



PHL Tech Transfer Roundtable

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Professor & Head
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PHL Tech Transfer

Who am I?

- Since Jan 2015, the Head of the Grain Science and Industry Department
- From 2005-2014, Vice President and Research Fellow - Research, Quality and Innovation at ConAgra Foods
 - Responsible for product development, applied technologies, university relationships
- From 1991-2014, Various titles including Senior Director – Research & Development at Sara Lee Foods
 - Responsible for technical service, product development, regulatory affairs and quality assurance

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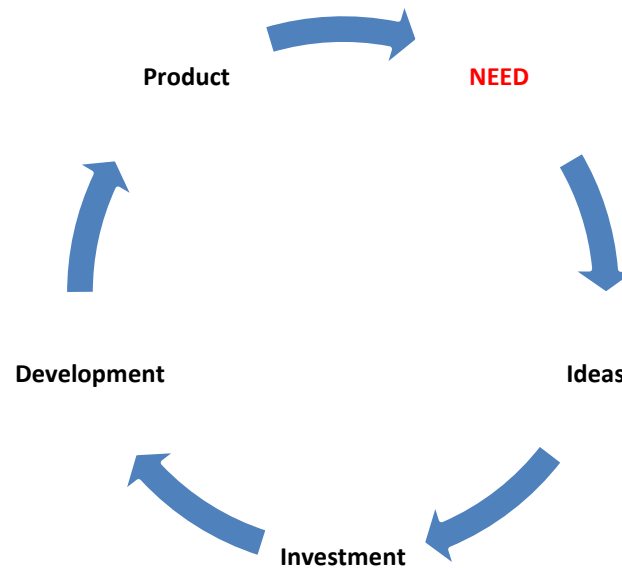
The agenda for the next two hours:

- | | |
|--------------------------------------|--------------------|
| I. Introduction/overview | 15:00-15:30 |
| II. Country team workgroups | 15:30-16:20 |
| III. Country team report outs | |
| a. Bangladesh | 16:20-16:30 |
| b. Ghana | 16:30-16:40 |
| c. Guatemala | 16:40-16:50 |
| d. Ethiopia | 16:50-17:00 |

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In many cases, effective tech transfer involves “commercialization” of goods or services.

Commercialization creates businesses which make, buy or sell goods and services in exchange for money.



If no profit is generated through the cycle, does a business exist?

Public Private Partnership Challenges

- 1. Pure market forces may be masked**
- 2. Enterprise management may not profit driven**
- 3. Innovation may not be fueled or driven by the market economy**
- 4. Major initiatives may be selected, prioritized and motivated by non-market considerations**
- 5. Capital may be allocated without balance sheet impact consideration**
- 6. Participant performance may be judged against different metrics**
- 7. For profit ventures often neutral or counter to perceived social benefits**

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Business Partner Considerations:

- 1. For profit enterprises**
- 2. Leadership duration can be short**
- 3. Short term ROI pressure is greater now more than ever**
- 4. To execute your project, something else will have to go**
- 5. Worldwide economic growth concerns impact investment**
- 6. Innovation and sustainability are modern “business buzzwords”**
- 7. Competition, other potential partners**
- 8. Alignment of technology with business strategy**
- 9. Follow the money to determine “true” business goals**

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-Meaningful to company and consumers?

- Where is the true value in the solution and where will value be realized?
- What is the estimated cost to the user?
- What is the estimated "simple" ROI?
- Who are the obvious partners to execute?
- What are other potential solutions and who could provide them?
- Competitive advantage? Duration?
- Strengths, Weaknesses, Opportunities and Threats (simple SWOT analysis)

-Manufacturers & supply chain

- Why is the technology not already in-market?
- What would facilitate current manufacturers interest in the market?
- Strategic fit?
- Outline of potential supply chain?
- Available profit at critical steps?
- Advantages of and barriers to in-country manufacture?
- Investment potential?

-Market /market development?

- Target customers?
- How will demand be created?
 - NGOs/extension
 - Pricing
 - Marketing/advertising
 - New distribution channels?
- Funding for demand creation?
- Initial size (years 1-3)? Potential size (after year 3)?
- Barriers to competitive entry?

-Basic business considerations

- Opportunity fit to strategy?
- Opportunity cost?
- Price elasticity?
- Profit model over time?
- Competitive threats?
- Regulatory pressure?
- Growth barriers/investment required?
- Next generation products?

CONSIDER IMPACT NOT ACTIVITY

PHL Tech Transfer Filters

-Meaningful to
company and
consumers?

- **Technology is answer to an obvious problem and well defined**
- Where is the true value in the solution and where will value be realized?
- What is the estimated cost to the user?
- What is the estimated “simple” ROI?
- Who are the obvious partners to execute?
- What are other potential solutions and who could provide them?
- Competitive advantage? Duration?
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PHL Tech Transfer Filters

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PHL Tech Transfer Filters

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Questions

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Your Task

- Divide into country groups
- Identify 1 or, no more than, 2 technologies to be brought forward during years 4 & 5
- Go through questions for each of the four major points – what is known, what is guessable, what is completely missing
- In 10 minutes at the end of the session, convince us that you have a great strategy to help move a product towards a market