How Making the Connection Relates to Technology Transfer
How Technology Transfer Relates to Making the Connection
Overview

• Tech Transfer: A Two-Way Street?
  • Identifying the State of the Art
  • Accessing Corporate Leads
  • Developing a Market Survey
  • Non-License Wins

• Ancillary Relationship Examples

• Pre-disclosure/No-Disclosure Access
Tech Transfer: A Two-Way Street

Simplified Commercialization Process Flow

• Traditionally Viewed as One-Way Street
• Push Marketing can be Tough – Not Everything will be Licensed
• Question Becomes…. Is It Worth the Effort?
Tech Transfer: A Two-Way Street

Additional Value Components

- Identifying the State of the Art
  - Patentability Analysis - Patent Tree Analysis - Prior Art Search
  - Determine What is Going on in the Landscape and Who is Interested
Additional Value Components

- Accessing Corporate Leads
  - IC Staff Actively Market to 350-500 Unique Companies Per Year
  - Establish “Live” Point of Contact for Each Company (CTO, R&D Director, etc.)
Tech Transfer: A Two-Way Street

Additional Value Components

- Developing a Market Survey
  - Distill all of the Data Collected during Non-Confidential Discussions with Leads
  - Helps Establish Commercial Relevance, Market Direction, Specific Needs of Industry
    - Most Importantly: Intro KSU Researchers to Their Corporate Counterparts
Tech Transfer: A Two-Way Street

Additional Value Components

- **Initial Goal is to Deploy Technology for Public Utilization and Return to Institution**
  - Doesn’t Always Happen – 31 Options/Licenses Per 100 Disclosures (36th)
  - **Non-License Wins** – Return the Added Value Components to Researchers
  - Help Generate Relationships and Additional Funding Opportunities Beyond Licensing
Ancillary Relationship Examples:

- Aarushi Gupta: Company Lead Connection, Chemistry
- Lindsay Biggs: Grant Support Connection, Plant Path
- Ken Williams: Continued Refinement via PhD Candidate, Animal Science

Internal Connections with Others:

- Make intros to PreAwards, KSURF, KSUF, OCE, KBED, and others
Pre-Disclosure / No Disclosure Access?

• Can help facilitate discussions along with KSURF about:
  • Patentability
  • Marketability
  • Potential Technical Points of Contact
  • Processes

• Contact Info:
  • ken@ksu.edu
  • (785) 532-3906