

# Technology Evaluation Matrix

|             | Low Licensing Risk   | High Licensing Risk  |
|-------------|--|--|
| High Reward | <b>High Value-Added</b><br>(Prioritize)                                    | <b>Cost Drivers</b><br>(Make a few smart picks where risk can be reduced; close the rest.) |
| Low Reward  | <b>Low Value-Added</b><br>(Maintain low risk, increase reward if possible) | <b>Non Value-Added</b><br>(Waive/Release to Inventors)                                     |

How does your technology map on this matrix?

How does this affect your decision to form a company around this technology?