





# Commercialization Roadmap



INVENTION DISCLOSURE

## Invention or Idea?

MARKETING AND LICENSING

Existing Corporation - University Spin-off  
Milestone Payments, Additional (Fees)

Kick-Off Meeting

### DUE DILIGENCE REVIEW

#### External Considerations

- Commercial Assessment
- Patent Assessment
- Technical Assessment
- Regulatory Requirements
- Funding Needs/Availability

#### Internal Considerations

- Inventorship
- Champion/Inventor
- Prior Governing Agreements
- Pending Disclosures

IDENTIFIED NEED & PATH TO MARKET

ADDITIONAL TECHNOLOGY DEVELOPMENT REQUIRED

PATENT PROTECTION

If INVENTION (i.e. reduced to practice) proceed to Commercialization Roadmap.

If IDEA ONLY...are there clearly defined plans for development?

DEVELOPMENT PLAN  
{ Proof of Concept -- Prototyping }  
{ Safety -- Efficiency -- Optimization }

Technical Success?

Yes

No

No Go

## "Go" or "No go"

RELEASE INVENTION



# Commercialization Roadmap

INVENTION DISCLOSURE

**MARKETING AND LICENSING**  
Existing Corporation -- University Spin-off  
{Field of Use, Geographic Region, Up-Front Fees, Milestone Payments, Additional Research, Royalties}

## DUE DILIGENCE REVIEW

### External Considerations

- Commercial Assessment
- Patent Assessment
- Technical Assessment
- Regulatory Requirements
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### Internal Considerations

- Champion/Investor Participation
- Prior Governing Agreements
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IDENTIFIED  
NEED &  
PATH TO  
MARKET

**Always Market Focused!**

No Go



PATENT PROTECTION

Yes

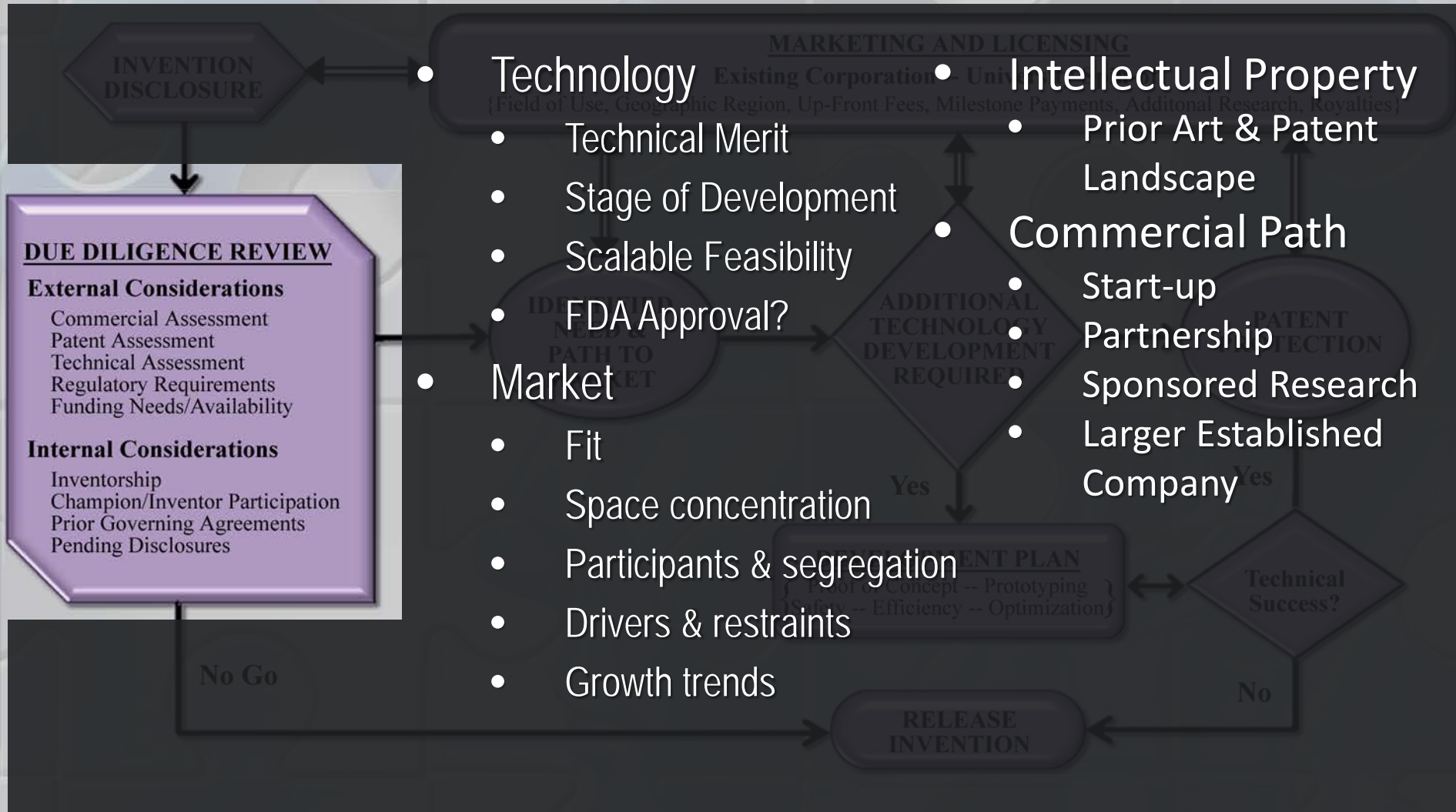
Technical Success?

