

Session 4

**EXTERNAL CONSIDERATIONS –
ALIGNING WITH A POTENTIAL
TECHNOLOGY ADOPTER**

Possible commercialisation routes

Licencing (contractual agreements):

- Allows others to use your inventions and creations
- In accordance with specific terms and conditions

University spin-outs and new technology start-ups:

- A demonstrated technology
- Good commercial potential
- Validly protected IP position
- Strong management skills and expertise



Why do companies say NO?

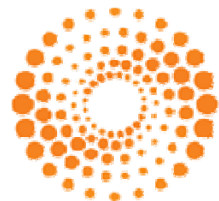
- Territories alignment
- Stage of patenting
- Strength of patent drafting
- Maturity of technology
- Ownership issues
- Fit to existing product portfolio
- Already doing it internally
- Timing – 3-5 year R&D budget cycle for companies

Do your homework (1)

Novelty and innovativeness of your technology

- What solution comes from your R&D results?
- What problem does it solve?
- Does the solution already exist in
 - Science databases
 - Patent databases
 - Internet
 - Market

Google



WEB OF SCIENCE

Market need

- Does the solution fit to market needs?
- What is your target market?
 - Industrial sector
 - Geographic area
 - Market size, maturity, barriers
- Who are early adopters/customers/end users?
- Who are competitors and why is your solution better than their?
- What are the alternatives to your solution?



Do your homework (2)

Technology maturity

- In what maturity phase is your solution?
 - Idea, functional prototype, testing, semi industrial prototype...
- How much resources (human, financial, time) is needed for further development?
 - Scalability - laboratory vs. factory conditions
 - Development cycle duration (ICT vs. pharma)
- What else is needed to put a novel product on a market?
 - Permits, certificates, standardisation

IP status

- Who owns the results?
 - Who are inventors, who is employer
 - One or several institutions involved
 - Equipment, samples
 - Who financed R&D - are there any restrictions regarding IP
- Which 3rd party rights are relevant to your solution?
- Does the use of your solution infringes 3rd party rights?
- How easy is to bypass your IP protection? Or infringe it without you knowing it?

Feedback and discussion

