



Initial Triage: Technology Selection

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My Experience

- LLM IP Law: University of Edinburgh/ MBA: University of Geneva
- 27+ years at WIPO
- 15 years: Patent Cooperation Treaty (PCT), Supervised PCT Japanese operations of processing PCT international patent applications
- Trilateral (EPO, JPO and USPTO) Technical Cooperation Coordinator
- 17 years: Innovation, Technology Transfer and IP Commercialization
- Assisted 360+ universities worldwide in IP and Technology Mgt.
- Assisted 30+ Institutional IP policies/ 50+ establishment of TTOs
- 200+ IP Mgt. training workshops/seminars/conferences
- Dealt with governments of 189 WIPO Member States
- “ET Cube International” - IP commercialization/Entrepreneurship consulting
- Lead Consultant for WIPO EIE Project

Technology Selection

- Description of technology
- IP
- Market relevance
- Marketability analysis
- Value proposition
- Feasibility and scalability
- Potential Economic value
- Development stage
- Funding opportunities
- Existing and potential partnership

Commercialization strategies

- What is it exactly?
- How does it work?
- What technical problem does it solve?
- What are the inventive features?
- Advantage?
- Applications?
- Potential product/ services?
- Existing alternative technologies/ products

- Patentable?
 - Novelty (New)
 - Inventive step (Non-obvious)
 - Industrial applicability (Useful)
- Prior art search results
- Stage of patent prosecution
- Existing rights associated with the invention (legal status)
- Other existing and potential IP (TM, copyright, Industrial Design, Plant variety etc.)
- How strong? (How enforceable?)
- (Freedom to operate)

Market Relevance

- How relevant is the technology vis-a-vis market demand

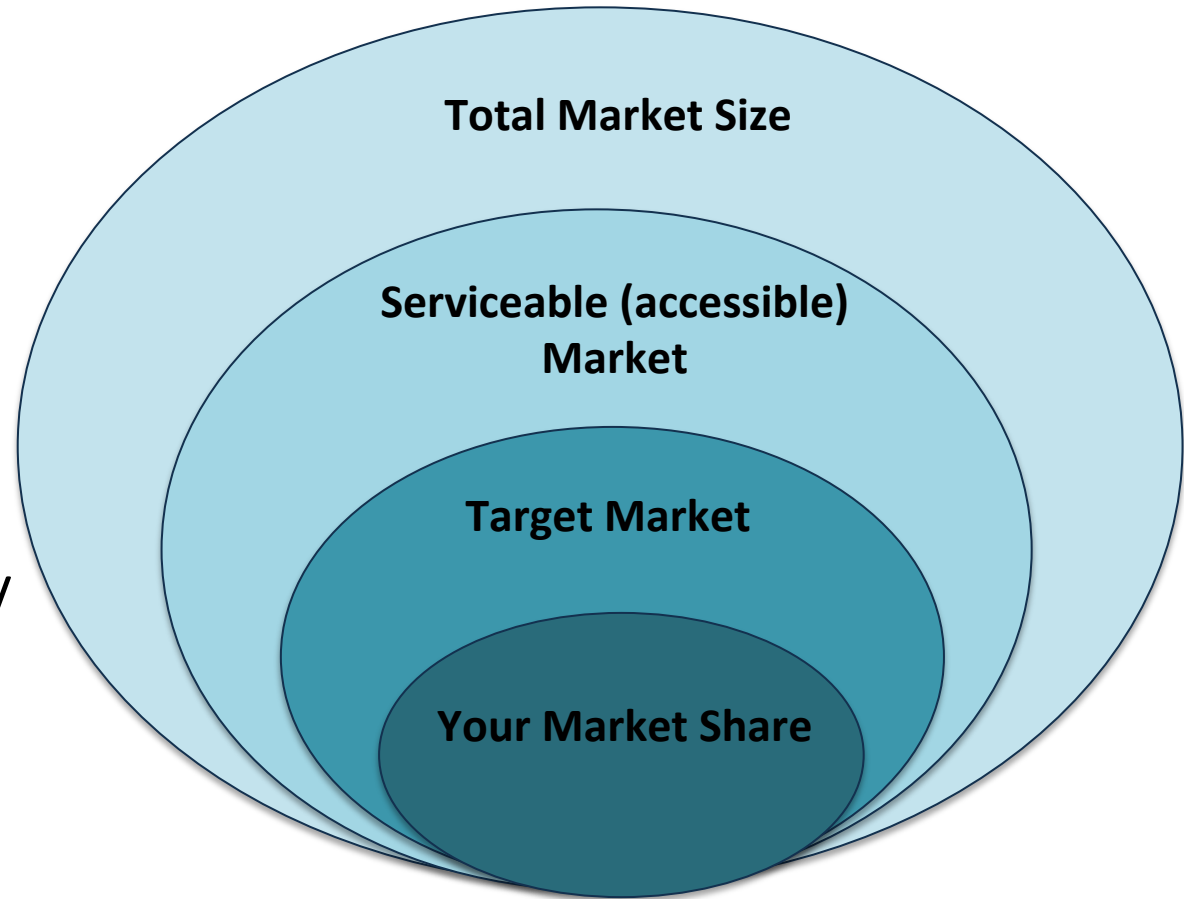
Value Proposition

- Impact and benefit to the society
- Business model realistic?



Marketability Analysis

- Who are your clients?
- Who are the end-users?
- Consumer segments
- Market size
- Market share
- Market characteristics/condition
- Growth potential
- Existing competitors
- Barrier to entry
- Territories



Combination of:

- Value proposition
- Market size
- Market characteristics
- Competitive advantage
- Business model
- ROI

Feasibility Analysis and Scalability

- The amount of time and money required for further (product) development
- Other financial needs
- Scalability

Development Stage

- Stage of development
- Technology Readiness Level (TRL)
- Further steps required for development
- Proto type development
- Product development
- Tests (e.g. Clinical trial, large scale test etc.)
- Regulations and approval (FDA approval, ISO quality control, industry standard etc.)
- Future development potential

Funding Opportunities and Other Support

- Government Grant
- International Grant
- Investors

- Government Innovation Support
- Science park

Existing and Potential Partnership

- Potential company collaborators in the country
- Potential company collaborators outside the country
- Consortia

Do you want to commercialize in-house or with a partner?
Do you want to manufacture, market or sell your product?
Do you want to outsource?

- Mode of commercialization:
 - License to existing company (Large, SMEs, Start-up)
 - Sale (Acquisition)
 - Creating a start-up
- Licensing strategies (Exclusive or non-exclusive?, royalty %, territory, duration)
- Marketing strategies (how to identify potential licensees?, how to approach them?)
- Timeframe

Thank you for your attention

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