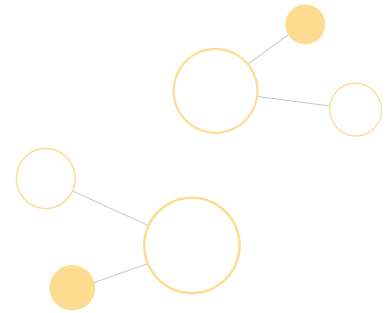# Benefits and Impacts of Tech Transfer

What is Technology Transfer?

Tech transfer is a collaborative, creative endeavor that translates knowledge and research into impact in society and the economy. The process advances early stage research to support innovation and drive economic growth, by developing ideas and moving them into the marketplace.
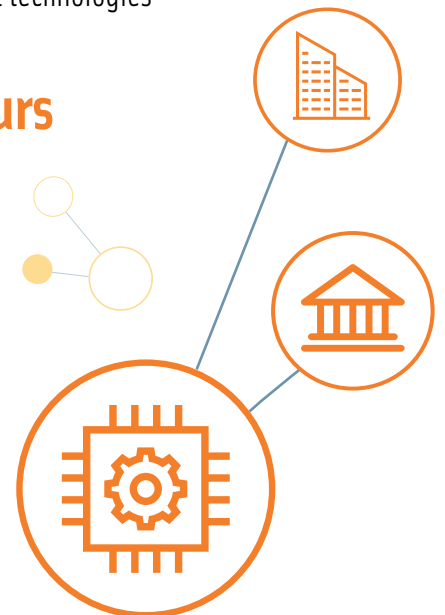
Technology Transfer Supports Society

- **Commercializing** early-stage research
- Enhanced student **educational experiences and employment** opportunities
- **Economic development** via start-ups and job creation
- Incubating **groundbreaking innovations** like new drugs and high impact technologies
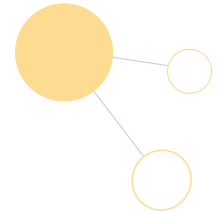
Technology Transfers Support Institutions Like Yours

- **Faculty support** and satisfaction, recruitment and retention (including trailing spouses)
- **Career opportunities** for post-docs
- Enhanced **corporate engagement** opportunities
- Increased **institutional awareness** among the public

- New sources of **research funding** through start-up creation and industry partnerships
- Regional **economic development**
- Additional **knowledge dissemination** and reputation enhancement
- **Diversification of revenue** streams

