TECHNOLOGY TRANSFER PATHWAY



Research
UtahStateUniversity。

TECHNOLOGY TRANSFER SERVICES

techtransfer.usu.edu (435) 797-9613

Invention Evaluation (PHASE 1)

Market Analysis
Competition Analysis
Pricing Analysis
Consumer Analysis
Demand Analysis
Patents Analysis
Business Planning
External Business Accelerators
Entrepreneur in Residence
Opportunity Area Identification
IP Strategy Generation
Patents, Licenses, Copyrights
Trade Secrets
Portfolio Pathway Creation

CRITICAL STEP 2

Invention Evaluation

Does evaluation point toward commercialization?

NO

C Continue refining and improving invention or stop technology commercialization

YES

Invention Evaluation

Competition Analysis
Pricing Analysis
Consumer Analysis
Production Analysis
Value Chain
Product Definition
Financial Projections
Commercial Feasibility
Collaboration Identification
Negotiate Agreements
Patents, Licenses
Term Sheets
Negotiation Coaching
Market Protection
Domain Names

CRITICAL STEP 3

NO

Invention Evaluation

Is the invention ready for financing and funding support?

C Continue refining and improving invention or stop technology commercialization

YES

Financing

Venture Capital
Angel Investors
Internal Funding
Commercial Enterprises
USTAR
USU Research Foundation
Grant Writing Assistance
SBIR/STTR
TCIP
P!I

Investor Identification

CRITICAL STEP 4

NO

Invention Disclosure

Is the invention ready for commercialization?

YES

in Collaboration

Technology Transfer identifies opportunities for collaboration through commercial agreements.

☆ Commercialization

Spin-out Company
Market Strategy Development
Secure Financing
Branding
Customer Identification
Revenue Generation
License to Existing Entity
Identify Licensee
Negotiate License Terms
New Research Foundation
Contract R&D or Product Sales

M Company Growth

Revenue Generation
Sponsored Research
Public Relations
Marketing
Grant Writing
Review and Training
Networking

\$ Royalty Reimbursement

Licensing Fees
Patent Costs
% of Revenues from Sales
Milestone Payments
Inventor Disbursements