The Team
Director: Teri Schultz, MS, JD
Assistant Director: Sharon Ngwenya, PhD, RTTP
Licensing Associates
   Life Sciences: Jo Ramos-Lewis, PhD
   Physical Sciences: Justin Sierchio, PhD
Coordinator, Special Programs: Courtney Torres
Administrative Assistant: China Lewis
Graduate Research Assistants (4)
Overview of Commercialization Process

Disclosure

I&C

Kickoff meeting / Evaluation

Understanding of technology

Interpreting cited art; discussions with attorneys & examiner (as needed)

Creating NCS, identifying industry partners

Marketing

Relationship building / Negotiation

discussions with industry partners; valuation; terms
Commercialization Considerations

• Is there something to commercialize?

• Is there a market:
  • Market size and sophistication
  • Distribution channels
  • Competition

• Investment required to bring the technology to market?

• Technical assistance and know-how for effective commercialization
Why Inventor Engagement is Critical

- Identify market application(s)
- Define problem solved – how big is the pain?
- What is the product?
- What market(s) does the product fit into?
- Why would someone buy or use this product?
- What further research is needed to de-risk the technology?
- Start-up or license?
  - Start-up – is faculty or graduate student inventor interested in starting company?
  - License – many companies are interested in connecting with university researchers to perform some of the R(&D)
Fundamental Question =

What is the most appropriate commercial route for the intellectual property / technology?
Deciding the Most Appropriate Route

- Potential licensing opportunities
- Investment required to bring technology to market
- Market segment (e.g., therapeutic vs. widget)
- Can transfer of invention to licensee be achieved solely via patent? Is there need for additional technical support (know-how)?
- Is the technology a good option for a start-up?
  - Equity vs royalty
  - External funding for further development and commercialization
  - Market size and sophistication
  - Management of the start-up
Marketing Strategy – Licensing to Third Party

• Passive marketing (e.g. website, Flintbox, IN PART)
• “Active” marketing
  • Identifying companies that may be interested based on
    • Patent filings
    • Current products
    • Current needs
  • Sending targeted marketing campaigns to those companies
  • Sending personal emails to company personnel based on market campaign results
• Attending meetings (BIO, Advamed, TechConnect, etc) to meet company representatives and introduce technologies and capabilities
UTA Innovation & Commercialization

Marketing Strategy – Start Up

• Identify founder
  • Faculty/inventor
  • Graduate student
  • Entrepreneur

• Tools to help start-up be successful
  • EpICMavs
  • TechFW
  • VMS NTX
  • VBOC
Critical Commercialization Success Factors

• Technology – what is it, what need does it meet
• Management – highly capable management team with critical skill sets, which include entrepreneurial flair and teachability
• Investment – available funds for development
• Product – sustainable, differentiated advantage; preferably a complete product, not just a component
• Market – a realistic sense of the size of the market and penetration; Understand the dynamics of the market, including competition; access to distribution channels
Table Discussions

- One case study on each table
- Each table will review and discuss questions listed
- 30 minutes of table discussion
- I&C personnel will be available to facilitate discussion and answer questions relating to the case study
- Each table will report to group regarding answers to questions
Panel Discussion – Experiences Engaging with I&C

• Dr. Robert Magnusson –
  • Professor of electrical engineering and Texas Instruments Distinguished University Chair in Nanoelectronics
  • Founder Resonant Sensors, Inc

• Dr. Purnendu “Sandy” Dasgupta –
  • Hamish Small Chair in Ion Analysis in Department of Chemistry and Biochemistry and adjunct professor of physics and electrical engineering
  • Technologies licensed to Dionex (subsidiary of ThermoFisher)

• Dr. Ali Farzbod
  • Adjunct professor of mechanical and aerospace engineering
  • Founder Nano Liquid Solutions, LLC
Panel Discussion – Resources for Start-ups and Entrepreneurs

• Hayden Blackburn
  • Executive Director, TechFW
  • Cowtown Angels

• Teri Schultz, MS, JD
  • Director, Innovation & Commercialization

• Dr. Edmund Prater
  • Professor of information systems and operations management
Table Discussions

- One case study on each table
- Each table will review and discuss questions listed
- 30 minutes of table discussion
- I&C personnel will be available to facilitate discussion and answer questions relating to the case study
- Each table will report to group regarding answers to questions
Questions?

Email:  Innovation@uta.edu
tschultz@uta.edu