Putting Research Dollars to Work

2.38
Patents Filed

0.15
Start-ups

1.30
Licenses and
Options Executed

Average Return per $10M in Research Expenses

3.66
Disclosures

$410,258
Revenue

3.62
Deals per Tech
Transfer FTE

autm
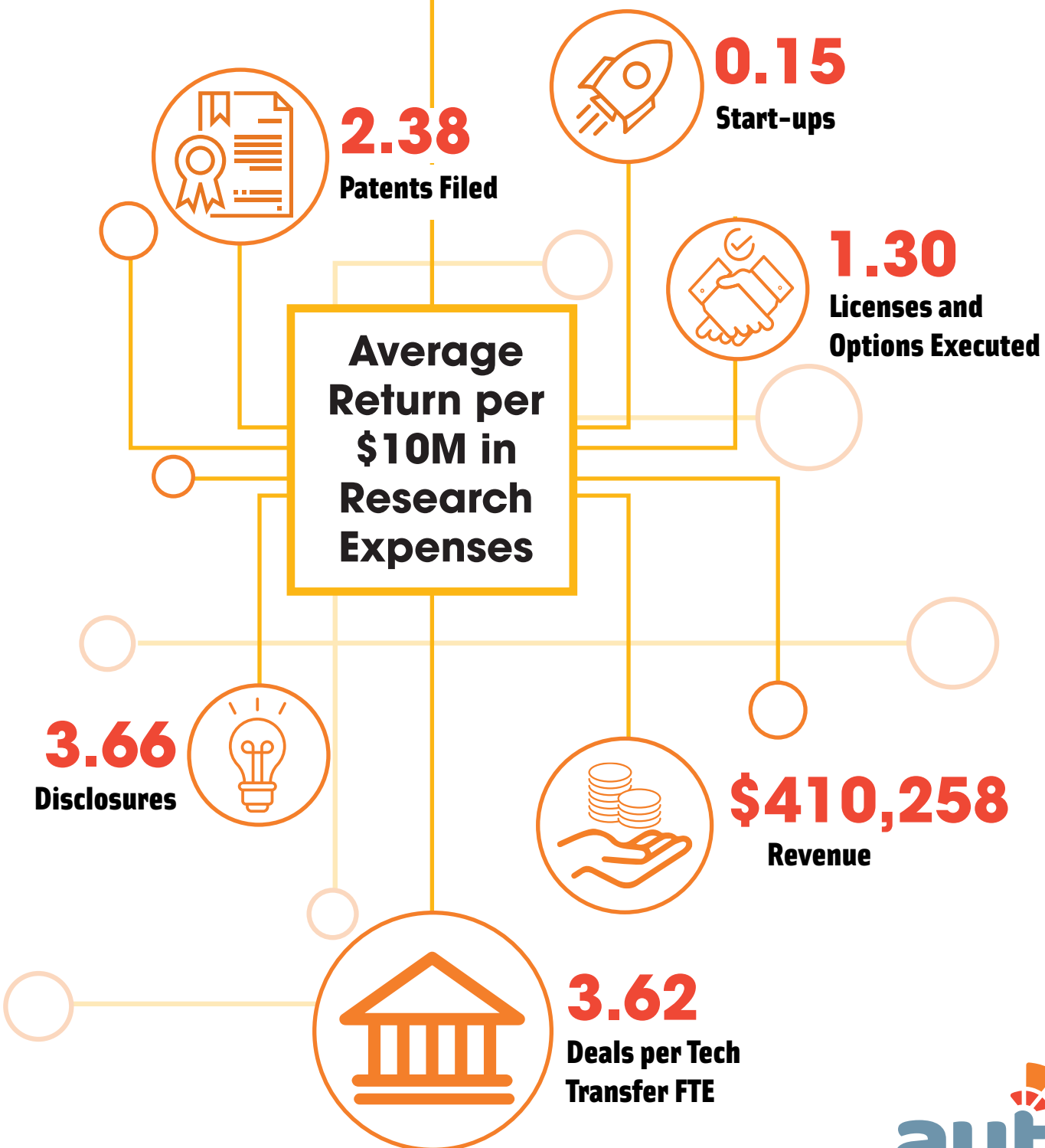
Technology Transfer Brings Research to Life

Technology Transfer supported the development of these and thousands of other vital innovations worldwide.

Google

Allegra

Firefighting Drones

NQR Explosive Detection Scanner

Taxol Cancer Drug

Rotovirus Vaccine

Honeycrisp Apples

The V Chip

Non-lethal Pest Control

FluMist

Nicotine Patch

High Definition TV

You can learn more about these and 500 other innovations in AUTM's Better World Project (www.autm.com/BetterWorld), which showcases the value of technology transfer as it brings research to life. The work at your institution is likely included.

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better world project

What You Can Do to Enhance Tech Transfer at Your Institution

What Does **Success** Look Like?

Use this section to record indicators of success for the categories on the left.

VISUALIZE — **Create a common vision of success** through top-level communication on the value of commercialization to students, faculty, your region and society

STANDARDIZE — **Develop standard operating procedures** for your office based on best practices conveyed through AUTM courses, surveys, email channels and webinars

PLAN — **Determine a best-fit model** and outwardly posit a mission statement making clear the alignment of the office with the university's strategic plan

PROMOTE — Effectively **market and promote** across campus the office's activities and commercialization successes (however small) of the institution's technologies

RECOGNIZE — Promote the necessary **recognition of commercialization activity** in tenure and promotion processes

TRAIN — **Provide critical training** of tech transfer staff through AUTM courses and meetings

INVEST — **Support prototype development** funds and early stage investment

PARTNER — **Develop industry partnerships** with companies in your region by highlighting your unique resources and capabilities

PUBLICIZE — **Share your successes** with the media, policymakers and AUTM's Better World Project