

Guidebook of IP/Technology Transfer

Track 1

Entry-level Tech Transfer Professional

Topic 1.8.3

Considering/Imagining Potential Licensees

Considering/Imagining potential licensees

- List of invention inventiveness/market relevance and potential Value Proposition leads to identification of relevant industries and markets:

Agriculture

Food

Communication

Internet and digital applications

Human health

Transportation

Materials

Considering/Imagining

potential licensees

- Specific applications of the invention/IP point to certain segments of industries:

Agriculture

plant breeding & propagation

agronomic inputs

agricultural chemicals

biocontrol of disease & pests

harvesting

processing

packaging

Considering/Imagining potential licensees

- Applications of inventiveness/market relevance leads to identification of industries and markets

Food

ingredient manufacture

finished product manufacture

beverages

fermentation

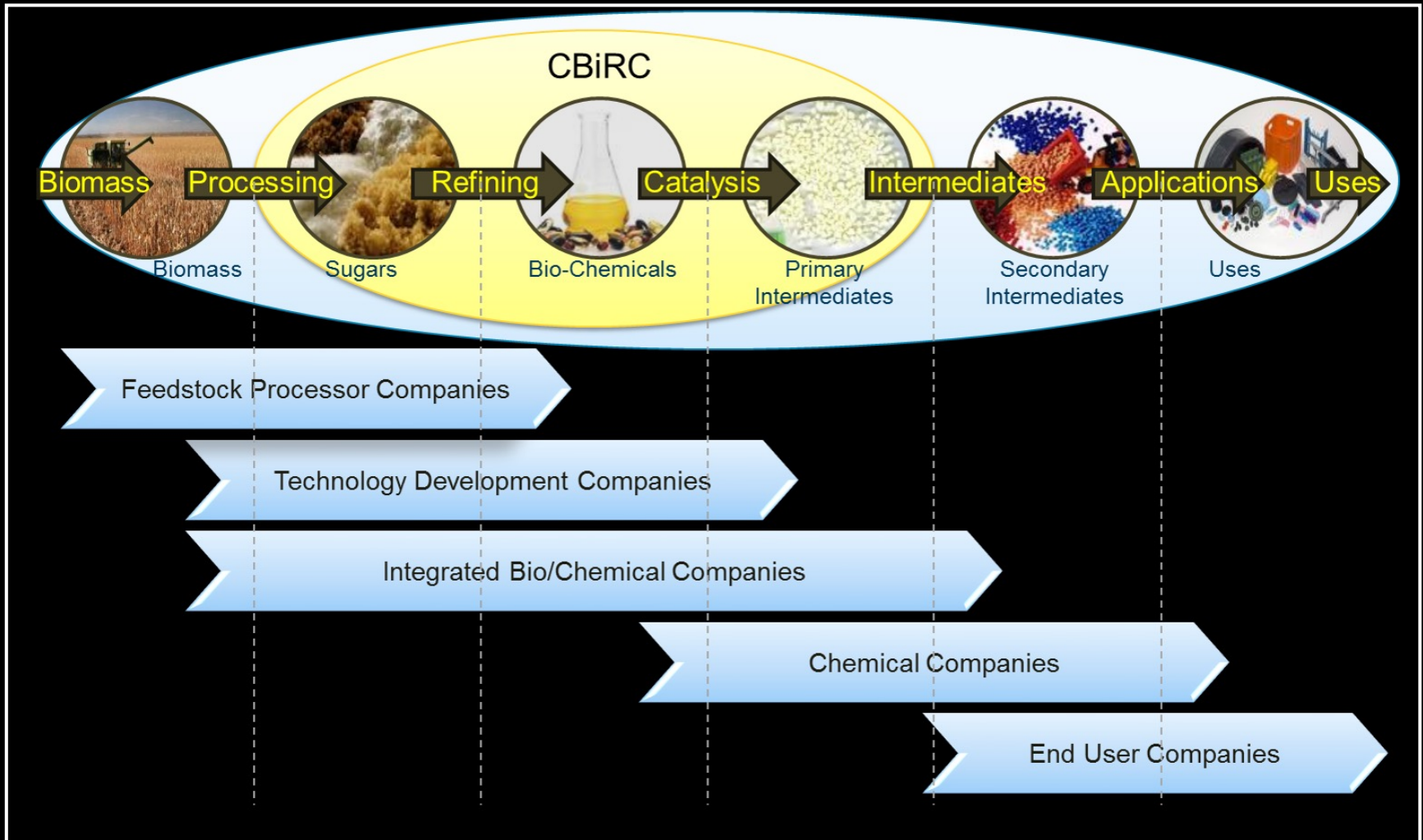
baking

packaging

Considering/Imagining potential licensees

- Applications of inventiveness/market relevance leads to identification of industries, markets, and relevant “value chains”

