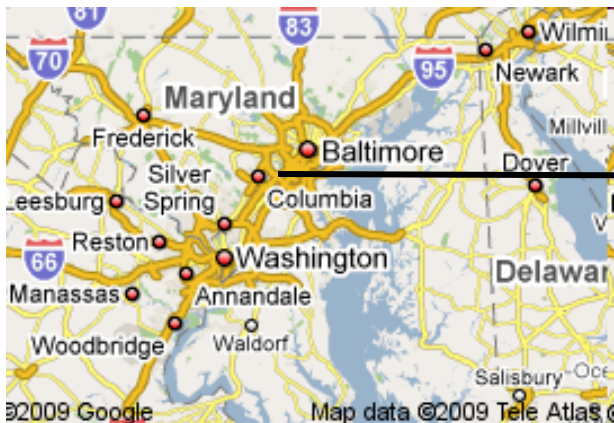


Technology Marketing (Licensee Perspective)

Surya Raghu
Advanced Fluidics LLC &
ET Cube International

WIPO EIE Workshop II
Colombo Sri Lanka
September 17-21, 2018



Motivation

University researchers come up with many good ideas and invention disclosures....

To whom do you market this invention and how will you find this licensee?

OUTLINE

How will you find the Licensee?

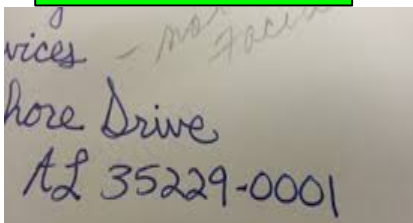
Licensee Perspective

Conclusions

Finding the Licensee?

1. Technology Application Mapping

Agriculture and Forestry



Companies?

