Promoting University Spin-off companies, through the implementation of Technology Transfer strategies

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BUILDING RELATIONSHIPS

"NEW" Model of Technology Transfer and University / Industry Relations

Create an Environment of collaboration

Openness

Cross-Disciplinary

Problem-Solving

Due Diligence

License to Sponsors and Collaborators

Allow to 'own' Spin-off

File Patents on Solutions / Applications

Spinning-off an idea requires a series of processes and strategies.

SPIN-OFF COMPANIES

There are constant and important issues that need to be solved in terms of identifying and implementing a real spin-off support.

In this order, we can identify several critical points that need to be discussed, implemented and solved:

- Should we develop a deep regulation in terms of identifying the way the companies will engage with the university?
- Regulation / or / Guidelines ?
- What needs to be privileged?
- Conflict of interest policies?
- Who’s side are you?
- We will want to hold equity?
- We will license the technology? In what terms?
- Privileged terms and conditions for the spin-off deal - Milestones, Importance, Patent deferral, Low royalties rates

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PAPER

The implementation and increase of an Intellectual Property (IP) culture together with the motivation of individual and companies has been achieved thanks to the efforts of National and International partnerships and commitments.

There are many ways to engage Knowledge with Industry. Those ways are "Technology Transfer" forms, according with some of the presented examples we may have technology transfer when:

- We do a publication;
- A student graduates;
- On Open Source devices;
- We license IP to existing companies or to Spin-Offs;
- Collaborative or sponsored research, with Industry, followed by IP transfer, perhaps through licencing, to industrial sponsor;
- When deal with The consultancy agreement – the consulting professor;
- We have the Spin-out of new companies formed to commercialize technologies developed within the universities, exploiting the IP.

The Technology Transfer Offices (TTO), spread all over, developed an amazing new "modus operandi":

a) It is now common to hear the importance of the implementation of IP on the Universities “Curricula”;
b) And to assist to a public recognition of the importance of IP on the Technology Transfer on identifying technologies with added-value in order to protect and commercialize them;
c) helping the development of Spin-Off companies.

TECHNOLOGY TRANSFER

a) Portuguese TTO are engaging in create new ways of national and international collaboration regarding not only the protection on intangible rights but also the promotion of Portuguese technologies.

b) E.g. – It was created in Portugal a network (UTEN – University Technology Enterprise Network) with the objective of presenting Portuguese technologies in order to approach international markets through an intensive training of Portuguese students, teachers and TTO staff at the United States in collaboration with recognized U.S. Universities (University of Texas in Austin, Carnegie Mellon University, in Pittsburgh and Massachusetts Institute of Technology, and European (Cambridge Enterprise, Fraunhofer Institute).

This international partnership is allowing a deeper understanding of IP related issues, such as Technology transfer, commercialization and internationalization strategies to the emerging companies based on the knowledge developed within universities.

The opportunity to deal with different realities provided us the connection, the links and the abilities to establish precious future relations based in an easier acceptance of potential foreign partners.

The importance of these partnerships allows us to notice the increasing R&D capability of new companies (Spin-offs and Star-ups) generated from Universities and/or Research Centers, and the approximation of international legislation regarding the Intellectual Property Rights protection that provides to these new ventures, or to Universities, the need of a permanent updating of the fellowships of, for e.g., License Agreements; technology transfer negotiation procedures; Spin-off companies regulation,….

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