

Commercialization as a Shared Service

Unleashing the Potential of Research

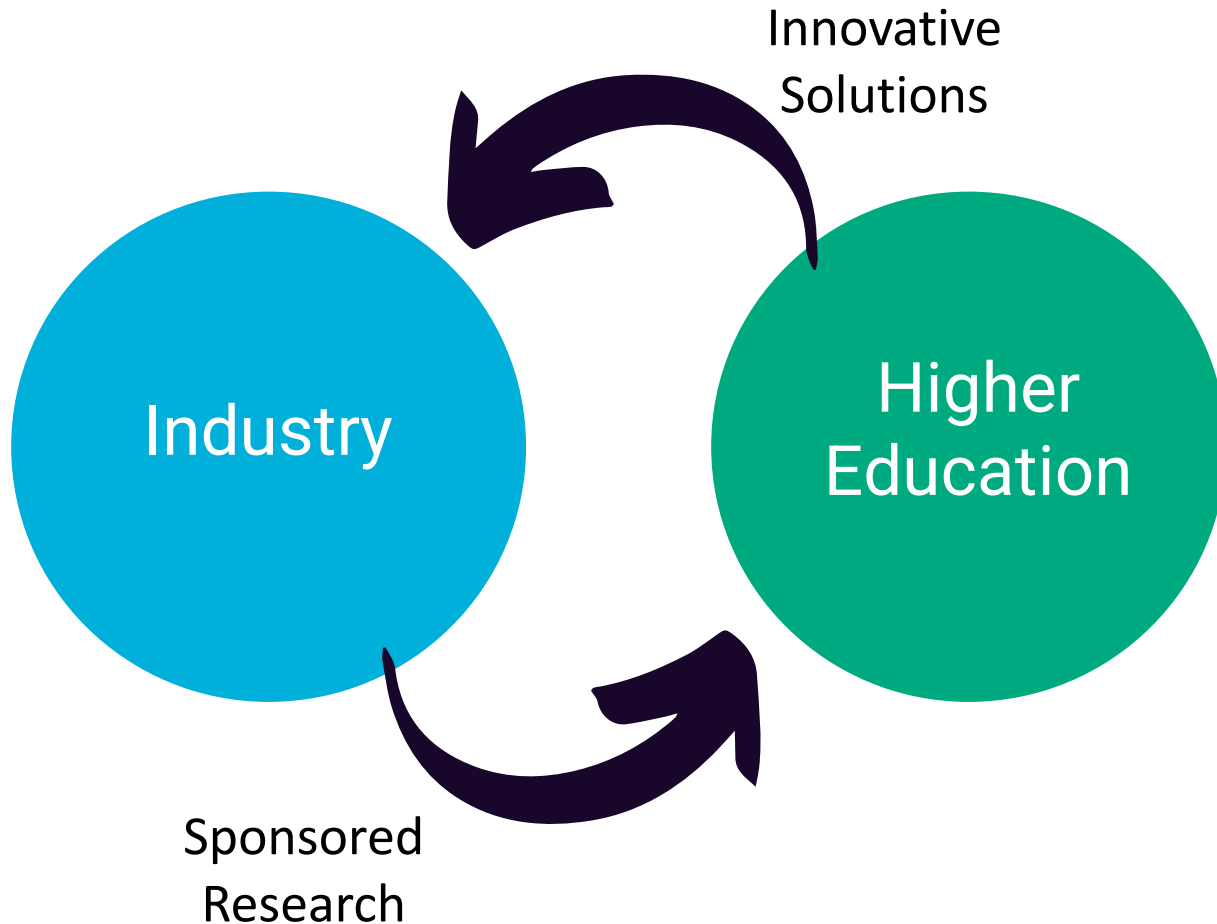
EST. July 2023



UTAH
SYSTEM OF
HIGHER
EDUCATION

The Opportunity

Right now, inside Utah's colleges and universities, is billions worth of opportunity waiting to solve societies biggest challenges.



- 1. Redefining Higher Education**
We are creating a world where higher education institutions are laboratories of innovation for corporations and society, where industry leaders task expert researchers with solving their biggest problems.
- 2. Reimagining Tech Transfer**
Through the Utah Innovation Lab, all Utah higher education institutions will have access to the resources required for the successful commercialization of promising innovations.
- 3. Changing the Industry-Education Dynamic**
Instead of PUSHING innovation out of universities, we work with industry and government to PULL innovation that has market demand into industry.

Shared Services

As part of USHE's efforts to enhance innovation and commercialization across the System, the state started the Utah Innovation Lab. In addition, one of the shared services that was included in the new USHE governance structure was commercialization. This positions the Utah Innovation Lab as the 'back office' for the state's innovation and commercialization endeavors. This foundation is critical to empowering institutions that lack operational support for their commercialization projects.

This integrated approach ensures that all colleges, schools, innovation districts, and technology hubs can maximize available support and propel economic growth and technological advancement in a cost-efficient way. This funding is vital for institutions lacking operational support for their commercialization projects, enabling them to fully realize their research potential and foster innovation. The USHE - Commercialization and Innovation team will efficiently vet new technologies and research opportunities, ensuring that only the most promising projects receive further investment, maximizing resource impact. Additionally, these funds will provide comprehensive business development support, equipping institutions with the expertise to make informed investments and promote economic development across the state.

