

# **Guidebook of IP/Technology Transfer**

# **Track 1**

## **Entry-level Tech Transfer Professional**

### **Topic 1.14**

#### **Managing Your Time: The Art of Technology Portfolio Management**

# **The Art of Technology Portfolio Management**

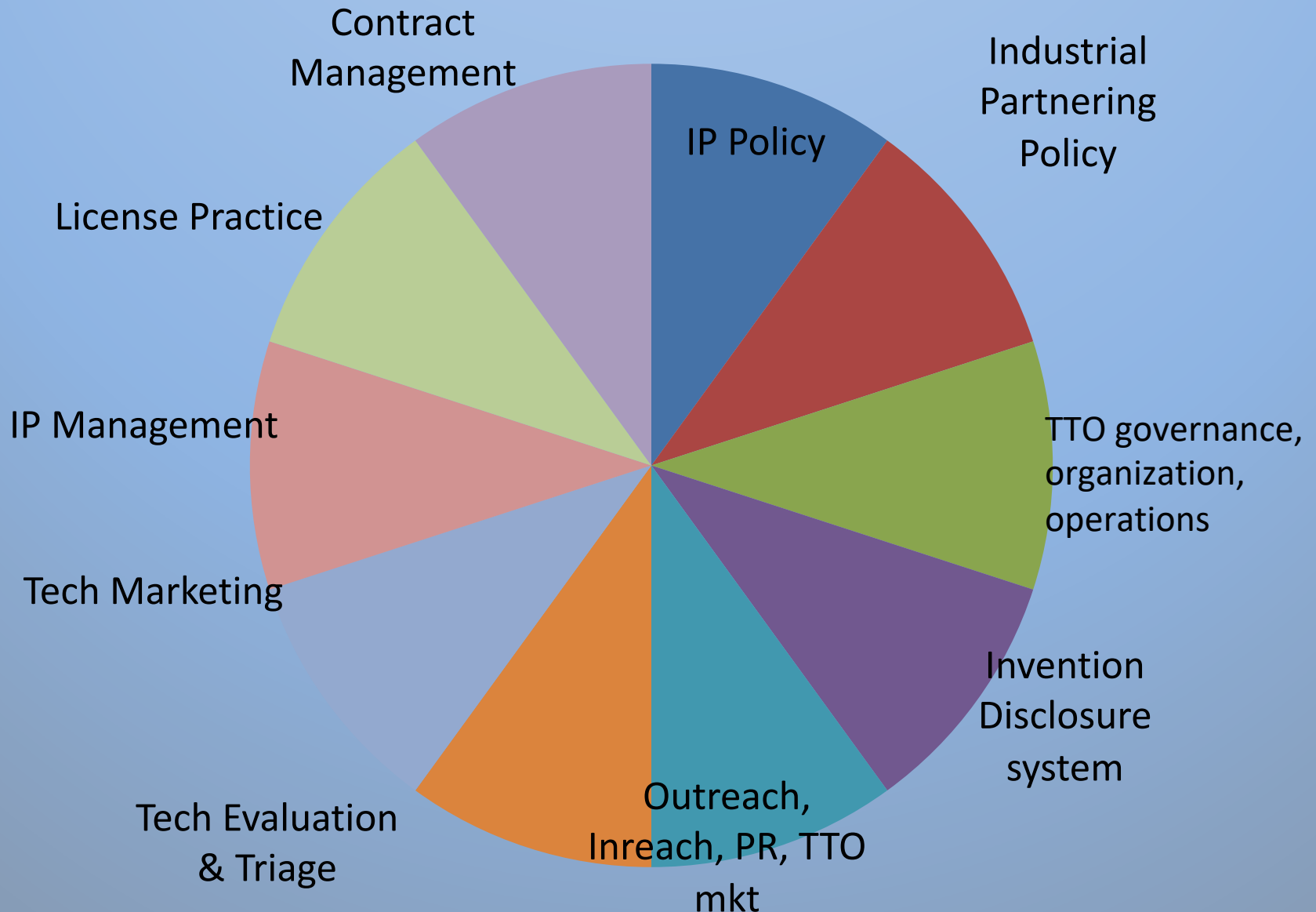
**Two different modes of management required of  
the Tech Transfer Professional:**

