

Technology Transfer Triage Exercise

Elena Andonova, Chris Moody 25th January 2011

Practical Exercise

- Disclosure Triage Part 1: How to allocate limited resources across a number of technology opportunities.
- Please read the outline descriptions of technologies on the following slides.
- Each of these is a disclosure to your technology transfer office; a new project for you to work on. As the team in the TTO, you need to decide how to allocate your time and other resources to each of these projects. Which is best? Which is worst? How do you work this out? What factors do you take into consideration? You need to decide which are the highest priorities for you.
- Please prepare to explain how you assessed each disclosure.

Practical Exercise

- 1. Camera Projector
- A researcher in the Department of Electrical Engineering brings to you a working prototype of a digital camera modified to be used as a digital projector for PowerPoint presentations for example. The invention is unpublished and is the work of a team of researchers involved in European Framework funded research programme. The invention is patentable. There is clear demand for the technology as a portable replacement for digital projectors; it works!

Practical Exercise

- 2. Malaria Invention
- A team of researchers in the University's Research Centre for Tropical Diseases arranges a meeting with you to discuss very impressive new, unpublished results for a new vaccine candidate for anti-malaria vaccination, twice as effective as other vaccine candidates in clinical trials. The Professor has filed a number of patent applications with you before on her other vaccine work, and is a consultant to a global pharmaceutical company. The team are committed to working with you to file patents and get the technology to the market.

Practical Exercise

- 3. Submarine
- A retired medical doctor who used to be one of a team of doctors at the University Student Medical Centre, brings a model for a new submarine design based upon the invention that the submarine is more efficient if it has a vertical hole through the body of the submarine. His invention was made whilst he was on a dolphin watching holiday, when he observed how well dolphins move with a hole in the top of their bodies. The Doctor has done a patent search in his local library and identified no prior art. He has produced the model under strict confidentiality conditions at home.

Practical Exercise

- 4. Tent
- A team of researchers in your university has designed a new, lightweight, rapidly erected tent for all applications from leisure to defence. The requirement for an easily transported and rapidly erected tent or shelter system is essential for military and emergency aid situations, civilian applications and the leisure industry. Using a series of simple mechanical linkages a 2D sub-unit can be easily expanded to provide temporary accommodation of high strength suitable for use in a wide range of climatic conditions. The invention is patentable.

Practical Exercise

- 5. Smart Meter
- Researchers at your university have developed a metering device which helps consumers identify the use, or more appropriately misuse, of appliances in the home and work environment. The “Smart Meter” tells consumers which electrical devices are switched on and how much power they are consuming at any point in time, and over time. Meters are currently available to measure electricity supply but only provide information on total consumption in half-hourly periods. By altering behaviour when using electricity the consumer can significantly reduce their consumption, save money and reduce their CO2 footprint. Until now, there hasn't been any easy and readily available product for the consumer.

Practical Exercise

- 6. Multiple Sclerosis Disease
- Researchers in the University's Department of Public Health have developed a questionnaire for the specific measure of health status of patients with Multiple Sclerosis. The researchers receive many requests to use it, and they want advice on how to commercialise it. There have been numerous academic journal publications on the questionnaire as it has evolved over time, and been used in different patient studies. It contains 25 questions, covering 8 aspects of quality of life. The instrument was developed on the basis of interviews with people diagnosed with the disease. It has been widely validated, and translated into over fifty languages.

Practical Exercise

- Ranking Table

<i>Team</i>	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>F</i>	<i>G</i>
1							
2							
3							
4							
5							
6							

Practical Exercise

- Disclosure Triage Part 2: How to decide the right 'route to market' for a number of example technologies.
- Select one / two of the projects from Exercise (a) and prepare a plan for how you are going to manage the commercialisation of the project. Describe how you plan to evaluate, protect, and market the project. What is the route to market for the technology?
- Please prepare to explain how you will commercialise the project.

Practical Exercise

- Allocating Resources for Maximum Benefit
- Julie Watson & Beth Fordham-Meier, Wake Forest University, 1995

- IP Protection
- Urgency
- Novelty
- Inventor
- Market Size
- Expertise of Technology Transfer Person

- When to say Yes
 - Protectability
 - Sufficient Novelty & Market Size
 - Consistent with Institutional Mission