A Step-by-Step Guide to the IP2Startup Program: Active Marketing of University IP to Fortune 500 Corporates
A Step-by-Step Guide to the IP2Startup Program: Active Marketing of University IP to Fortune 500 Corporates

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**UNIVERSITY**

**CORPORATES**

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Corporate Selection Committee, NCET2

STARTUP DEVELOPMENT PROGRAM
Creating Startups for Corporates from University and Federal Lab Research
About NCET2

**MISSION:** NCET2 creates startups for corporate business units based on the $137 billion of federally funded R&D at universities and federal labs with our own startup funding.

**About:** NCET2 is a startup development membership organization for corporate open innovation programs where NCET2 Startup Development Officers create, develop, and fund startups that align with corporate business needs.
Fortune 500 Representation

• 35 Fortune 500 Corporate Members (eg Evonik, P&G, Pfizer, DuPont)

• Looking for technologies for their business units
  – Licensing
  – Sponsored research
  – Technology development by startup
    “Developing startups that hit corporates’ sweet spot”

• Creation
• Development
• Funding
What is the IP2Startup Program?

• Industry-created
• Program benefits include:
  – No cost to submit IP
  – Help patenting decision making based on market feedback
  – Provide access to potential corporate licensing
  – Help TTOs identify & develop promising IP
  – Help TTOs understand corporate member needs and their specific fields of work
  – Global exposure for your university with multi-national companies
STARTUP DEVELOPMENT PROGRAM
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IP2STARTUP PROCESS MAP

STEP 1
NCET2 Gets Corporate Needs

STEP 2
UNIVERSITY Selects & Submits IP to NCET2

STEP 3
NCET2 Receives and Packages IP for Scoring

STEP 4
CORPORATES Score IP Packages Received from NCET2
SDOs Score IP Packages Received from NCET2

STEP 5
NCET2 Receives and Collates Scoring from Corporates and SDOs

STEP 6
NCET2 Reports Results to University, Corporates and SDOs

STEP 7
University Discusses Potential for Startup Creation

STEP 8
SDOs Define
Funding and Development Plan w/ Milestones
University Creates Initial Business Plan Outline with Preliminary Management Team

STEP 9
Startup Begins Operations
SDOs Work with University to Create Startup
Corporate Guidance

LEGEND:
NCET2
University
Corporates
IP2STARTUP PROCESS MAP

LEGEND:

- NCET2
- University
- Corporates

STEP 1
NCET2 Gets Corporate Needs
STEP 1: NCET2 GETS CORPORATE NEEDS

• NCET2 works with Fortune 500 corporates to get corporate needs

• Our corporates work in the following technical areas
  • Pharma and Med
  • Chemicals and Clean Tech
  • Advanced Manufacturing
  • Information and Communications Technology

• Also specific corporate needs of problems that they want to solve
IP2STARTUP PROCESS MAP

STEP 1
NCET2
Gets Corporate
Needs

STEP 2
UNIVERSITY
Selects &
Submits IP to
NCET2

LEGEND:
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STEP 2: Selects & Submits IP to NCET2

• Specific (pull): Respond to specific Corporate Needs sent monthly
• General (push): For general technical areas: Pharma/Med, Clean Tech and Chemicals, Advanced Manufacturing, ICT
• How to submit: Send to submissions@ncet2.org
• FOR IP
  • Send us marketing materials on existing patents
  • Send us any provisional patents you file
  • Or any material that would make it easy for you to submit
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**STEP 1**
NCET2
Gets Corporate Needs

**STEP 2**
UNIVERSITY
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**STEP 3**
NCET2
Receives and Packages IP for Scoring

**LEGEND:**
- NCET2
- University
- Corporates
STEP 3: NCET2

Receives and Packages IP for Scoring

- Organize submissions by technical areas and then by sub-categories:
  - Pharma and Med
  - Clean Tech and Chemicals
  - Advanced Manufacturing
  - Information and Communications Technology (ICT)

- IP is packaged and sent out to the appropriate Corporate Member based on technical interest
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SDOs Score IP Packages Received from NCET2

 LEGEND:
- NCET2
- University
- Corporates
STEP 4: Corporate and SDO Scoring

• Corporate review and scoring allows NCET2 determine what IP is eligible for startup development by NCET2 Startup Development Officers

• SDO review and scoring determines the technologies the SDOs want to work on
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LEGEND:
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- SDOs Score IP Packages Received from NCET2

STEP 5
NCET2 Receives and Collates Scoring from Corporates and SDOs
STEP 5: Scoring Collation

• Who among the corporates are interested?
  – Do they want to license?
  – Do they want to do sponsored research?
  – Do they want to develop the technology via startup?
    • Who among the SDOs are interested in working with the university in developing a startup around the technology
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NCET2 Reports Results to University, Corporates and SDOs

LEGEND:
- NCET2
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### STEP 6: Reporting

<table>
<thead>
<tr>
<th>IP</th>
<th>Corporate</th>
<th>SDO</th>
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<td>GRAPHENE-REINFORCED POLYMER MATRIX COMPOSITES</td>
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<td>4</td>
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<td>PRECURSOR BASED METHOD OF SYNTHESIS AND FABRICATION OF HYBRID LIGHTING PHOSPHORS WITH HIGH QUANTUM EFFICIENCY AND SIGNIFICANTLY ENHANCED THERMAL AND PHOTOSTABILITY</td>
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<td>Scalable multi-pulse diffusion flame burner for synthesis and processing of carbon-based and other nanostructured materials and films and fuels</td>
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<td>3</td>
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<tr>
<td>High brightness excimer lamp</td>
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STEP 6
NCET2

STEP 7
University Discusses and Assesses w/ NCET2 Potential for Startup Creation

University Creates Initial Business Plan Outline with Preliminary Management Team

LEGEND:
NCET2
University
Corporates
STEP 7: University Discussion and BPO Creation

- Is the researcher/faculty/grad-student interested in creating a startup around their research?
- If interested, submit a Business Plan Outline (BPO)
  - BPO Outline
    - Management Team Description
    - Intellectual Property Strategy
    - Market Strategy Including Problem Worth Solving, Your Solution and Key Customers
    - Competition and Your Comparative Advantages
    - Marketing and Sales Plan
    - Milestones for Next 2 Years
    - Projected Cash Needs for Next 2 Years
  - The BPO is reviewed by the SDOs and corporates that indicated interest
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STEP 8: SDOs and Corporates Define Milestones

• SDOs are teams of 3
  – Former corporate executives
  – Serial entrepreneurs
  – Active angel/VC investors
• SDOs and corporates help the startup develop by providing milestones
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LEGEND:
NCET2
University
Corporates
STEP 9: Create Startup

- SDOs work with university and startup team to create startup
- Help startup with milestones
- Prepare startups to be presented to potential investors via National Angels (USA)
- Get startups to hit corporates’ sweet spot for engagement
STARTUP DEVELOPMENT PROGRAM
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Advantages of the Program

**Corporate**
- Startups created, developed and funded by NCET2 that “hit your sweet spot” at no risk to the corporate
- Early and expanded access to startups and IP from a network of research universities nationwide
- Leverage federally-funded university and federal lab technologies for your own corporate needs
- A cost-effective screening process designed for efficient use of your organization’s time
- Create sustained competitive advantage by accelerating and streamlining your external technology efforts
- Leveraging SBIR/Angel/VC/Investment Banker funding to develop startups you care about to capture strategic benefit
- De-risked products and startups aligned to technology and business strategy needs for your business units

**University**
- Help patenting decision making based on market feedback
- Provide access to potential corporate licensing
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SUBMISSION

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