Character and number plate readers



Medical Imaging
 Phillips
 Siemens
 GE
 Healthcare
 Toshiba



Video Camera manufacturers
 Cannon
 Olympus
 Sony
 Nikon
 Fuji



Image Processing

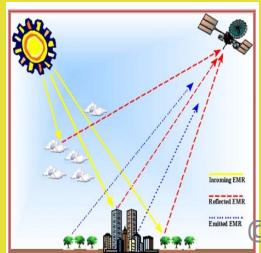
Biometrics



Digital Camera manufacturers
 Cannon
 Olympus
 Sony
 Nikon
 Fuji



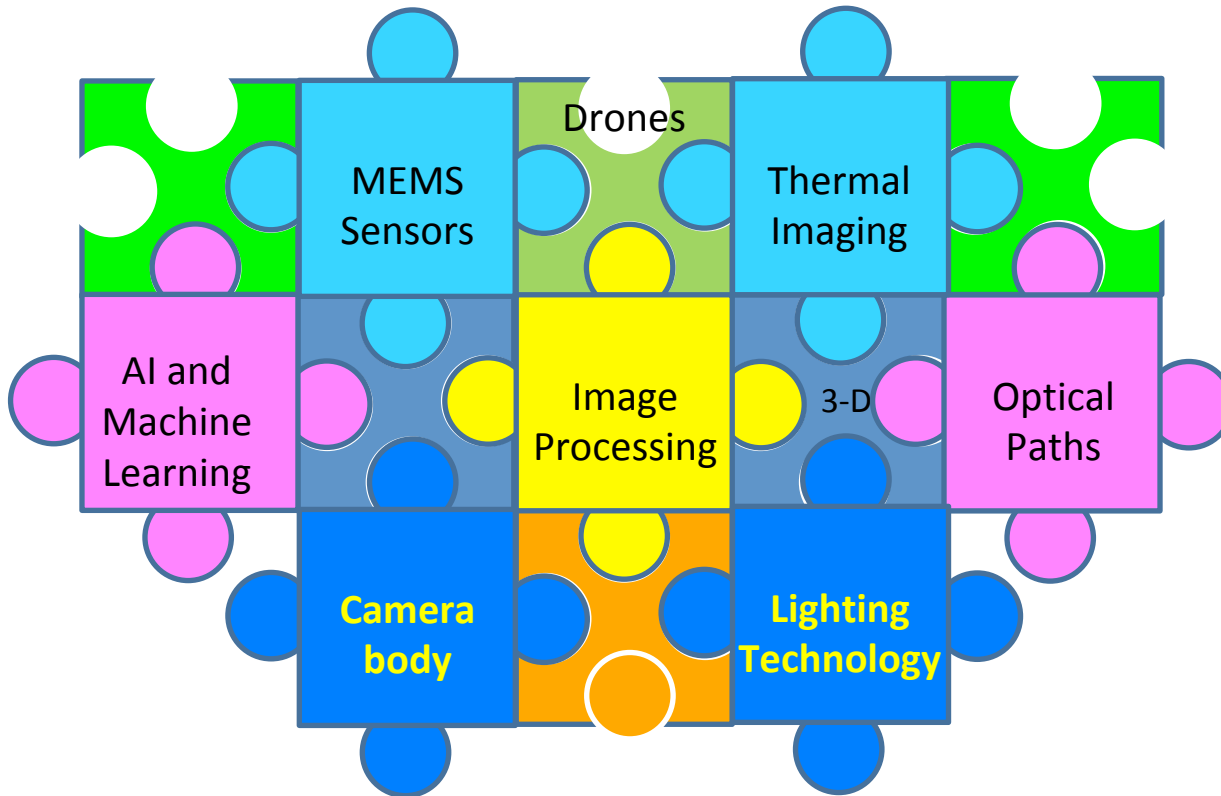
Remote Sensing



Companies?

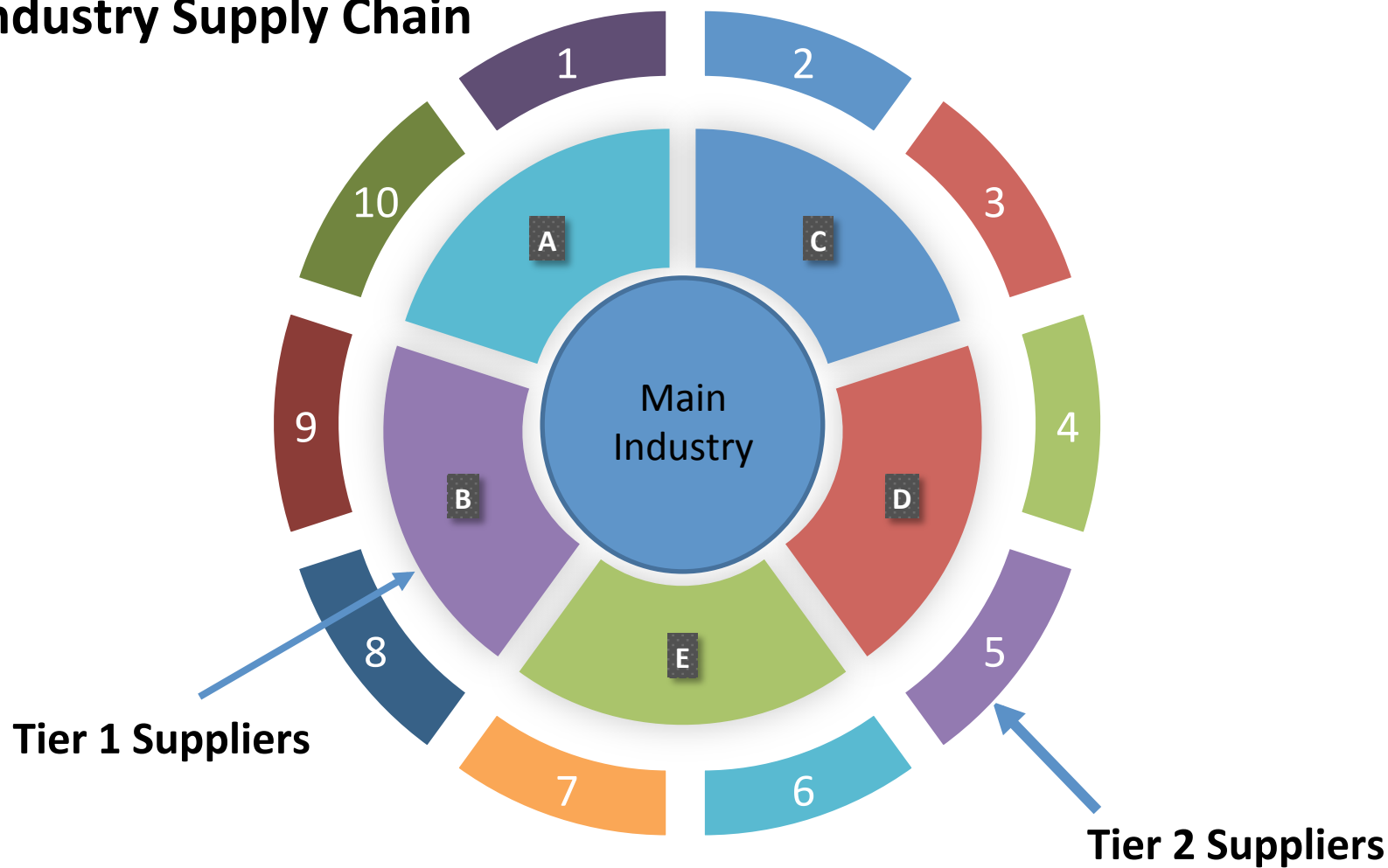
Finding the Licensee?

2. Related-Technologies Mapping



Finding the Licensee?

