

*UTEN workshop*

# **Technology Transfer: How to direct, manage and control**

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# *How DO you manage Tech transfer*

- Well.....it very difficult to get to absolutely right

# ***Purpose***

You must be clear about your principal purpose

- Getting government grants
- Earning licence income
- Economic growth from spin-outs
- Developing personal potential of students

# ***What do you want/need to control***

- Policies
- Activities
- Resources

# ***Policies***

- Government policy on tech transfer
- Strategy at govt and university level
- Building a culture of entrepreneurship
- Intellectual property policies
- Funding policies

# *Activities*

- Teaching of entrepreneurship
  - Business plan competitions
  - Invention disclosures
  - Deal-flow encouragement]
  - Intellectual property protection/management
  - Licensing activities
  - Consultancy
  - Spin-outs and start-ups
  - Incubation
  - Establishing seed-funds
  - etc
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# *Resources*

- Tech transfer office resources – people and money
- Incubation space and resources – people and money
- Proof of concept funds
- Seed funds

# *Consultancy*

- Why do we want to manage these activities
- Who should be covered by consultancy management?
- What % charge rate should the university charge?
- How do you encourage academics to work through the tech transfer office

# *Licensing*

- Encouraging deal-flow
- Managing invention disclosures
- Marketing patents – finding licencees
- Negotiating agreements
- Know-how value
- Pipe-line considerations
- Outsourcing licensing

# ***Spin-outs – start-ups***

- How to know whether you have a successful idea  
.....and team
- What sort of help should the tech transfer office provide?
- Mentoring and mentor management
- To incubate or not to incubate?

# ***PoC and seed-funding***

- First of all....get the funding from someone (probably government)
- Use appropriate levels of management
- Make sure PoC money is used for the right purpose – ie **NOT** scientific research
- Seed-funds need appropriate management structures
- Try to develop ‘follow-on funding’ capability

# *Discussion*

- What works well in Portugal
- What can we learn from each other

# Questions

1. How can we influence policy
  2. How can we make tech transfer work better
  3. How much money do you need
    1. What will you do with it
    2. Where can you get it
  4. Who owns the intellectual property
  5. How should we reward academics and inventors
  6. How can we build a culture of entrepreneurship
    1. Leadership
    2. Education
    3. Business plan competition
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