No





# Commercialization Roadmap





# Commercialization Roadmap

Technology "passes" the rigorous vetting process. Great! Now what?

MARKETING AND LICENSING  
{Field of Use, Geographic Region, Up-Front Fees, Milestone Payments, Additional Research, Royalties}

## DUE DILIGENCE REVIEW

### External Considerations

- Commercial Assessment
- Patent Assessment
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IDENTIFIED  
NEED &  
PATH TO  
MARKET

Formal Follow up meeting  
with the inventor(s) to gauge  
entrepreneurial interest.

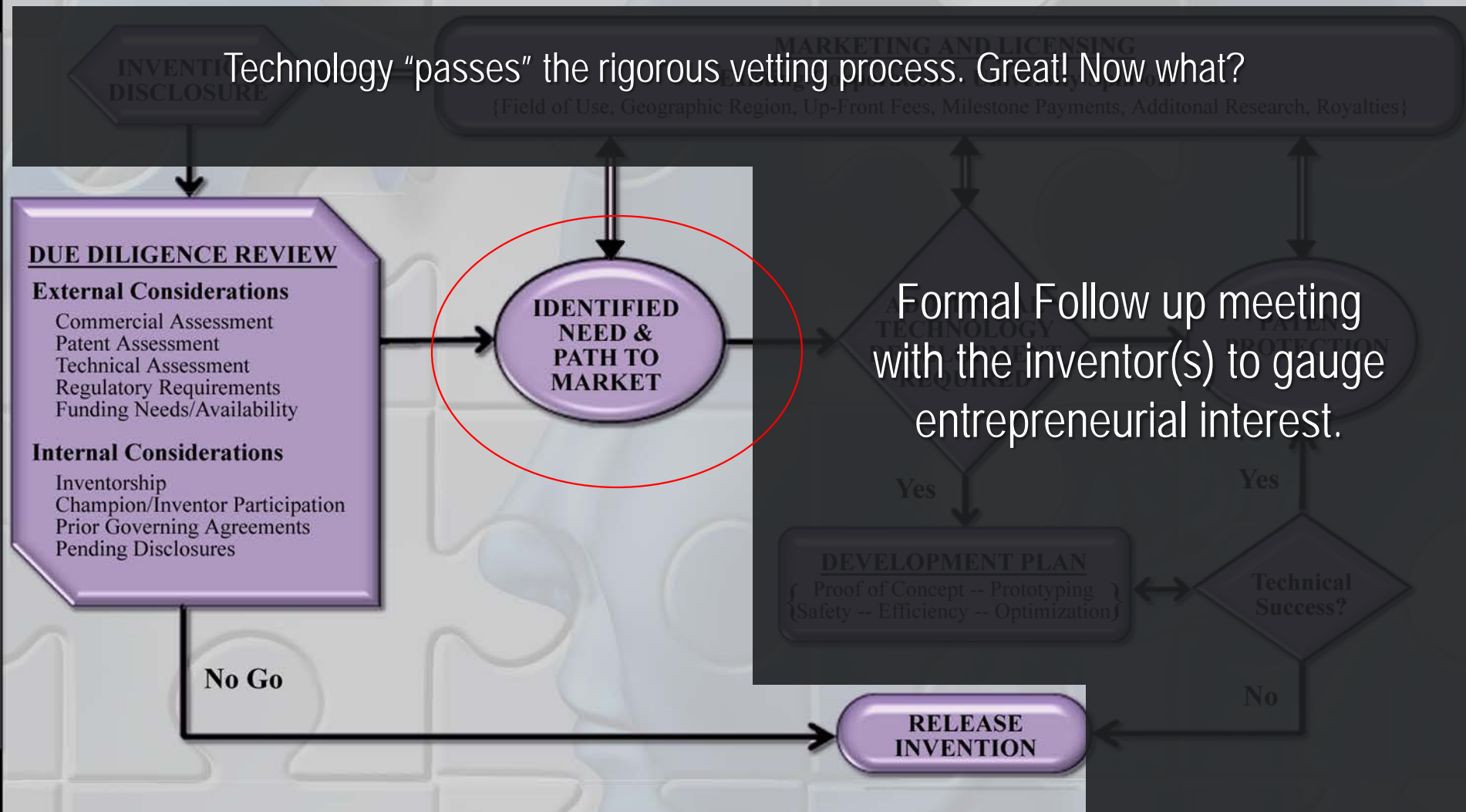
## DEVELOPMENT PLAN

{Proof of Concept -- Prototyping}  
{Safety -- Efficiency -- Optimization}

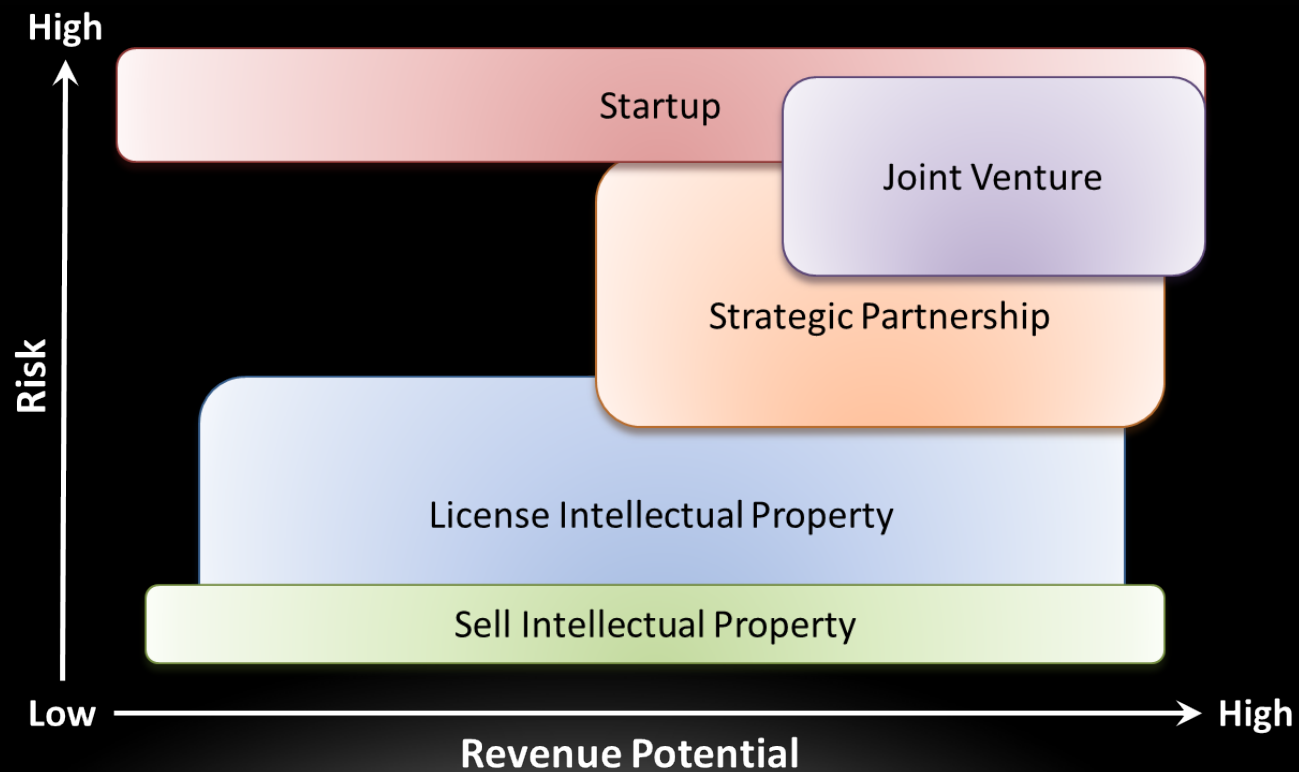
Technical  
Success?