Commercialization as a Shared Service

What is Commercialization?

Process of advancing a product or service to a market-ready state, and ultimately bringing the product or service to market;

(THINK: anything after license is issued to an external entity)

Commercialization Shared Services

Identification

- Market Research Reports
- Industry Feedback Reports
- Tech Transfer Consortium

Training

- Commercialization Cohort
- Intro to Commercialization Course
- Venture Capital Certification

Development

- Business Development Personnel
- Pitch Deck & Presentation Coaching

Evaluation

- Graduate Student Technical Advisory Committee
- Student Analyst Program
- Capital Needs Assessment

Connections

- Operator Database
- Student Matching Database
- Industry Advisory Boards
- Technical Advisory Boards
- Investor Network
- Business Service Network

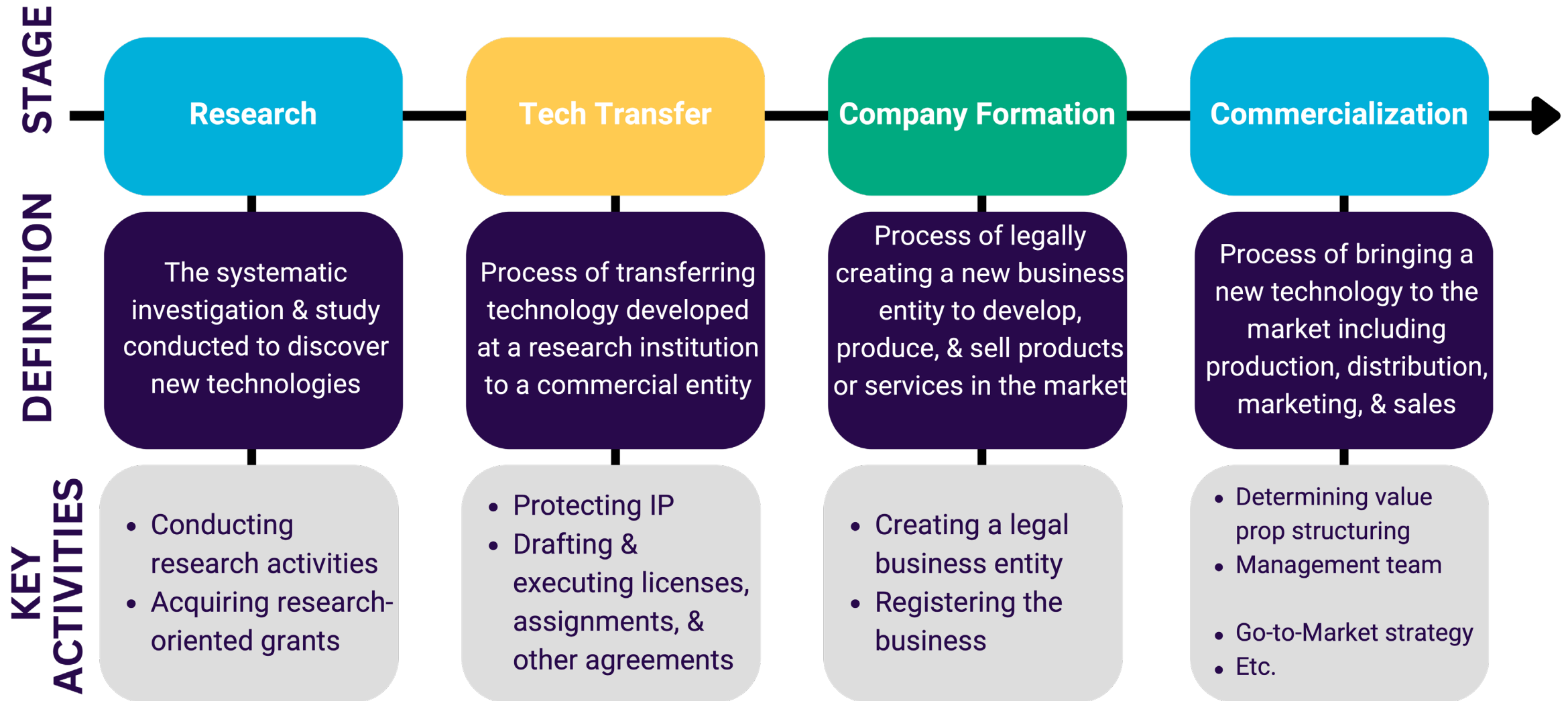
Investment

- Utah Innovation Fund Investor
- Network VC
- Advisory Board

Support

- Pitch Events
- Statewide Annual Innovation Conference
- Convergence Hall
- Policy Innovation Lab

