



How Making the Connection Relates to Technology Transfer

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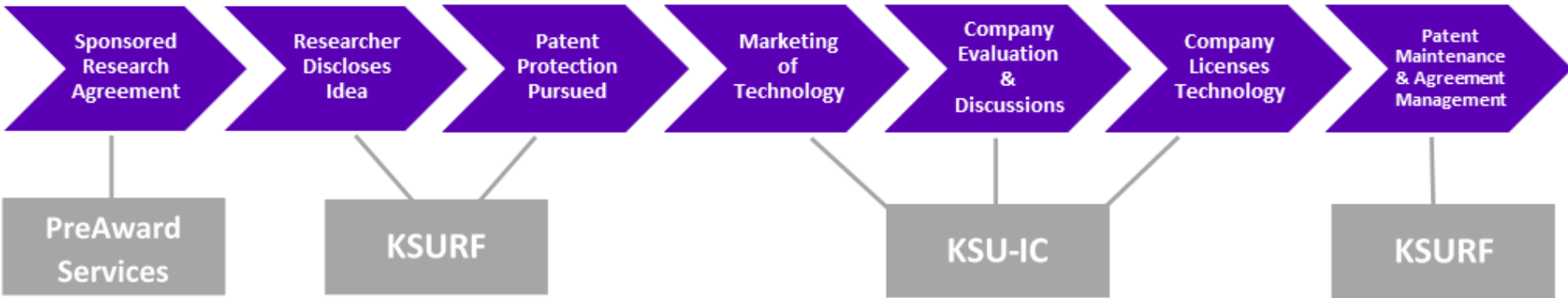
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- Tech Transfer: A Two-Way Street?
 - Identifying the State of the Art
 - Accessing Corporate Leads
 - Developing a Market Survey
 - Non-License Wins
- Ancillary Relationship Examples
- Pre-disclosure/No-Disclosure Access

Tech Transfer: A Two-Way Street

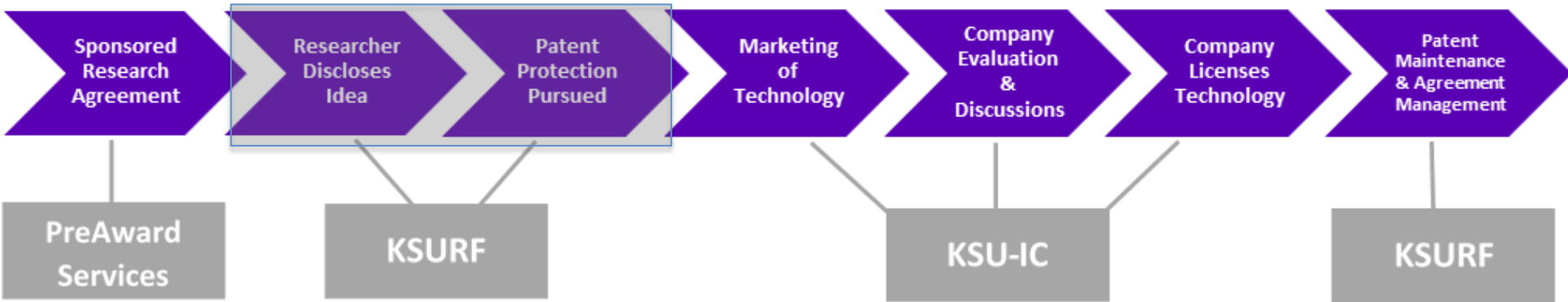
Simplified Commercialization Process Flow



