DO YOU HAVE THE NEXT BIG IDEA?
You’ve made a discovery! Now what? Disclosing your invention to the Office of Commercialization and Industry Collaboration is just the first step in an exciting journey.

TECHNOLOGY COMMERCIALIZATION ROADMAP

INVENTION DISCLOSURE

MARKET ANALYSIS

MARKETING & LICENSING
License to Existing Corporation—University Spin-Off
Field of Use
Geographic Region
Up-Front Fees
Milestone Payments
Additional Research
Royalties

TECHNICAL SUCCESS?

ABANDON INVENTION

EXTERNAL CONSIDERATIONS
Commercial Assessment
Patent Assessment
Technical Assessment
Regulatory Requirements
Funding Needs/Availability

INTERNAL CONSIDERATIONS
Inventorship
Pending Disclosures
Prior Governing Agreements
Champion/Inventor Participation

ASSESSING INNOVATION VIA CONTINUOUS MARKET-DRIVEN ANALYSIS

IDENTIFY NEED AND PATH TO MARKET

DE-RISKING TECHNOLOGY REQUIRED

DEVELOPMENT PLAN
Suspend Project for 24 Months
Proof of Concept
Prototyping
Safety

Efficiency
Optimization

PATENT PROTECTION

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