Accelerating University Technology to the Market

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Innovation Management
From Laboratory to Market

R&D → Patent protection → Licensing → Commercialization

CREATION | PROTECTION | EXPLOITATION

Univ. effort → Industry effort

Source: Yumiko Hamano, From Laboratory to Market
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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