- **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

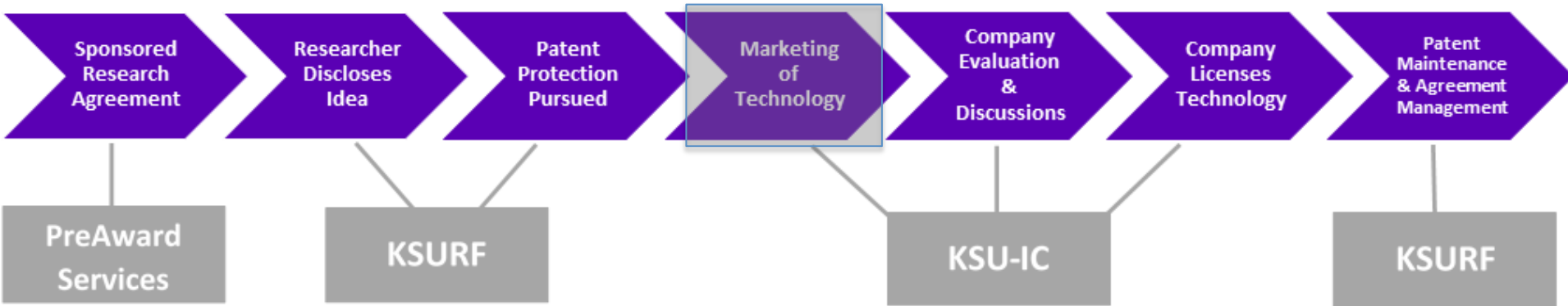
Additional Value Components



- **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

Tech Transfer: A Two-Way Street

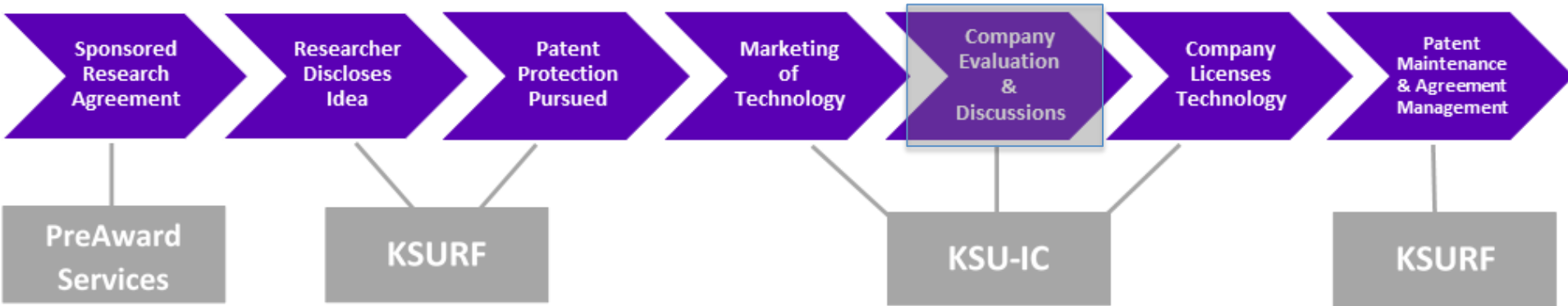
Additional Value Components



- **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.)

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Additional Value Components

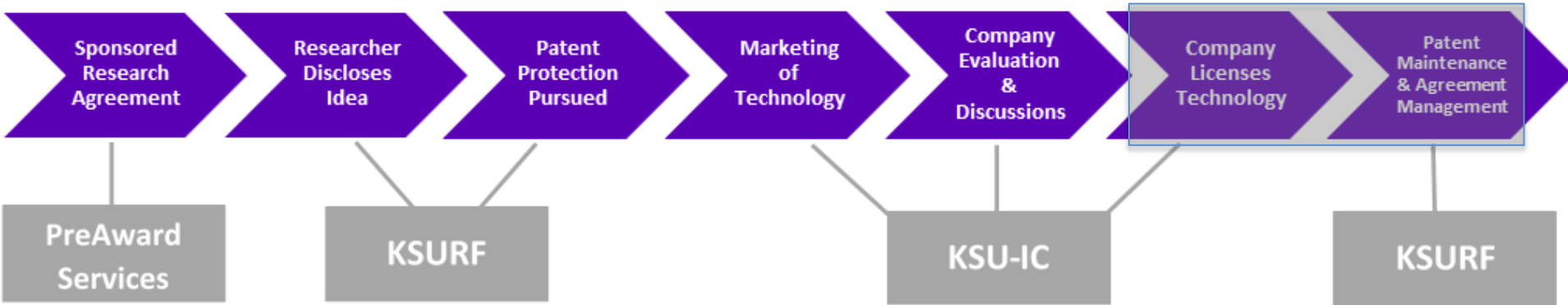


- **Developing a Market Survey**

- 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

Tech Transfer: A Two-Way Street



Ancillary Relationship Examples:

- Aarushi Gupta: Company Lead Connection, Chemistry
- Lindsay Biggs: Grant Support Connection, Plant Path
- Bret Ford: Animal Health Leads, Vet Med
- 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:
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 - (785) 532-3906