Introduction to Technology Transfer
What is Technology (and Knowledge) Transfer?

Idea → Basic Research → Inventions & Discoveries → Maximize an Invention or Discovery

An essential component to Open Innovation!
General Idea:

Technology Creators

- Universities
- Research Institutes
- SMEs
- Large Companies

Transfer Experts

- Government
- Research Funds
- TTO
- Science Parks
- Incubators
- Accelerators
- Investors

Technology Seekers

- Start-ups
- SMEs
- Large Companies

Introduction to Technology Transfer
**Thought Process:**

1) Is this product/invention patentable?

2) Is there a market for this product/invention?

3) What is the right approach?
   - Is it possible to find a business interested in licensing, developing and commercializing this technology?
   - Should we start a new company?
   - Are there funding sources to help further develop the inventive technology?
Key Resources in the Technology Transfer Process:

- Professionals who analyze marketplace, develop business plans, and understand patent/licensing issues
- Attorneys to help with patent application process
- Experts in seeking venture/angel capital
- Accelerators, incubators and proof-of-concept programs to help advance technology and boost fledgling start-up companies
- Resources for connecting people and/or companies looking for new technology inventions; helping faculty further develop the technology pipeline.
Steps for Success:

- Patents/licensing agreements
- Proof of concept programs
- Industry partnerships
- Business plans
- Innovation/Entrepreneurship Initiatives
- Venture capital/patenting costs

Association of University Technology Managers
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