



TECHNOLOGY & VENTURE COMMERCIALIZATION

THE UNIVERSITY OF UTAH

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New Opportunities - Creating
Corporate/University Partnerships

Know What You Have to Offer

- What is the stage of development of the research
- What products or services does the research relate to
- Do you understand the industry(s) this product or service will fit into
- What is the cost of commercialization; by phase of development
- What is the current state of the market
- Will your invention create incremental or disruptive change
- Is there strategic value for industry to your research

Know What You Want

- Are you trying to fund basic science, translational science or something else
- Are you trying to create a product or service
- Do you ultimately intend to license the technology
- Do you ultimately intend to launch a start-up

What Unique Assets Does the University Have

- Research cores
- Institutes
- Graduate students
- Other

Partnering Issues

- Deal structure
- Indirects
- IP rights
- Conflicts of interest
- Other

Helpful Strategies

- Manage expectations up front
- Make sure you understand what your partner values
- Responsiveness
- Single point of contact
- Speak a common language
- Align incentives



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