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Marketing of university technologies

(My highly biased opinions
and experiences)

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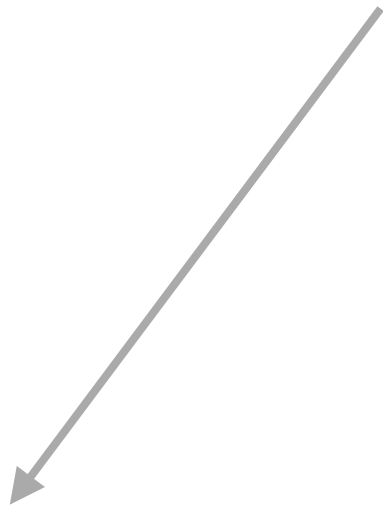


We work with universities and public institutions all over the world



Protecting IP from universities
is just the first step
getting to market is a pain

Invention



Start-up



Licensing

Marketing is not
rocket science

It's just hard work.



We work with many universities and
nobody has a silver bullet.

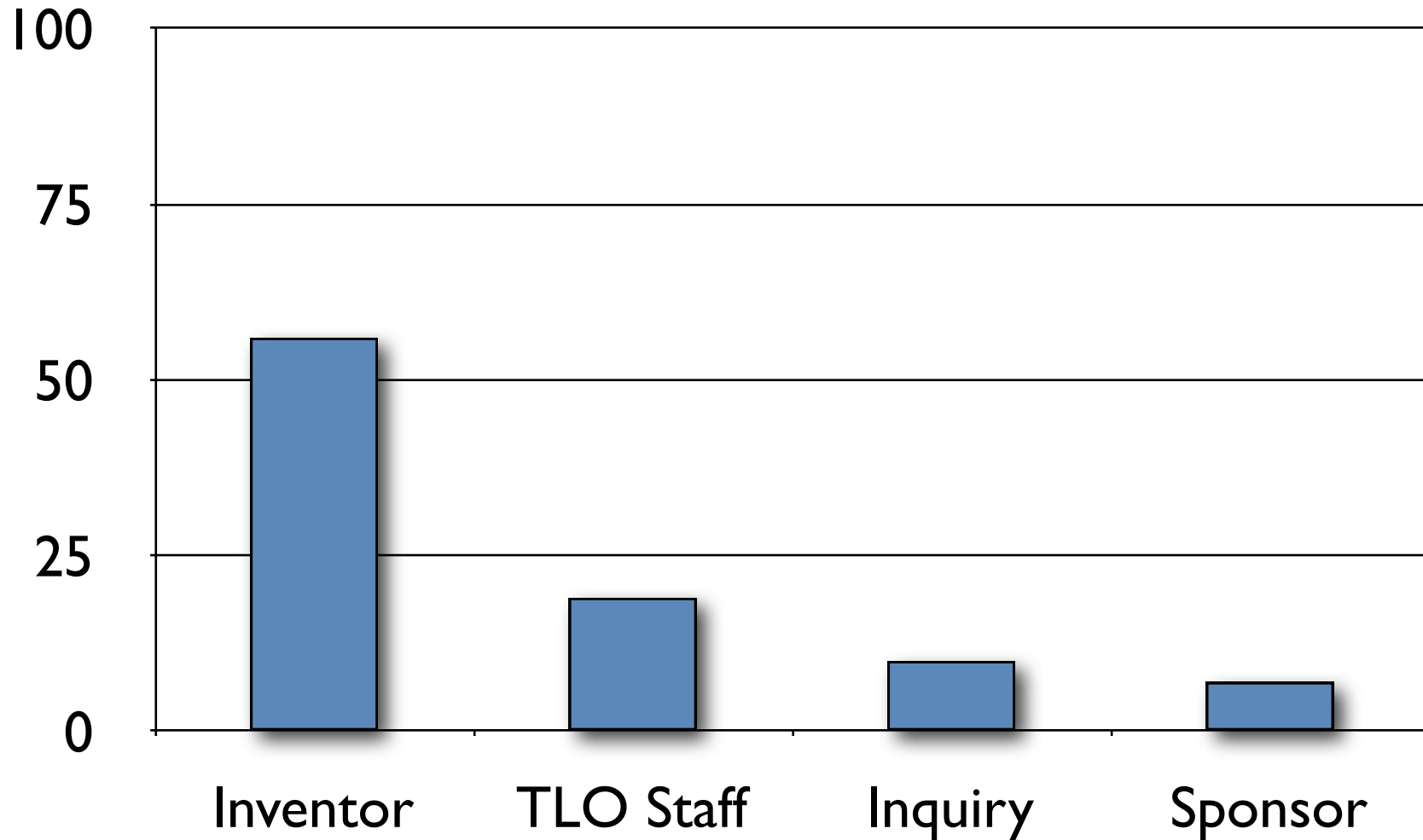
There are many challenges to marketing university technologies

- Good, patentable science is not always commercially valuable
- Much university research does not target a “market need”
- University research is quite broad, spanning many markets

There are many challenges to marketing university technologies

- Universities lack a budget for marketing
- Much university research has a long time to market.
- How can a licensing officer identify & understand the market?

The best marketer is the scientist who created the invention



Journal of the Association of University Technology Managers, 1999
1140 licenses surveyed

You can never hire as many marketers as you have scientists

The best strategy is to turn your scientists into their own marketers

(Also, most of the tech transfer officers are clueless and poorly incentivized.)

Scientists can market their technologies simple ways

- Consulting with industry
 - This is the top source in the U.S.
- Publication in good journals
 - Cite the papers of scientists in companies -- they will notice.
- Speak at conferences

Scientists can market their technologies simple ways

- Invite companies to present at their universities or groups
- Maintain a good website with keywords
 - Be the top Google hit for your tech

These activities fall into two categories

1. Build relationships with potential licensees before you want them to buy something
2. Increase your “visibility” to help licensees find you.



The challenge for scientists is that we
are boring and bad at marketing

Don't talk about your science, talk about
the value to the licensee

My new _____ will save you _____
per year by _____ your _____. I'm a
professor at _____ and I'd like to talk
with you about using this technology
at your company. I'm happy to
provide consulting.

What can technology transfer
offices do?

U.S. universities use a variety of techniques for marketing to licensees

- Searchable website of technologies
- Email updates for particular technology areas
 - Updates to alumni, companies
- Highlight success stories and elevate entrepreneurs among your scientists

Our free IP handbook has some great chapters on marketing

“ This Handbook... is a valuable guide in helping to navigate the complex—but rewarding—world of an increasingly global innovation system. ”

— Norman Borlaug
Nobel Peace Prize Laureate

<http://iphandbook.org>

