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D3.6 IP Valuation and Commercialization Strategy for Selected Research Teams

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Abstract	IP Valuation and Commercialization Strategy
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v.01	01/07/2017	First draft version	IST (Luis Caldas de Oliveira)
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v.03	31/07/2017	Final Proposal Version by IST	IST (Luis Caldas de Oliveira)
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1. Criteria for Team Selection

1.1 Team Requirements

Each team must be composed of 2 to 4 persons with, at least, 1 faculty staff member and 1 PhD student. The team must present one technology for which they possess some type of intellectual property (including trade secrets) and that it is susceptible of industrial application. The team should also select the most valuable real-world application (use case) for the technology.

1.2 Application Form

To apply for the program, the teams must fill an application form composed of two parts.

The first part aims to identify the team, the technology and the selected application with a set of open questions for free text answers:

1. Title for the project or technology
 - a. Short name (acronym)
 - b. Long name
2. Team members
 - a. 1st Team member: Name, Position, Background
 - b. 2nd Team member: Name, Position, Background
 - c. 3rd Team member: Name, Position, Background
 - d. 4th Team member: Name, Position, Background
3. Technology
 - a. General domain of the technology
 - b. Specific technology name
 - c. Technology description
 - d. What the technology enables
 - e. Comparable or alternative technologies
 - f. Key performance indicators
 - g. Public information on the technology (papers, patents, etc.)
 - h. Background and partners involved in the development of the technology
4. Application
 - a. Problem addressed
 - b. Proposed solution
 - c. Potential customers
 - d. Regulatory issues or other barriers



The second part is a sequence of closed questions allowing only yes/no/don't know answers.

1. Team

- The team has all of the required competencies to take the technology to market?
- Is the team willing to take the technology to the market?
- Are all inventors or creators of the technology/idea included in the team?
- All team members are creators or inventors of the technology/idea?
- At least one of the team members has a PhD degree?
- At least one of the team members was involved in a startup?

2. Technology

- Did your team disclosed the solution, or part of it (paper, thesis, reports, proposal, talk, etc.)?
- Did your team submit a patent with the proposed solution?
- Can you identify variations of the proposed solution to achieve the same result?
- Is the technology an improvement over an existing one?
- Is the technology essential to life or to a business?
- Is the new solution an improvement of an existing product or service?
- Is it easy to design an alternative solution to the same problem?
- Does the new solution require access to existing IP?
- Can the solution be easily copied?

3. Application

- The solution fulfils a need of the market (market pull)?
- Is it the perfect solution to the problem?
- The solution provides long-term benefits?
- The solution provides short-term benefits?
- The solution provides short-term cash returns?
- The solution provides returns to justify investment?
- The solution requires initial investment greater than \$1m?

4. Market Barriers

- The solution has regulatory issues?
- The solution still has some technical issues?
- The solution may have negative long-term impacts?
- The solution is easy to implement?
- The solution requires no change in current customer workflow?
- The solution needs to be adapted to each customer's processes?



5. Sales Potential

- Is it easy to sell?
- Is there a strong market need?
- Is it cheaper than existing solutions?
- Is it better than existing solutions?
- Are there any existing solutions available? (if so, elaborate)
- Is there customer resistance expected?
- The time to first sale is less than 1 year?
- Is the global market (TAM) greater than \$1b?
- Is the market very competitive?
- Can the solution have a 20% share of the serviceable market (SAM) in 5 years?

1.3 Application Assessment

The applications will be assessed in 5 categories: team, technology, application, market barriers, and sales potential.

The yes/no/maybe questions will provide a baseline for the assessment that can be adjusted by a tech-transfer expert.

A successful application should have a minimum score of 75% in all 5 categories.

The 5 categories will have the following weights in the final assessment.

1. Team – 30%
2. Technology – 20%
3. Application – 20%
4. Market barriers – 15%
5. Sales potential – 15%



Annex I – Application Form

APPLICATION FORM

IP valuation and development of Commercialization Strategy

Title for the project or technology

Short name (acronym)

Long name



SECTION I - GENERAL INFORMATION

Team members

Please enter the information on all team members.

1st Team member

Name	
Position	
Background	

2nd Team member

Name	
Position	
Background	

3rd Team member

Name	
Position	
Background	

4th Team member

Name	
Position	
Background	



Technology

General domain of the technology

Specific technology name

Technology description

What the technology enables

Comparable or alternative technologies



Key performance indicators

Public information on the technology (papers, patents, etc.)

Background and partners involved in the development of the technology



Application

Problem addressed

Proposed solution

Potential customers

Regulatory issues or other barriers



SECTION II - SPECIFIC INFORMATION

Team

The team has all of the required competencies to take the technology to market?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Is the team willing to take the technology to the market?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Are all inventors or creators of the technology/idea included in the team?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
All team members are creators or inventors of the technology/idea?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
At least one of the team members has a PhD degree?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
At least one of the team members was involved in a startup?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know

Technology

Did your team disclosed the solution, or part of it (paper, thesis, reports, proposal, talk, etc.)?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Did your team submit a patent with the proposed solution?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Can you identify variations of the proposed solution to achieve the same result?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Is the technology an improvement over an existing one?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Is the technology essential to life or to a business?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Is the new solution an improvement of an existing product or service?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Is it easy to design an alternative solution to the same problem?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Does the new solution require access to existing IP?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Can the solution be easily copied?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know



Application

The solution fulfils a need of the market (market pull)?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Is it the perfect solution to the problem?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
The solution provides long-term benefits?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
The solution provides short-term benefits?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
The solution provides short-term cash returns?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
The solution provides returns to justify investment?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
The solution requires initial investment greater than \$1m?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know

Market Barriers

The solution has regulatory issues?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
The solution still has some technical issues?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
The solution may have negative long-term impacts?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
The solution is easy to implement?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
The solution requires no change in current customer workflow?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
The solution needs to be adapted to each customer's processes?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know



Sales Potential

Is it easy to sell?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Is there a strong market need?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Is it cheaper than existing solutions?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Is it better than existing solutions?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Are there any existing solutions available?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know

(if yes, please elaborate)

Is there customer resistance expected?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
The time to first sale is less than 1 year?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Is the global market (TAM) greater than \$1b?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Is the market very competitive?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know
Can the solution have a 20% share of the serviceable market (SAM) in 5 years?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> I don't know