

Universities Innovation Entrepreneurship

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Tech Transfer Deals



STANFORD



PRINCETON
UNIVERSITY



UNIVERSITY OF HELSINKI

W

UNIVERSITY of
WASHINGTON



Caltech



HARVARD
UNIVERSITY



RUTGERS



UNIVERSITY OF
SURREY



UNIVERSITY OF
MICHIGAN



THE UNIVERSITY of
NEW ORLEANS

Licensees



Abbott



Medtronic



Microsoft



MOTOROLA



HITACHI

AGFA



SIEMENS



- BlueNalu formed 2018 to make cell-based seafood without the whole animal
- Partnerships with Rutgers University, Fraunhofer, University of Miami, UC San Diego
- Largest seed round in cell-based meats category
- Investors from USA, UK, Hong Kong, Luxembourg, Israel
- Private investment of 6 billionaires

University Spin-outs

- Lucent Medical (University of Washington)
- Advanced Electroluminescent Devices (University of Washington)
- Molecular Applications Group (Stanford)
- Dentigenix (University of Michigan, Harvard, UTSA)
- Etaphase (Princeton, University of Surrey, NYU, University of Washington)
- PrimeBee (University of Helsinki)

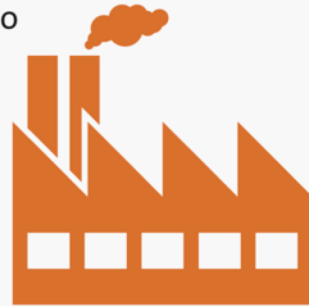
Academic Tech Transfer Has Economic Impact



From 1996 to 2015, up to...

\$1.3 trillion

contributed to
U.S. gross
industrial
output



\$591 billion

contributed to
U.S. gross
domestic
product




4.3 million


jobs supported



...advances
technology
availability
via patents
and
licenses...

 **380,000+**
inventions disclosed...
to research institutions

80,000+
U.S. patents issued...
in the past 25 years



...and is a driving force in start-up creation...