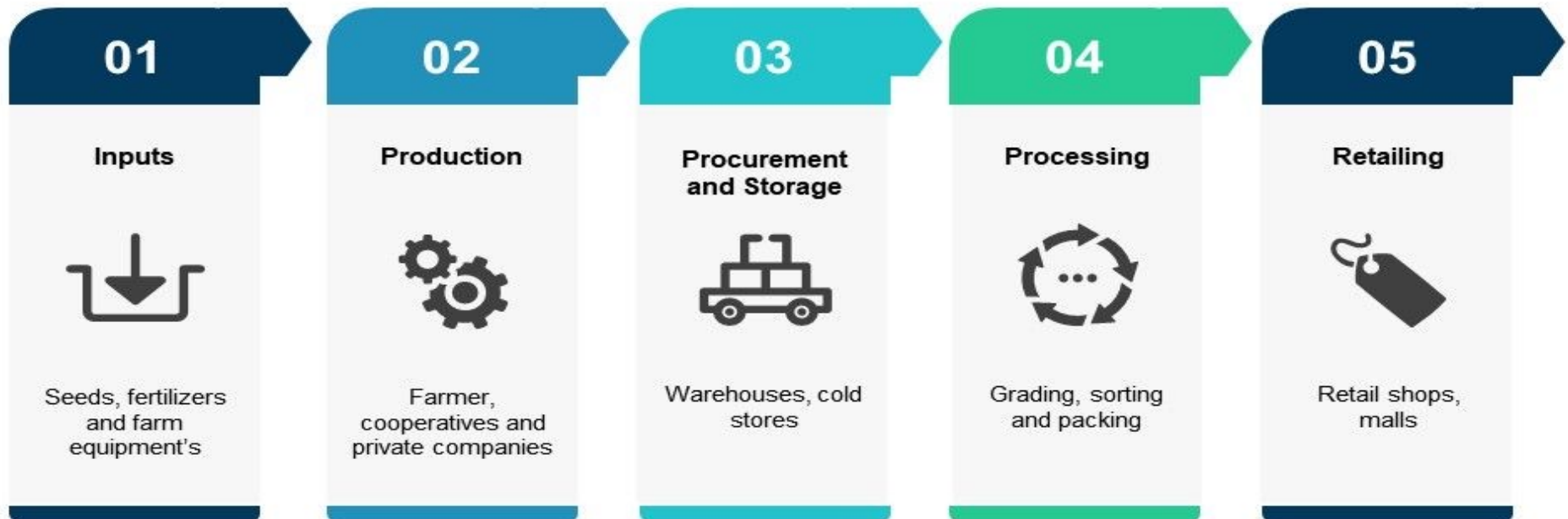
“Value Chain” refers to the overall, integrated system of actors and resources required to move a product or service from its sources and suppliers to a final customer. The “value chain” refers to the manner in which **value is added** as a product moves along the chain, from actor to actor.



