
What Entrepreneurial Partners Look for in Technology Commercialization

Federal Laboratory Consortium

Portland, Oregon

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What Entrepreneurial Partners Look for in Technology Commercialization

Commercialization of Government Technologies

Discussion Topics

- What the Entrepreneur Needs vs. Tech Transfer Offices
- The Commercialization Process
- The Value Proposition
- The Value of Patents
- Lessons from the Trenches

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Discussion Topics

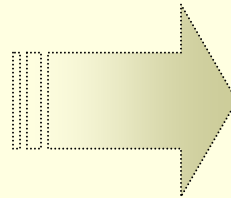
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The Commercialization Process

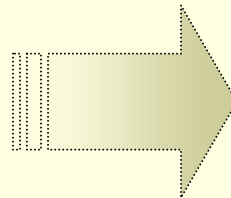
Government Location

1. R&D Project
2. Technology Success
3. Initial Prototype
4. Filed or Issued Patents
5. License to Market
6. Tech Transfer Process
7. (CRADA)
8. License Maintenance
- 9.
- 10.

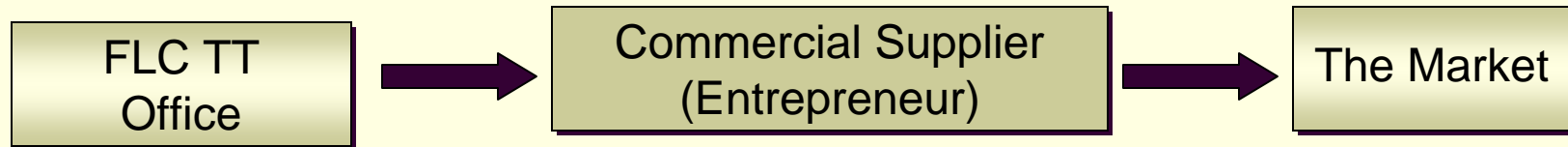


Saleable Item

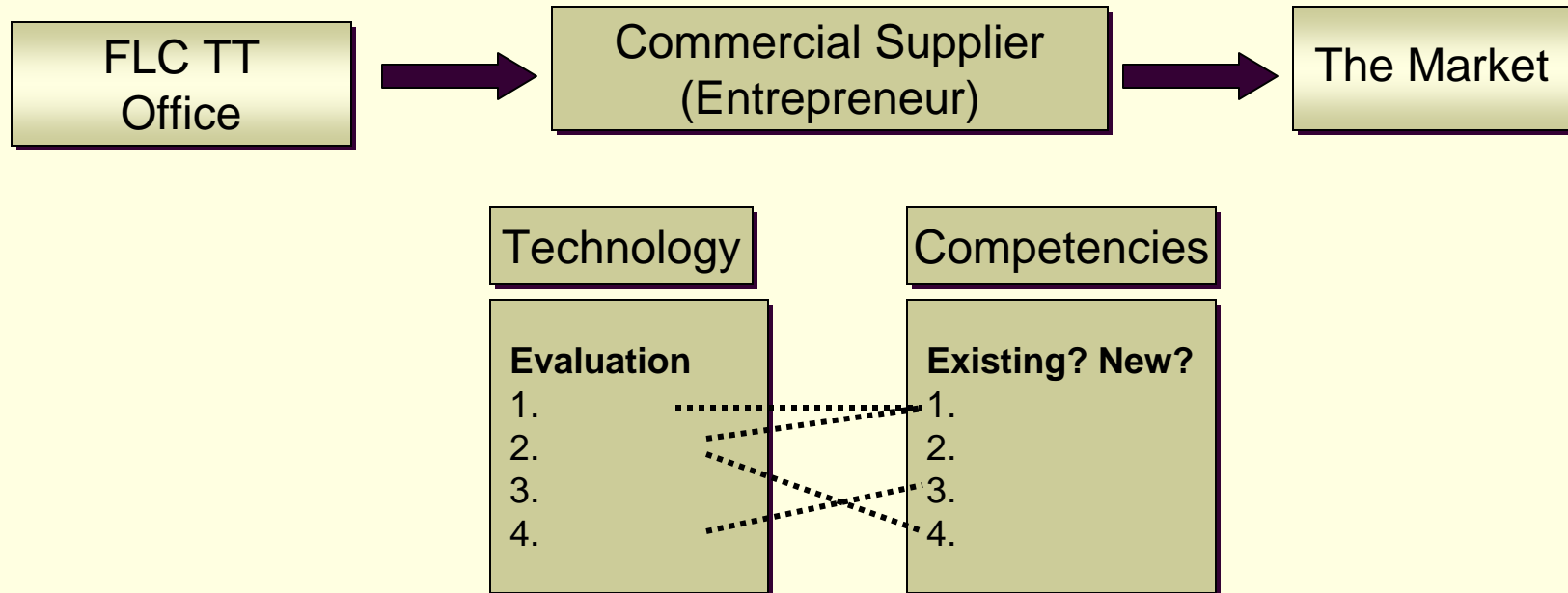
1. Technology Evaluation
2. Patent Evaluation
3. Market Analysis/Risk
4. License Terms
5. Product Modernization
6. Funding
7. Skills, Knowledge
8. Competitive Risk
9. Development Risk
10. Facilities-People-Equip