11,000+

start-ups formed since 1995

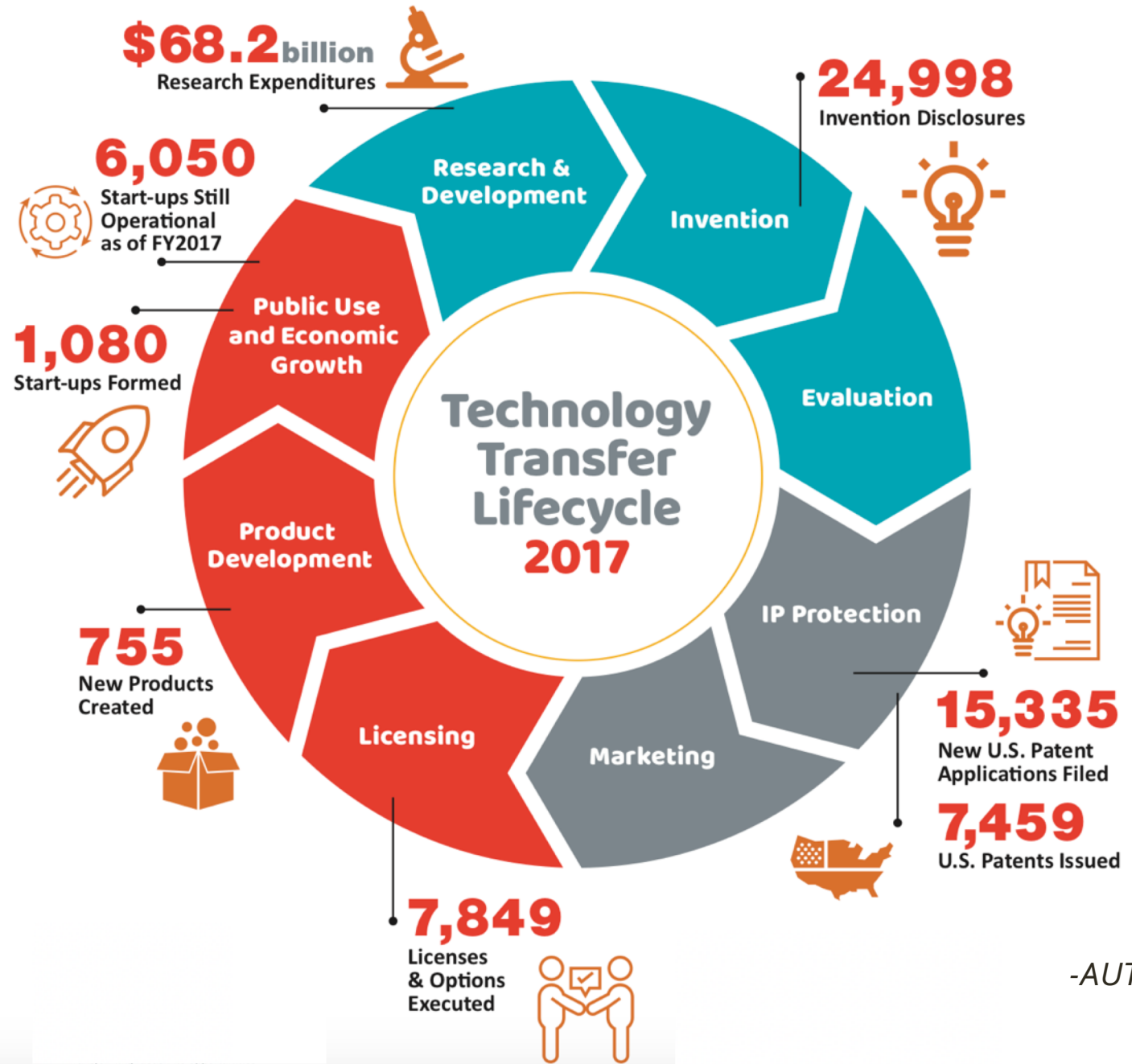


70%

of university innovations licensed to start-ups and small companies



AUTM is a great resource for your TT program



Licensing Executive Society



- International
- Industrial Perspective
- Licensing Strategies
- Royalty Rates
- Best Practices
- Networking

Why Academic Technology Transfer?

For Society

- Adds billions of \$ to the economy
- Supports hundreds of thousands of jobs
- Spawns new businesses
- Creates new industries.
- Opens new Markets

Why Academic Technology Transfer?

For Universities

- Retain entrepreneurial faculty
- Attract outstanding graduate students
- Contribute to the reputation for innovation
- Augment research programs through interaction with the private sector
- Enhance reputation for providing highly trained students for the industrial workforce

Stimulating and Supporting Entrepreneurship

- Build and maintain links with venture capital
- Build and maintain links with angel investors
- Build and maintain links with wealthy alumnae
- Support on-campus incubators / accelerators
- Support on-campus makerspaces
- Encourage interdisciplinary communications
- Provide mentorship programs for first time entrepreneurs
- Provide assistance for grants access

Tactics for Successful University Spin-outs

- Roll up technologies and IP from multiple institutions
- Secure corporate partners as early as possible
- View grants as back up, not as main funding strategy
- Nurture pre-seed and seed funding from angles, VCs.
- Be fast-acting, mentoring
- Staff your office with industrial experience

Philosophy of University Technology Transfer Offices

- **ACTIVE** marketer and arranger, or passive IP/contract office?
- Mission of university (teaching/research mix)
- Donations can be larger than license revenue
- Coordination with sponsored contracts
- Overhead rates
- Royalties, milestone fees
- Easy, 'tear-off' licenses
- Proactive outreach to elicit inventions

Main Challenges for University Start-ups

- Undercapitalization
- Insufficient experience /network
- Insufficient market knowledge and customer feedback
- Naivete
- Lack of familiarity with business basics
- Time balancing between start-up and university duties

Thank you!

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