The Value Chain

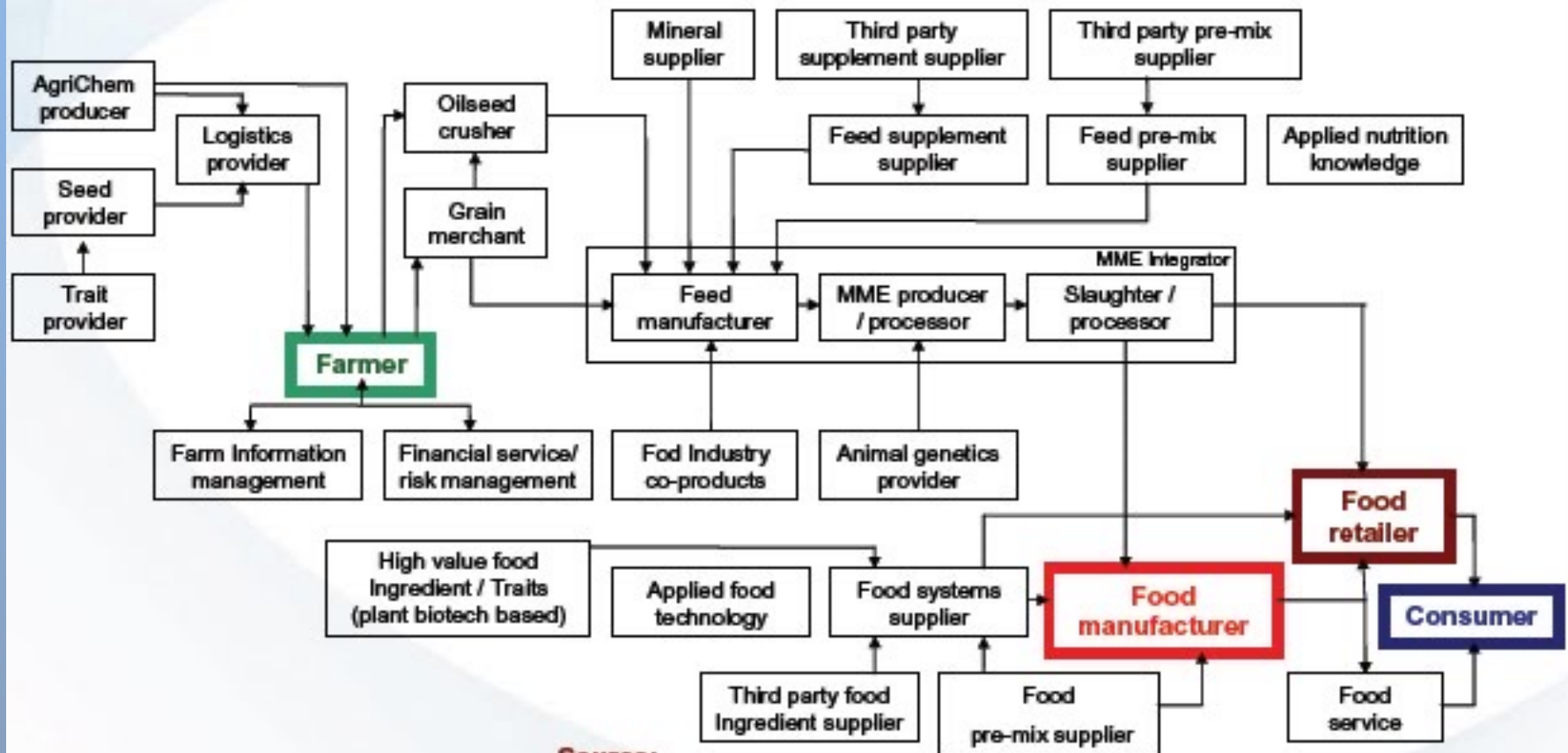
The Value Chain

Brand Value Chain Model for Food Industry



Value Chain

Total Food Supply Chain



Source:
European Technology Platform on Food for Life

Considering potential licensees

- Consider where the invention might best fit in one or more market value chains.
- “Best fit” includes:
 - an optimal Value Proposition
 - ease of adoption
 - reasonable ROI for investment required
- However, it is often more important that a potential licensee company is innovative, than where they are in the Value Chain

Considering potential licensees

- Do some homework to validate the Value Proposition you expect for the invention in a particular industrial application
- Consider at least one feasible Business Model built around one Value Proposition
- Use the Business Model/Value Proposition you've imagined/created to identify companies that could reasonably take advantage of it.
- Make a list of these companies and prepare to contact them
- Develop a Tech Brief using the Business Model & Value Proposition concepts you've created

Considering potential licensees

- Look for innovators in the Value Chain of companies where your invention's Value Proposition is viable
- Read about innovators and innovative companies in the popular press and industrial media
- Look for innovators in proceedings of relevant industrial conferences
- Be on the lookout for companies that exhibit signs of innovation (patents filed, research position solicitations, etc.)
- Go to industry associations, ask the management which companies are innovation leaders

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Thank you