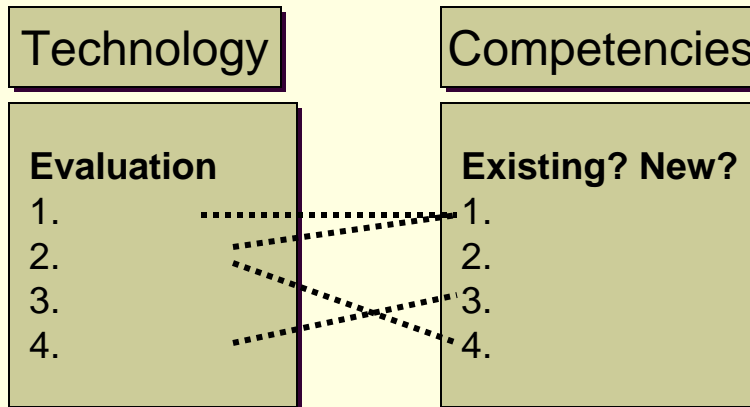
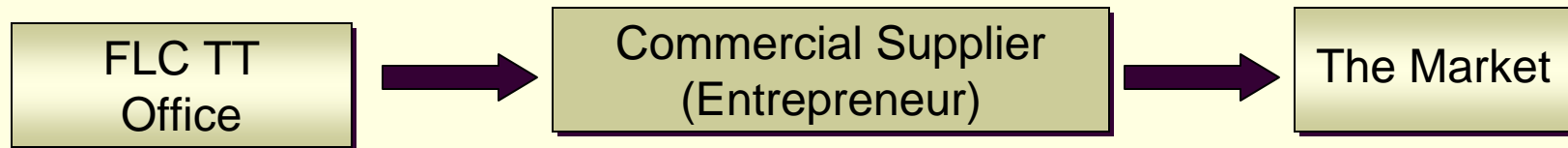
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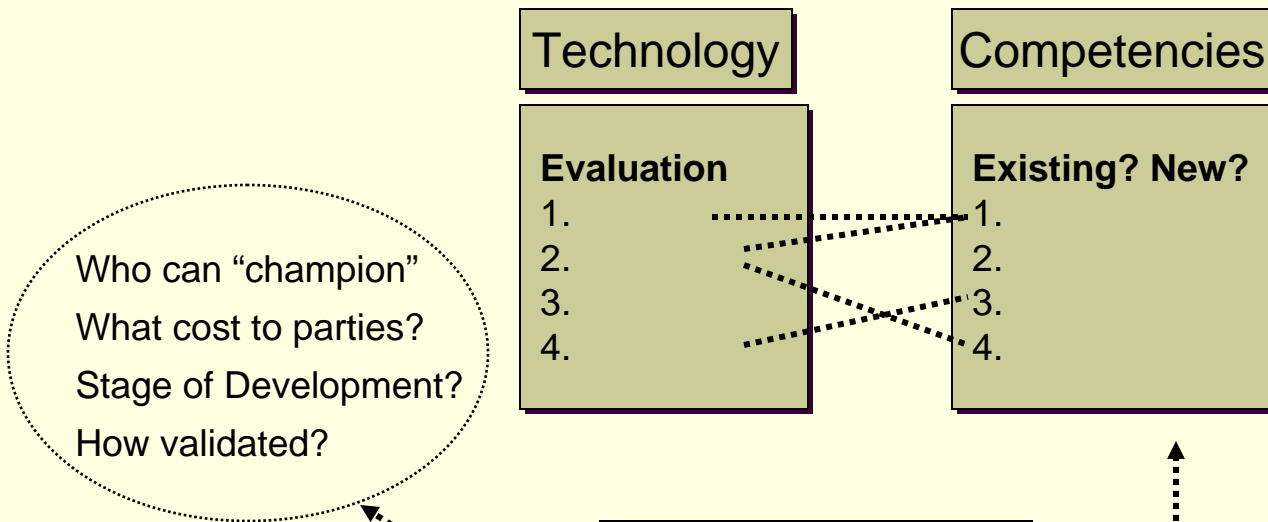
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Is there a match?

