



# Accelerating University Technology to the Market

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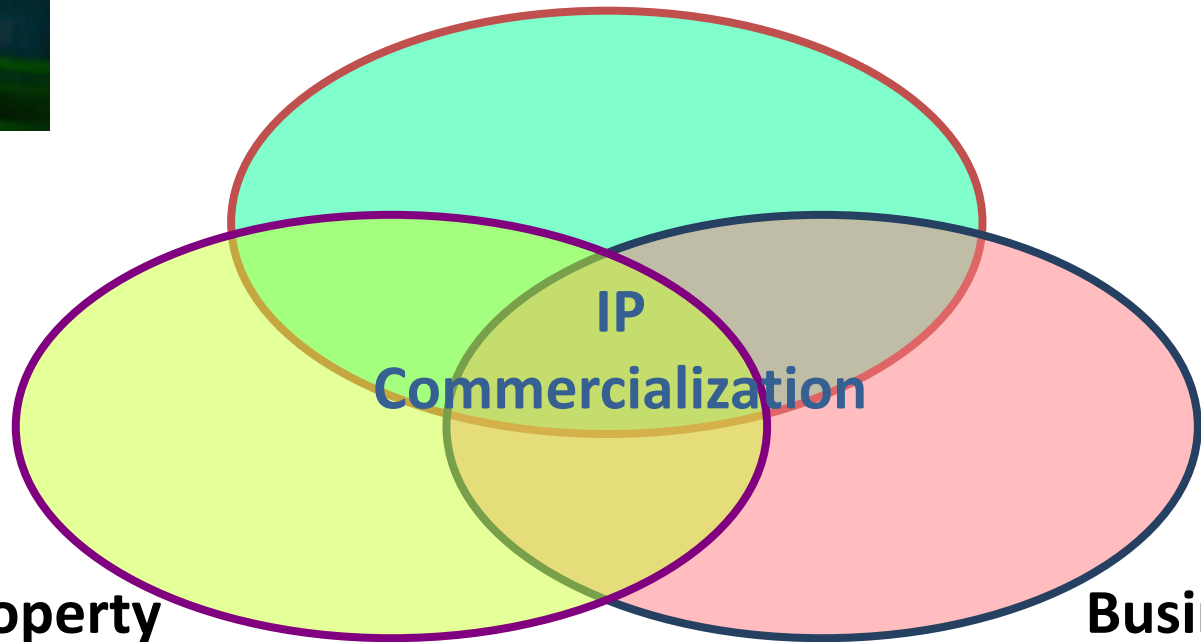
**Lead Consultant - IP Commercialization**

**Partner, ET Cube International**

# Innovation Management



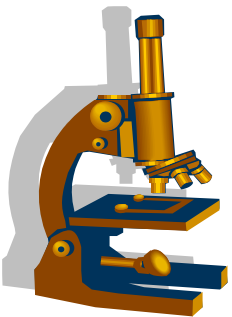
**Technology**



**Intellectual Property**

**Business**

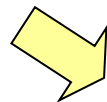
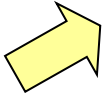
# From Laboratory to Market



**R&D**



**Patent protection**



**Licensing**



**Start-up/ Spin-off**



**Commercialization**



# Effective Commercialization Strategies

Based on good understanding of:

- Competitive advantages of the technology
- Economic value of the technology
- IP Protection (Patent and others) and its value
- Market
- Impact
- Feasibility and scalability

And finding:

- Funding opportunities
- Potential partnership (licensees, R&D collaborations)
- Common ground for collaboration (Negotiation)

# Thank you for your attention

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