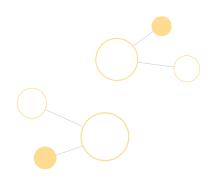


Benefits and Impacts of Tech Transfer

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 8.79 Deals per **Licensing FTE** 2.38 **Patents Filed** 1.30 **Licenses and Options Executed Average** Return per \$10M in Research **Expenses** 3.66 **Disclosures Start-ups Formed** Received \$410,258 **Revenue Generated**

Technology Transfer Brings Research to Life

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

Allegra

Google



NQR Explosive



Honeycrisp Apples

FluMist

Taxol Cancer Drug



The V Chip





Nicotine Patch

Firefighting Drones



Rotovirus Vaccine



Non-lethal Pest Control



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.



What You Can Do to Enhance Tech Transfer at Your Institution

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

What Does **Success** Look Like?

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