Does the technology fit easily or is it going to take a new organization?

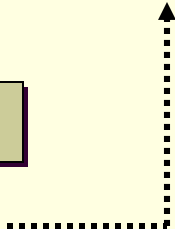
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Who can "champion"
What cost to parties?
Stage of Development?
How validated?

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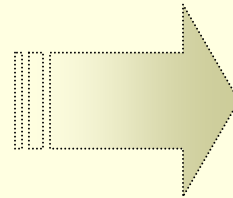
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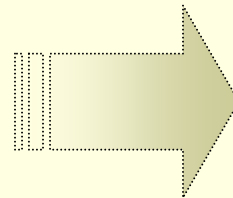
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The Commercialization Process

Government Location



Saleable Item



The QwikLite Bioluminescence Toxicity Test



A unique test for determining toxicity using bioluminescent dinoflagellates - a tool to assess the environment.

QwikLite tests are easy to set up and inexpensive compared to traditional tests. A savings of \$3 M over 5 years of use.



IOC 1997. Working units at Puget Sound & Norfolk Naval Shipyards. Commercialized.

Pollution Abatement Ashore

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The QwikLite™ 200 Biosensor System



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The Value and Limitations of Prototypes

Prototype Uses

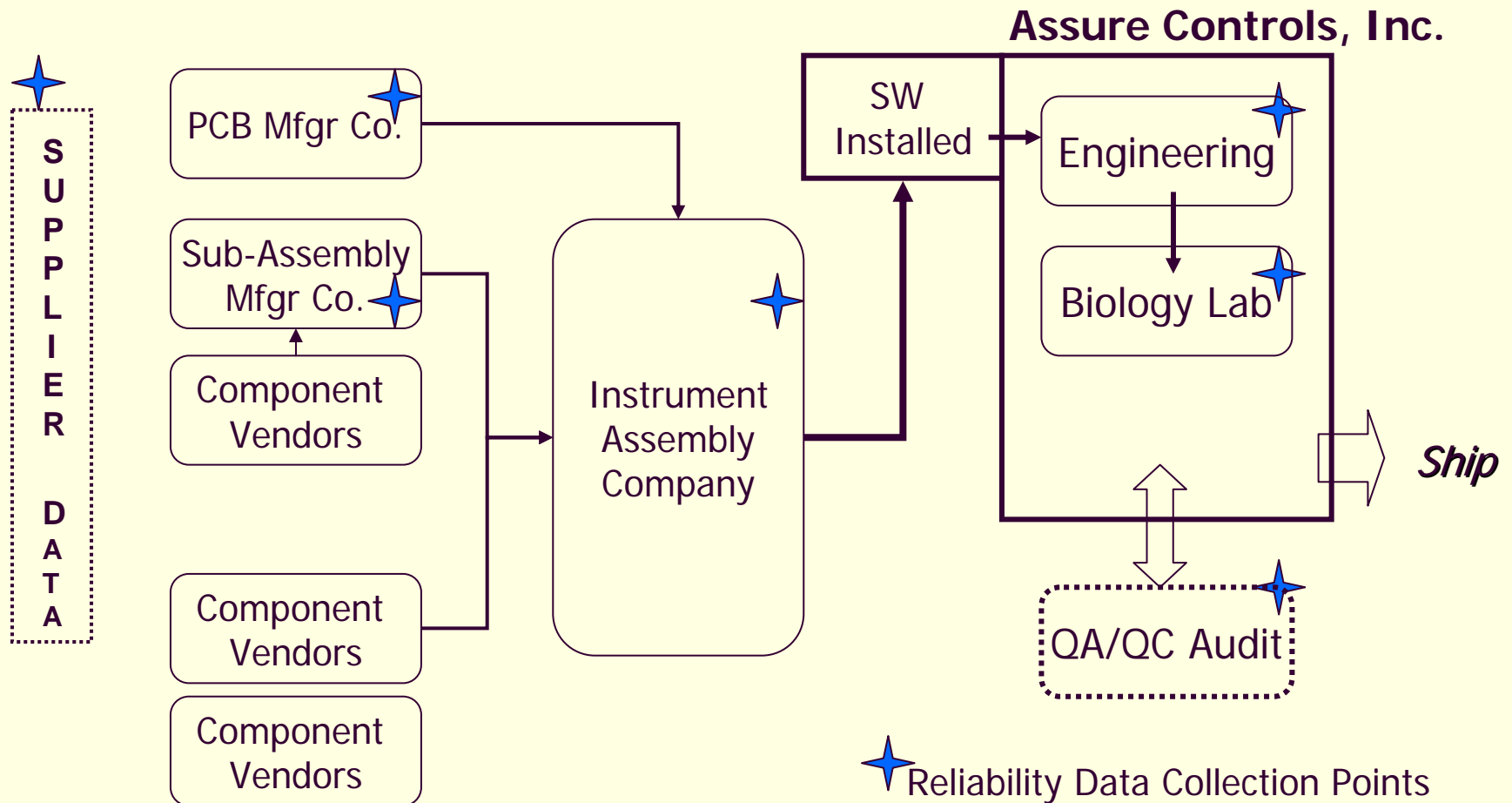
- Component Testing (~10)
- Biological Testing
- Validation, Verification tests
- Fit and Finish (color, materials)
- Small parts design & fabrication (~20)
- Pricing Estimates
- Reliability analysis (QA/QC planning)
- Customer reactions, feedback
- Software operating system development
- Data collection, historical data review
- User Interface design optimization
- Marketing materials
- Key customer evaluations
- Trade shows and conventions
- Laboratory validation (DTKs , SOPs)
- Financial planning

Manufactured Product

- Final Validated Components
- Biological Testing Specifications
- Product Specifications
- Metal Case
- Internal (QA/QC tracking)
- Software enhancements via USB
- Data collection ~ 10 years of tests
- User Interface in multiple languages
- Shipments to Customers

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Quality Assurance/Quality Control Plans



