

Interacting with Senior Management, Outreach to faculty. Types of U/I Relationships

John Fraser, President
Burnside Development and Associates LLC
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15 minutes

Who is John Fraser ?

- President of Burnside Development, a technology transfer consulting firm. Clients in Chile, China, Serbia, USA, WIPO-Geneva.
- E-in-R, NIST, a major national lab in Washington DC.
- President, Chair of the Board of AUTM in 2006-2007, the association of academic technology transfer professionals.
- Founder/Head of 4 Academic Technology Transfer Offices:
 - 2 not-for-profit; 2 for-profit. 2 in US. 2 in Canada.
- Shareholder/Founder of 3 start-up firms.
- Former Assistant Vice President of Research, Florida State University, Tallahassee, Florida and Executive Director of the Office of Commercialization (2014-1996).
- Vice President of a Venture Capital Investment firm.

Senior Management - WHY DO IT ?

Enhance the Institution Reputation

Show Engagement with Society

Demonstrate Impact

WHY DO IT (more detail) ?

- Encouragement by Law
- Private sector hires graduates and researchers
- Help address Society's real problems
- Reduce the image of an isolated Ivory Tower
- Access to new people and resources as large private companies cut back
- Provide another justification for public monies to support the University and its research base

Senior Management: SETTING EXPECTATIONS

- Stanford University:
 - Total sponsored research budget is \$ 1 billion +
 - Corporate sponsorships including clinical trial support - \$35 million (0.35);
 - 4,000 grad students, 1,100 faculty undertaking research. Strong medical and engineering schools, as well as solid biology, chemistry and physics disciplines
 - 500 invention disclosures – equally physical/life sciences

Setting Expectations - Stanford University

- Over its first 36 years of history, OTL:
 - received 6,400 disclosures
 - took OTL 15 years of operation to breakeven
 - 80% of disclosed inventions did not bring in any revenue;
 - 3 inventions (Google; Gene Splicing and Functional Antibodies - \$50million+ each) generated 67% of cumulative OTL Income.
 - 90% of Licensed disclosures covered the patent expenses.

Setting Expectations

109 new Stanford licenses signed:

- 62% are non exclusive,
- 25% are exclusive and
- 13% are options to licenses

In all USA, after 35 years from Bayh-Dole:

32% of licenses to large corporations,
50% to SME's and
18% to spinouts

Outside USA many countries have decided to focus on Spinout companies

Setting Expectations - TIMING

- Columbia Experience
- Major US/International University in the middle of US financial capital - NYC
 - 50% of Licenses are completed 3 years after the Patent application
 - 70% are completed after 7 years
 - Rest Later
 - License Completion – start of product Development
 - Software – 2 more years before Market Entry and Royalties
 - Physical – MED Dev – 3-5 years more
 - Pharma – 8 more years

Setting Expectations - Timing for one Project

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- Getting to find one interested company and having them do an Evaluation takes 6 months. Add another 3-4 months for deal document negotiations. The whole relationship can fall apart at any time, so you need to be the person driving the train of keeping all people focused on actions to attempt to close a deal.

DO NOT DO ACADEMIC TT
for the REVENUES ONLY

Relationships with Faculty

Faculty Relationships

- The faculty member is only interested in you to the extent you can help them advance their research career by accessing creative people, new resources and publications.
- Keep faculty member informed at all stages.
- Remember, companies are only interested in you to the extent you can get the Deal done.
- Once a License or Collaboration is signed, YOU are responsible to ensure that all parties do the work they committed to.
- Outreach via Newsletters, Departmental meetings, Workshops, VCR-hosted Faculty recognition and thanks Social Event.

TYPES of University/Corporate Relationships

- Consulting.
- Research collaboration project to hunt for government money together.
- Equipment Donations, or Loans to campus.
- Company Sponsored and Funded Research Collaborations.
- Testing using Highly Specialized research equipment and expertise.
- Student internships in corporations or researchers on campus.

Relationship Issues - Corporations

- Clarity in writing of who does what, when
- Company to company interactions always based on same issues and financial costs covering direct costs and indirect costs (can be up to 150%).
- University needs to include its Indirect costs, but with Companies it may need a clear statement of the work to be done and the all-inclusive price or an all inclusive hourly rate.

THANK YOU

Q & A

John Fraser

E: jfraser@burnsidedev.com