenting fees and optimal use of staff resources	› Prioritization of cases to keep/abandon and next steps to maximize the value of each
<b>Strengthened Staff Skills</b>	<b>Practical Workshops and Mentoring</b>
Increased productivity and effectiveness of tech transfer professionals and interns	› An interactive curriculum that provides training in best practices via online or in-person format, augmented with one-on-one mentoring
<b>Increased Effectiveness</b>	<b>Benchmarking and Strategic Consulting</b>
Comparison to peers and best practices with strategies for improvement	› Evaluation of structure, processes, and metrics, with actionable advice to enhance impact
<b>Improved Researcher Participation</b>	<b>Interactive Training and Effective Outreach</b>
Increased quantity/quality of invention disclosures and faculty engagement	› Engaging informational materials and sessions with experienced, highly rated tech transfer trainers
<b>Enhanced Reputation</b>	<b>Strategic Communications</b>
Increased support and buy-in from administrators and other stakeholders	› Presentations that enhance understanding of the business of tech transfer
Effective communication of accomplishments and successes, boosting office/program stature	› Well-written, attractive websites, social media posts, annual reports, award applications, etc.

**Need anything else?  
WE CAN HELP.**

Contact Fuentek today so we can discuss your specific challenge and create a custom solution. 919.267.1200 | [info@fuentek.com](mailto:info@fuentek.com)