Process




Research

 **Owner** Researcher & Institution of Higher Education

 **Key Activities**

Acquire relevant grants

Conduct research activities

 **Utah Innovation Lab Role**

Provide commercialization training to faculty & students

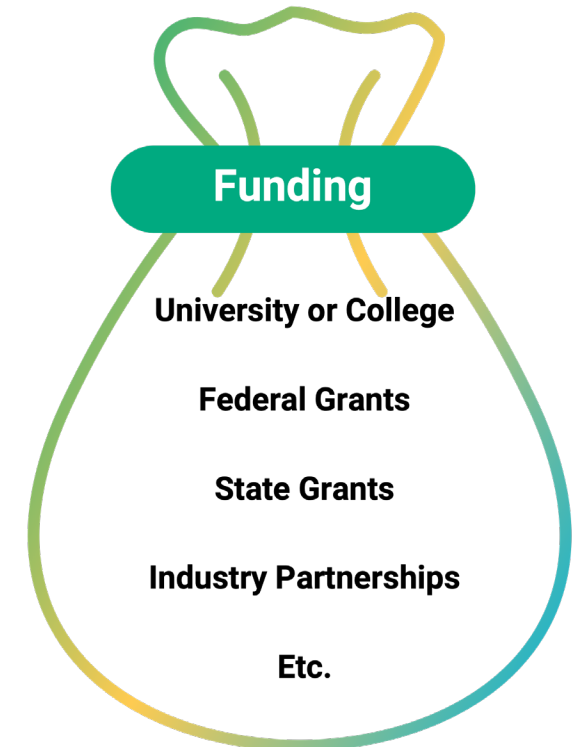
Provide feedback on the potential commercial applications of technologies

Identify areas of need in the market to guide research efforts

 **University / College Role**

All research activities

All funding activities related to basic research



Tech Transfer



Owner

Tech Transfer Offices



Key Activities

Protect intellectual property

Draft, negotiate, & execute license agreements and assignments



Utah Innovation Lab Role

Provide feedback on the potential marketability of various technologies

Connect researchers with industry representatives or other external parties who may be interested in licensing

Provide competitive landscape reports

Conduct due diligence & feedback on management teams looking to license

Convene a tech transfer consortium to facilitate collaboration between entities

Provide tech transfer best practices principles

Can connect to law firms who can support IP work



University / College Role

All legal processes & activities related to IP protection

All legal processes & activities related to licensing & assignments

Market licensable technologies without exclusivity

Adopt tech transfer best practice principles

Funding

University or College

Utah Innovation Lab has funds to support tech transfer activities for institutions that don't have their own offices

Company Formation



Owner

Company Founder



Key Activities

Create a legal business entity

Register the business



Utah Innovation Lab Role

Connect founders to several law firms that can help incorporate their business

Provide feedback on entity incorporation type that may best suit company given their financing plans



University / College Role

Provide list of law firms that may be able to help founder incorporate their business

Funding

Company Resources

Commercialization



Owner

Company Founder & Utah Innovation Lab



Key Activities

Early company planning & building activities

Form management team

Create go-to-market strategy

Continue product development so product is market-ready

Plan for appropriate regulatory approvals

Determine & execute on appropriate business model



Utah Innovation Lab Role

Train founders on early business development activities

Create formal networks of industry leaders, investors, business services, & technical experts to connect founders with

Conduct due diligence

Make investments

Hold pitch events & innovation conferences

Invite promising companies / founders to Convergence Hall space & programming



University / College Role

Provide students opportunity to participate in Utah Innovation Lab & Utah Innovation Fund Analyst Programs

Provide faculty opportunity to serve as subject matter experts

Support & participate in shared services initiatives being led by the Utah Innovation Lab without creating or participating in duplicative initiatives

Funding

Utah Innovation Fund

SBIR/STTR Grants

Other Small Business Grants

External Investors

Institutional Role In Commercialization

In order to qualify for commercialization shared services credit, Utah colleges and universities must act in accordance with the principles outlined below:

Must	Must Not
<ul style="list-style-type: none">• Adopt tech transfer best practices• Provide students for analyst programs & internships• Collaborate with Utah Innovation Lab on industry, investor, operator, & technical expert contacts with Utah Innovation Lab to be shared with all entities• Collaborate with Utah Innovation Lab on assessing the viability/ investability of companies or idea• Collaborate with Utah Innovation Lab on any commercialization training• Advertise all shared services internally• Send 1 relevant person to a quarterly Tech Transfer Consortium meeting & 1 relevant person to the monthly Utah Innovation Fund meetings• Inform Utah Innovation Lab of any & all potentially-commercial efforts• Be a collaborative partner with the Utah Innovation Lab in commercialization shared services	<p>Create or participate in duplicative initiatives including but not limited to:</p> <ul style="list-style-type: none">• Hiring duplicative commercialization personnel• Putting on system/state-wide pitch events or innovation conferences• Create or participate in commercialization initiatives that are duplicative of the shared services offered by USHE

Future of Utah

Where research comes to life!



Thank you!

Contact:

- jefferson.moss@ushe.edu
 - 801-916-7386
- USHE.edu
- 60 S 400 W, Salt Lake City, UT 84101

MOTION

I move to adopt commercialization as the shared service for the System and to direct institutions to coordinate commercialization activities through the Associate Commissioner for Innovation, Commercialization and Economic Development.