- Managing individual technologies
- Managing a technology portfolio

# **The Art of Technology Portfolio Management**

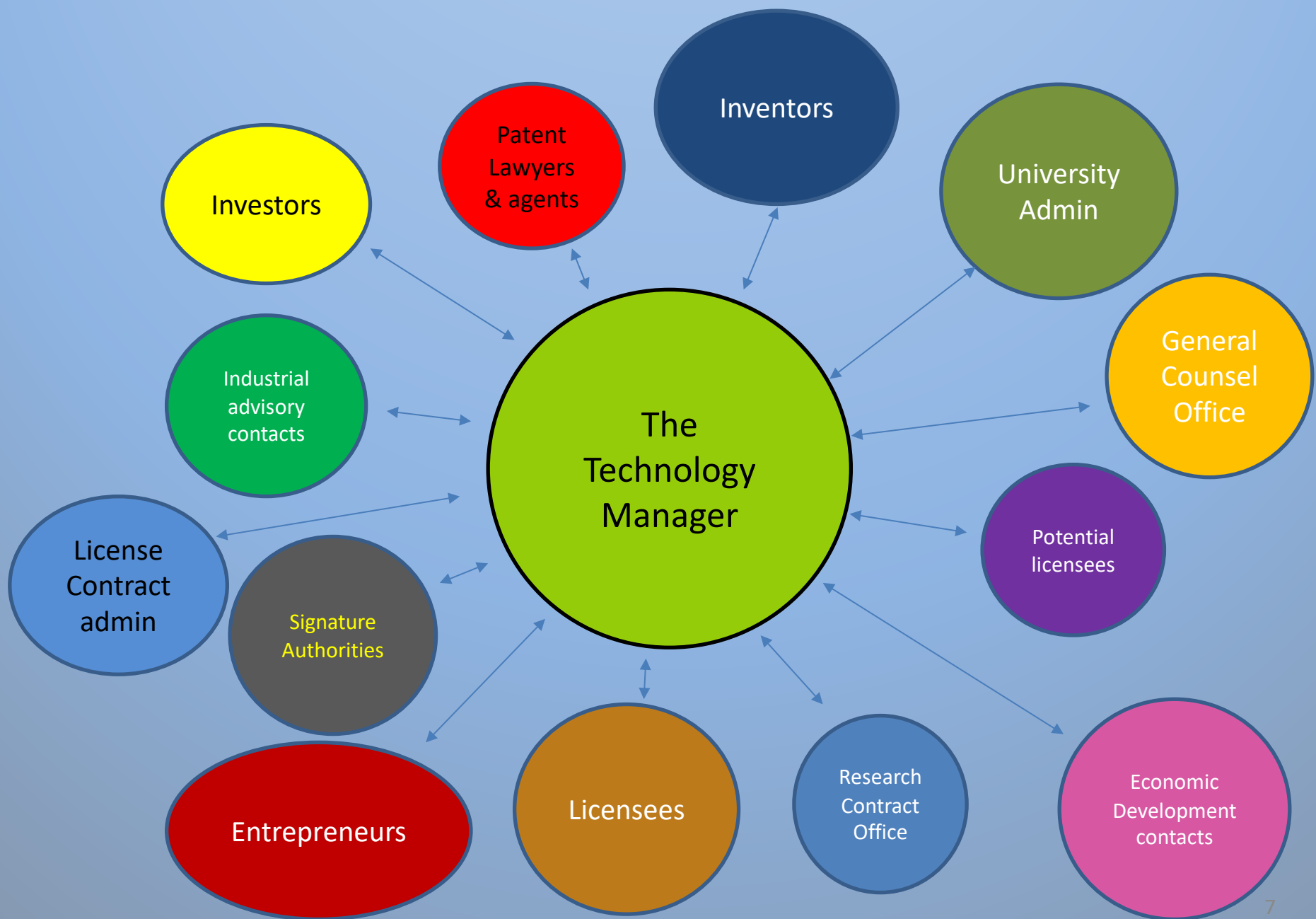
**The Tech Transfer Professional must keep in mind  
the overall Tech Transfer System:**

# Technology Transfer System



# **The Art of Technology Portfolio Management**

**The Tech Transfer Professional has multiple  
constituents to interact with; these relationships  
must be effectively managed:**



# The Technology Manager

- “Manager” doesn’t fully convey the creative, visionary, entrepreneurial aspect of the role
- More like a symphony conductor.... or
  - Impresario
  - Initial entrepreneur
  - Champion
  - Catalyst
  - Initiator
  - Facilitator
  - Architect
  - Creator



# **The Art of Technology Portfolio Management**

**The Tech Transfer Professional manages his/her  
activities in the Tech Transfer Process for each  
Technology Assigned to them:**



# The IP/invention Commercialization Process

# The Art of Managing a Technology

## Relationship with inventors is critical (Job #1)

- Friendly
- Good listener
- Responsive (timely)
- Open minded
- Their invention is your most important one
- Keep good notes on inventors/discussions
- You are the ombudsman – have answers or get answers
- Don't be bureaucratic