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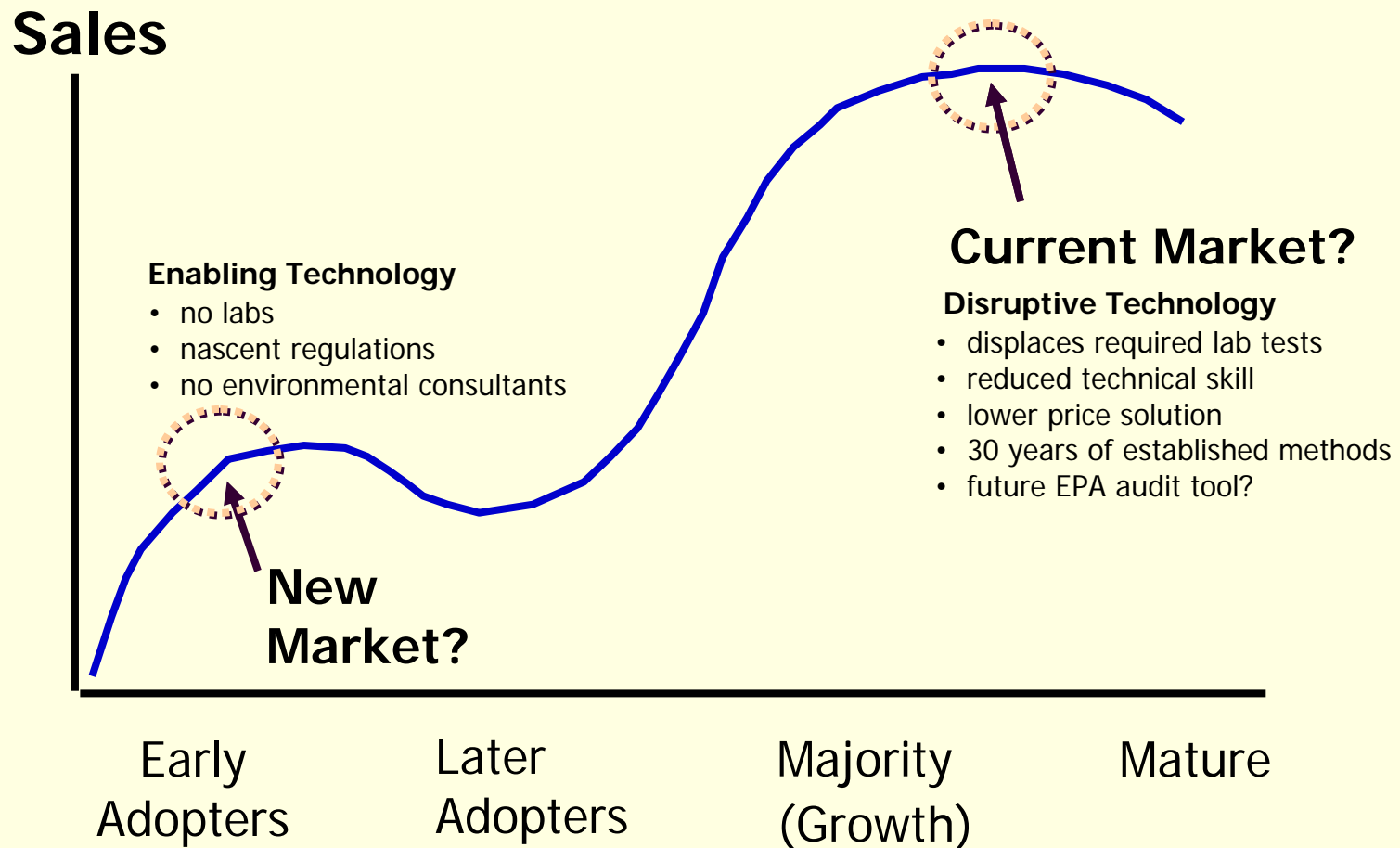
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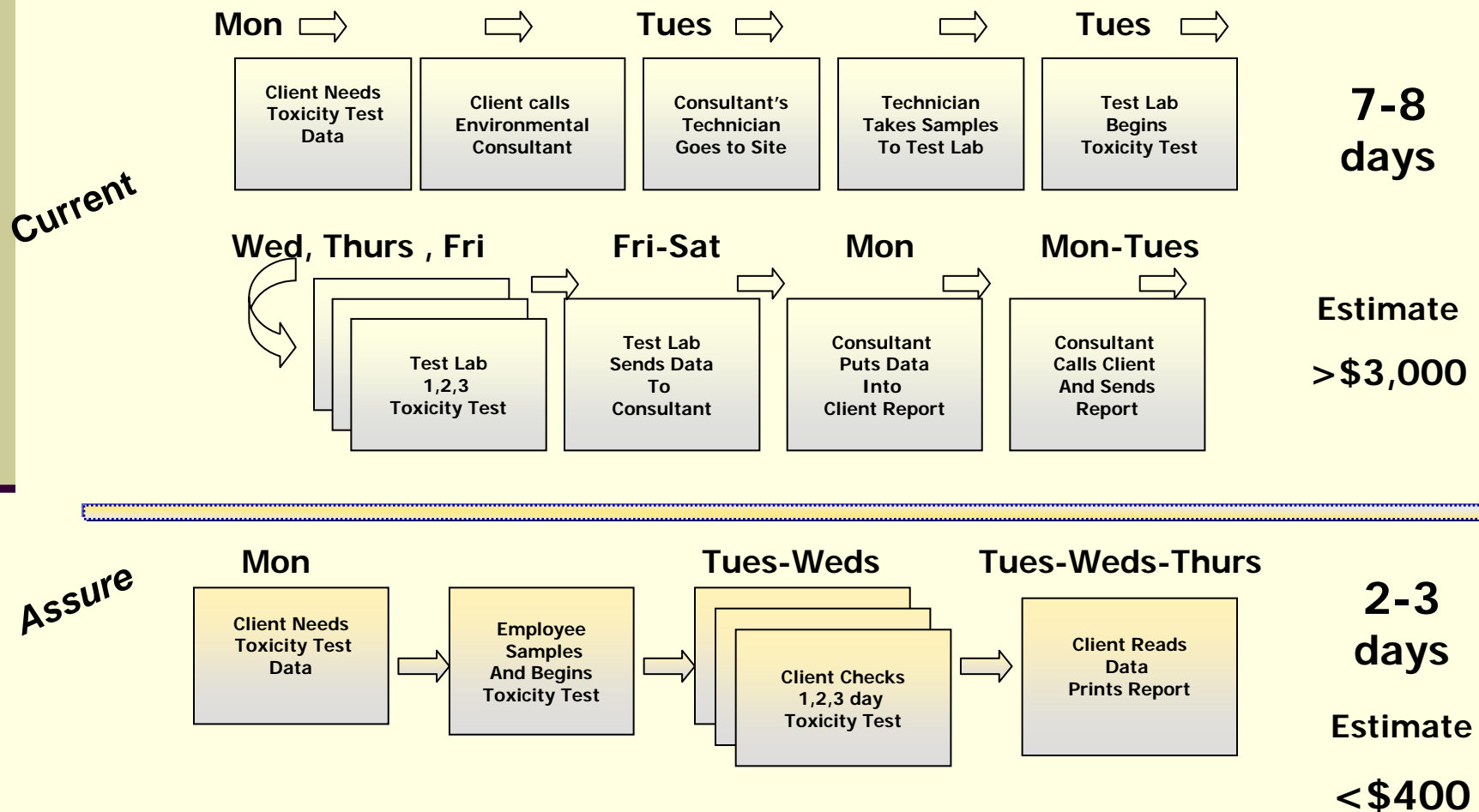
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The Value Proposition



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The Value of Patents

- Intellectual Property is Essential to New Companies
- TTO Must Establish Value of the Technology First
- Patents Cost Money ~\$30k
- The Savings to the Entrepreneur is Completed R&D (\$M)
- The Value of Patents is the Right to Sue for Infringement
- Patents Don't Guarantee "Value", They Provide Insurance

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Lessons from the Trenches

- Availability of an Active Principal Investigator
- Do the Patent Work for the Entrepreneur (and expense)
- CRADA is valuable
- Pitch the Business, not the Technology