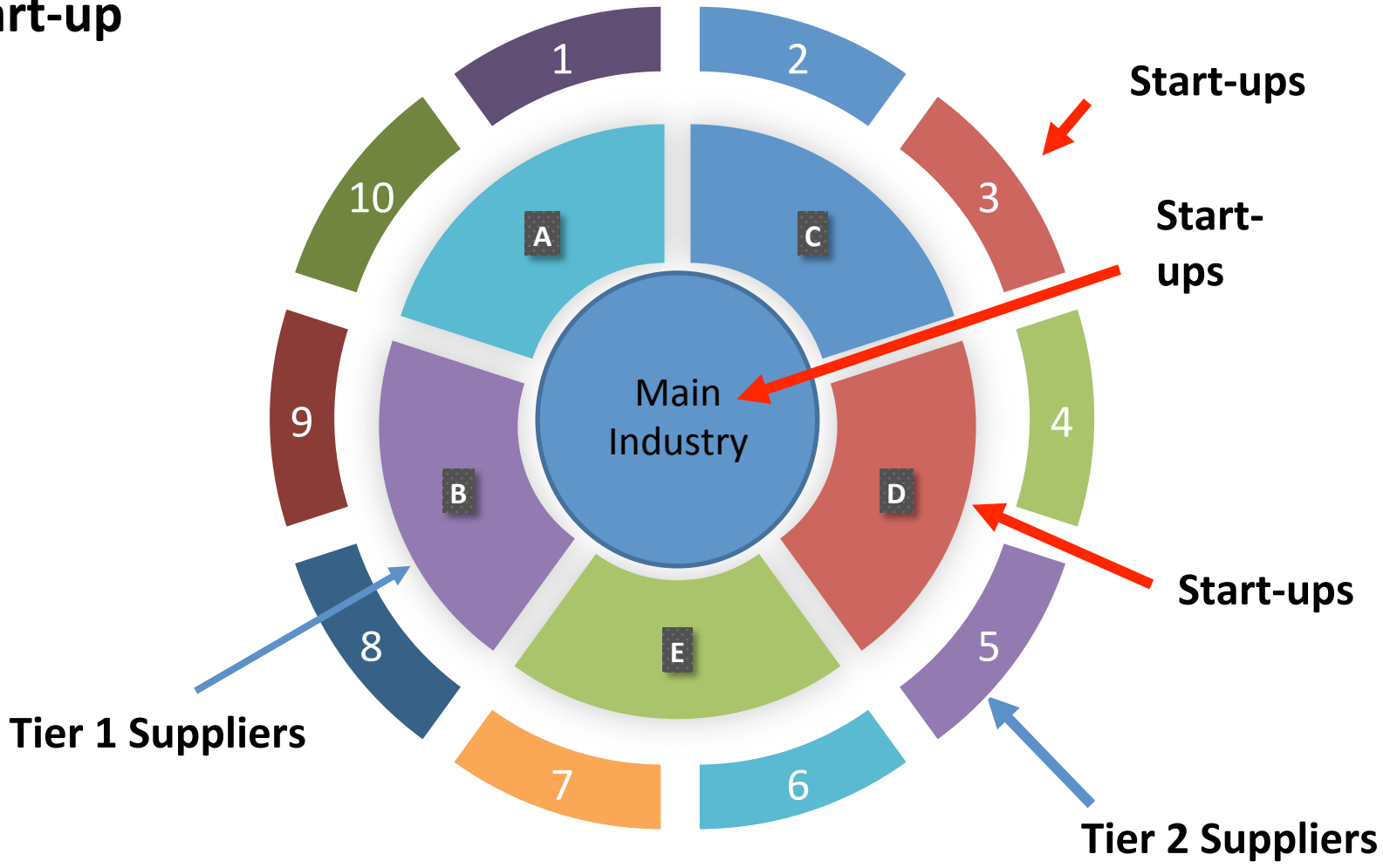
3. Industry Supply Chain



Many Entry Points to your technology!

Finding the Licensee?

4. Start-up



Many Entry Points to your technology!

Finding the Licensee?

5. Marketing

Web and Social Media channels

TTO Website with Tech Briefs/Video Clips

Blogging and Vlogging

Social Media: Facebook, Linked-in, Twitter
“Twitpitch” - 140 characters

Prospecting

Integrated Platforms (such as Wellspring?)

The Licensee Perspective

Looking for a **solution to my problem** or, if a start-up, can I start a business with this idea/invention?

Add value to my product or service? (Competitive advantage or a market differentiator?)

Can I **expand my product line** with this idea?

Does the University have “Easy Access Licensing”?

Take-Home Messages

1. Licensee is not waiting for you!
2. May not be in the direct field of the invention – but in a related field
3. May be in the several tiers of a supply chain
4. May be a start-up
5. Is looking for solutions – not neat ideas!

THANK YOU

Technology Mind-Map