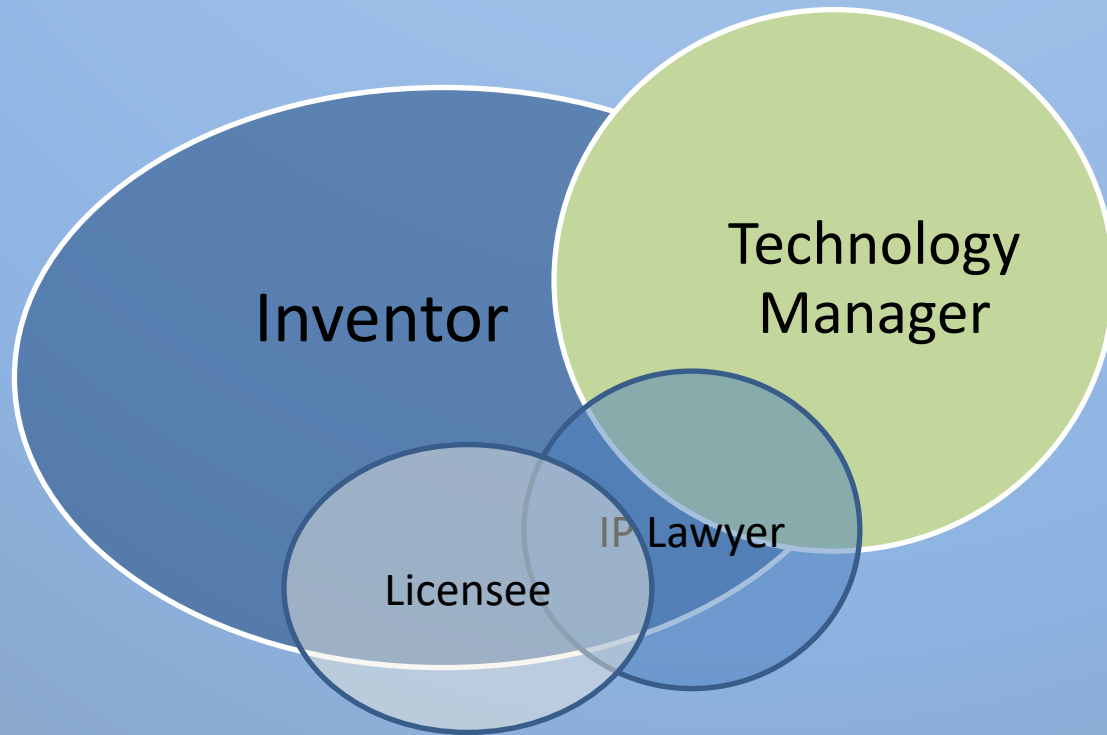
# The Art of Managing a Technology

## Relationship with the technology is critical

- Be curious, invest the time to learn about it
- Be interested
- Develop a “Technology Vision”

What could it do? Where does it fit?

- Have a game plan for its path to licensing
- Every day, ask: “what can I do today to move the technology along its path of development?”
- Do it today!



**Tech Manager orchestrates these relationships**

# The Art of Managing a Technology

**Remember your true client:**

The Technology

- Its success is your goal
- If you fail, it can't help the world
- Always look out for its best interest

# The Art of Managing a Technology

- Maintain momentum (don't forget it)
- Know when to let it rest for awhile  
(like a good wine?!)
- ALWAYS be open to serendipity
- Use your Whole Mind  
Analytical and Creative

# The Technology Manager's Character

Intelligence (including emotional)

Flexible and resilient

Optimistic

Friendly, kind, caring

Enthusiastic

Creative

Sense of humor

Ethics

Social good a goal

Reputation



# **Managing a Technology Portfolio**

# Managing a Technology Portfolio

**The first key question: how many cases are you managing?**

1-5

5-15

15-30

30-50

50-100

100+

How you manage your portfolio depends  
entirely on how many you are managing

# Managing a Technology Portfolio

**The first key question: how many cases are you managing?**

1-5: Each technology receives 100%-20% of a  
Tech Manager's time (40hrs/wk – 8 hrs/wk)

15-30 Each technology receives 7%-3.5%  
TM's time (2.8hrs/wk – 1.4hrs/wk)

50-100 TM's time (2%-1%) (48mins/wk – 24mins/wk)  
100+

How you manage your portfolio depends entirely on  
how many you are managing

# **How to manage this situation:**

## **Never enough time**

- Triage and selecting technologies with a reasonable chance to be licensed
- Support systems – administrative staff to help with disclosures, IP management, contracts
- Manage your time – it is your most valuable asset – do not waste it
- Understand your role: facilitator, promoter
- Remember your role as catalyst
- Leverage your efforts by getting other to help (inventors, departments)
- Have a reference number system for managing the cases (e.g., a docket system)

# **How to manage this situation:**

## **Never enough time**

- In each portfolio, certain technologies naturally take more time:
  - Invention disclosures – priority
  - Filed, not licensed – highest priority
  - Filed, licensed – low priority
- In each portfolio some technologies are more valuable and deserve more time

# How to manage this situation:

## Never enough time

- Maintain tech marketing tracking logs
- Consider using students to help with technology marketing
- Don't create problems – solve them
- Keep things simple
- Look for opportunities to market multiple technologies in same effort
- Do periodic reviews of your whole portfolio  
(do it in a team setting?)
- Establish “trigger events” for each technology  
(patent filing, office action)

# **Track 1**

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### **Topic 1.14**

#### **Managing Your Time: The Art of Technology Portfolio Management**

**Thank you**