No Go

RELEASE  
INVENTION

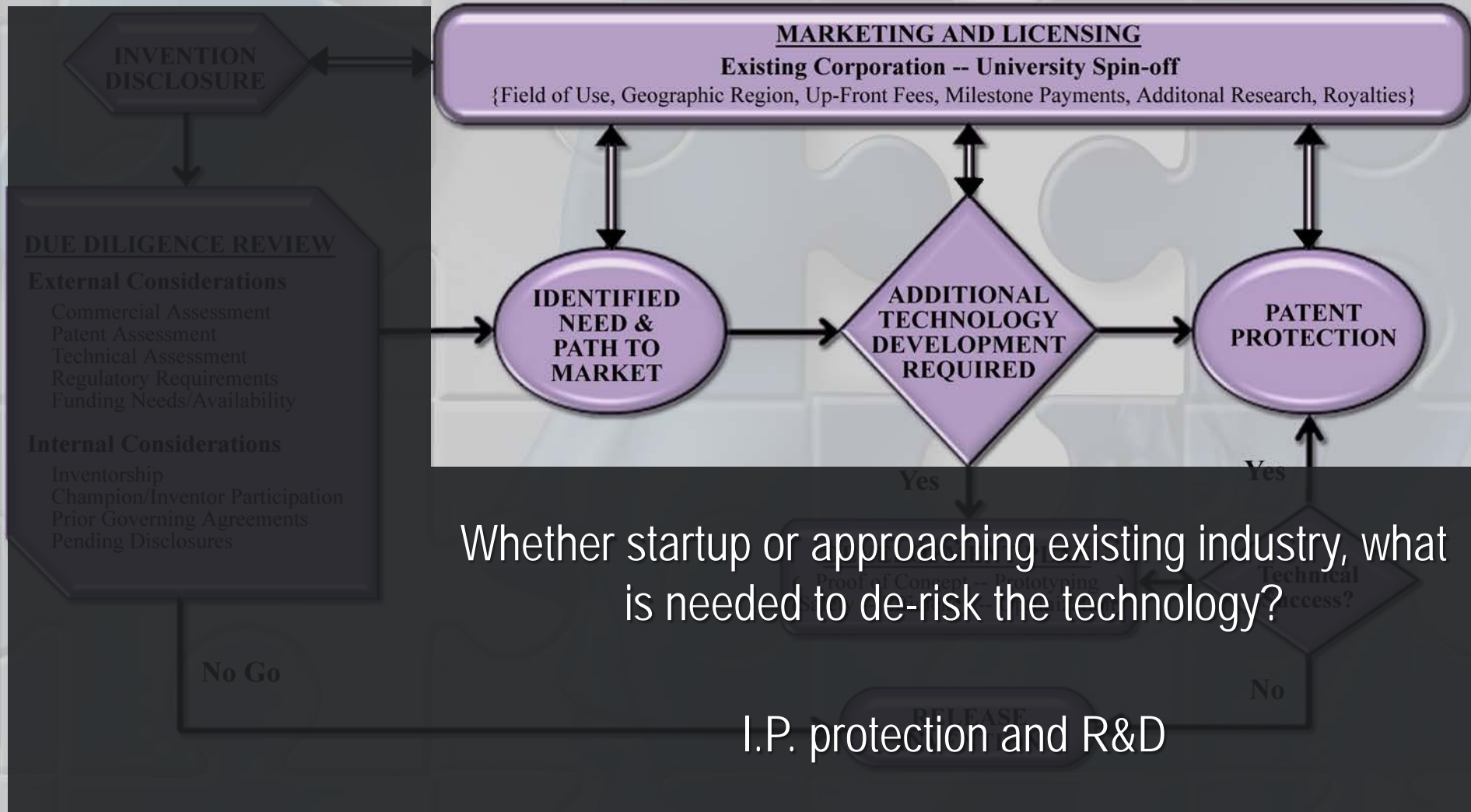


# Vehicle to Market: Risk-Revenue Potential





# Commercialization Roadmap







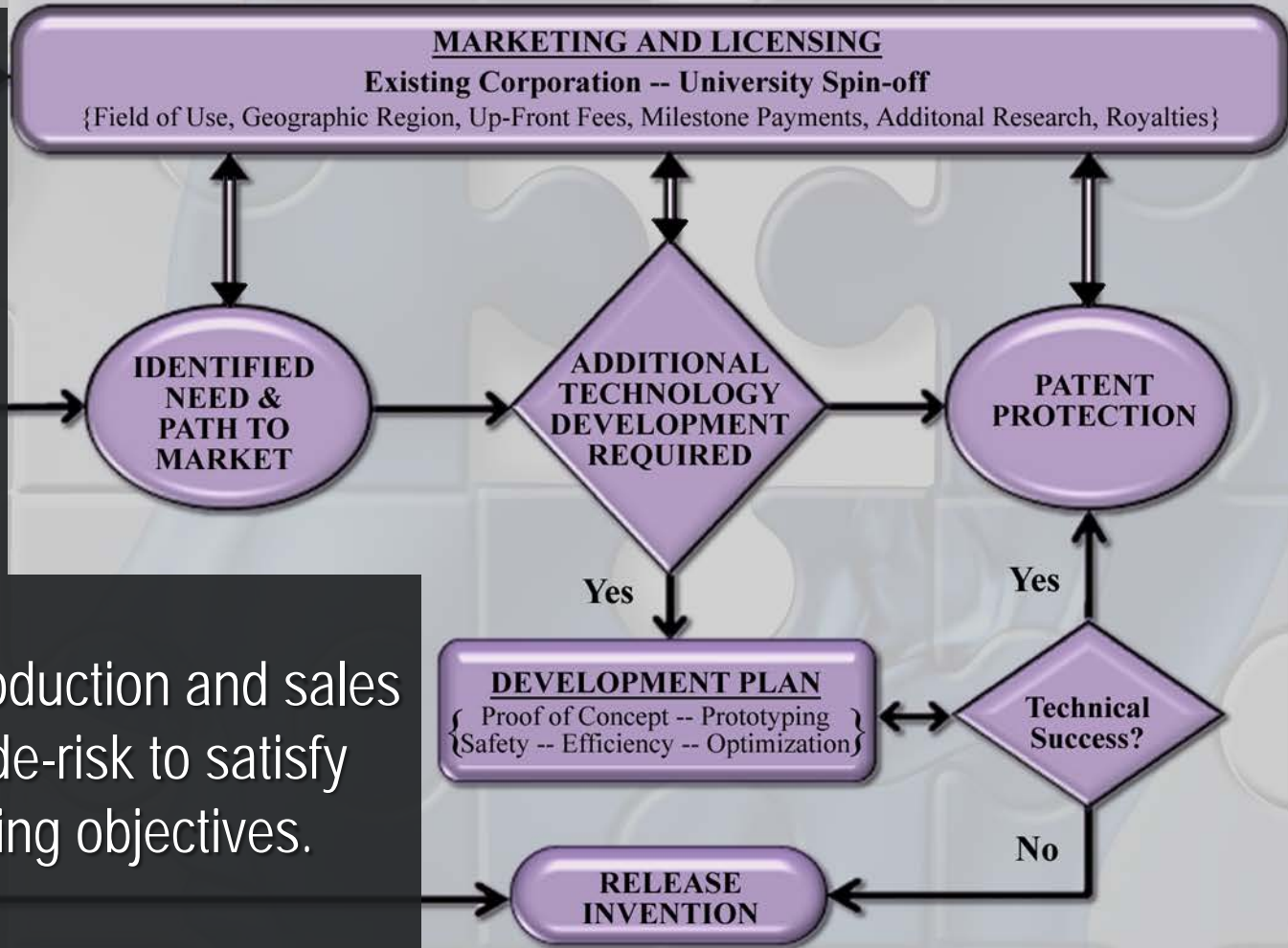
# Commercialization Roadmap

Cycle of Design, Implement, Test, Adapt until asset is sufficiently refined, validated and protected.

External Considerations  
Patent Assessment  
Investment  
Development  
Funding Needs/Availability

Internal Considerations  
Inventorship  
Champion/Inventor Participation  
Prior Governing Agreements

R&D and possibly production and sales until asset has been de-risk to satisfy exit strategy or licensing objectives.







# OFFICE OF INTELLECTUAL PROPERTY MANAGEMENT

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