

Commercializing IP

Trip Advisor for Entrepreneurs

知识产权商业化 企业家的旅行顾问



By
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I followed my dreams ...

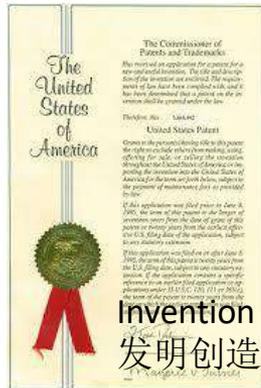
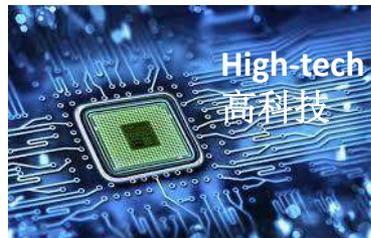
我的梦想



Innovation
创新



Assist people
助人为乐



Diamonds
Prospection
钻石勘探

And it happened that I have done ... 我曾做过

- Collaboration volume of >USD100 million
- 合作总额超过1亿美元
- Setup the Commercialization office @ NTU
- 在南阳理工大学创立商业化办公室
- Negotiated & closed over 1000 deals, licensing & research collaborate
- 谈判并完成了1000多项交易、授权及研究合作
- First to privatize Israeli incubators, established 40 startups
- 率先私有化以色列孵化器，建立40家初创公司

and plan to.... 我打算做

- Create design, media, game activities
- 创意设计、媒体、比赛
- Study methodologies of forecast
- 研究预测方法论

Research vs Innovation 研究 vs 创新



Research is the transformation of money into knowledge;

研究是将财富转化成知识;

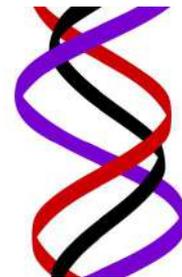
Innovation is the transformation of knowledge into money

创新是将知识转化成财富”

Dr. Geoff Nicholson
Father of the Post-It Pad
Former VP 3M International
吉奥夫·尼克森博士
便利贴之父

Eco-System: The Triple Helix

生态系统：三重螺旋



Universities

大学

提供教育与科学

produce **education** and **science**

Industries

行业

应用研究和制造能力

apply **research** and
manufacturing capabilities

Governments

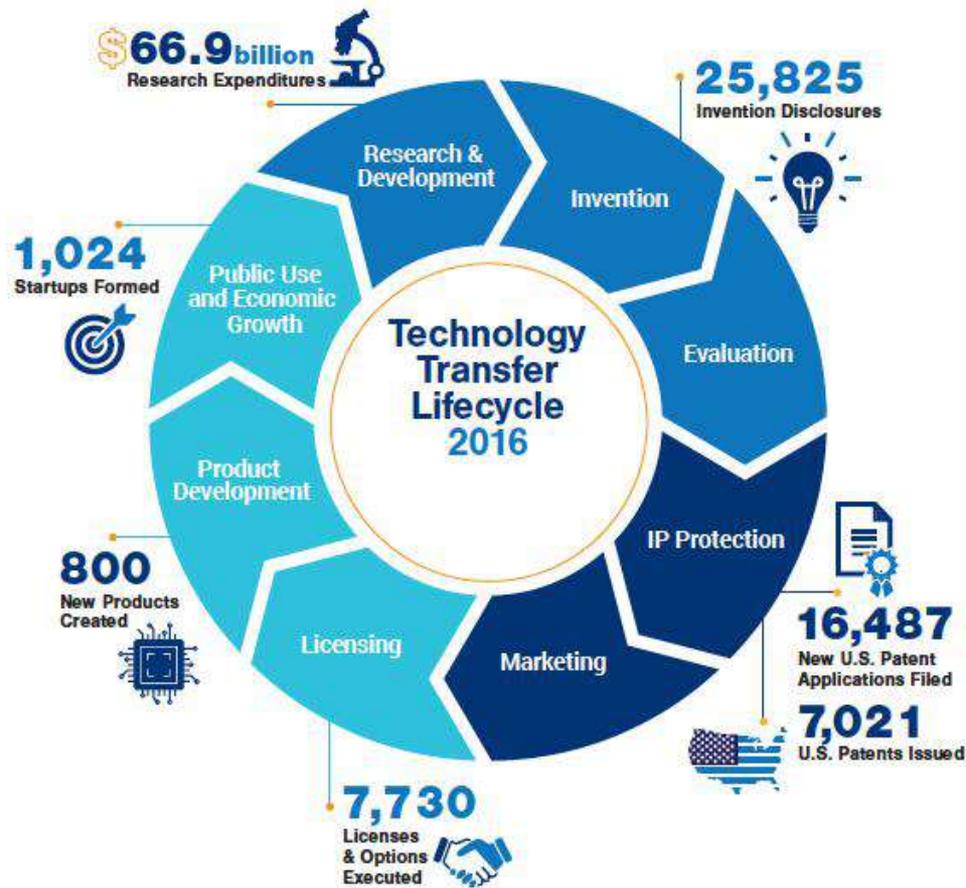
政府

为交流互动提供稳定的框架。

secure a stable framework for
interaction and **exchange**

US Academic Technology Transfer for 2016

2016年美国科技转化情况



Innovator: 创新者

- Researcher 研究人员
- Clinician 临床医生
- Technologist 科技人员

Entrepreneur: 企业家

- “Toolbox” “工具箱”
- Experienced 经验丰富
- Desire & Way of Life 渴望&生活方式

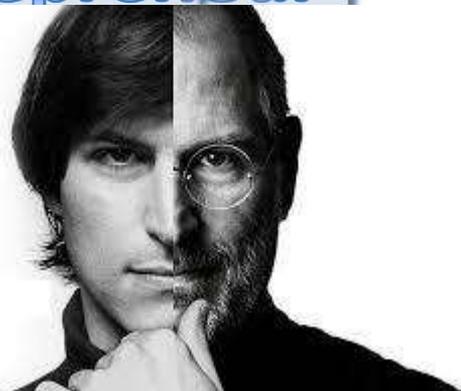
Innovator ≠ Entrepreneur



Alan Turing
阿兰·图灵

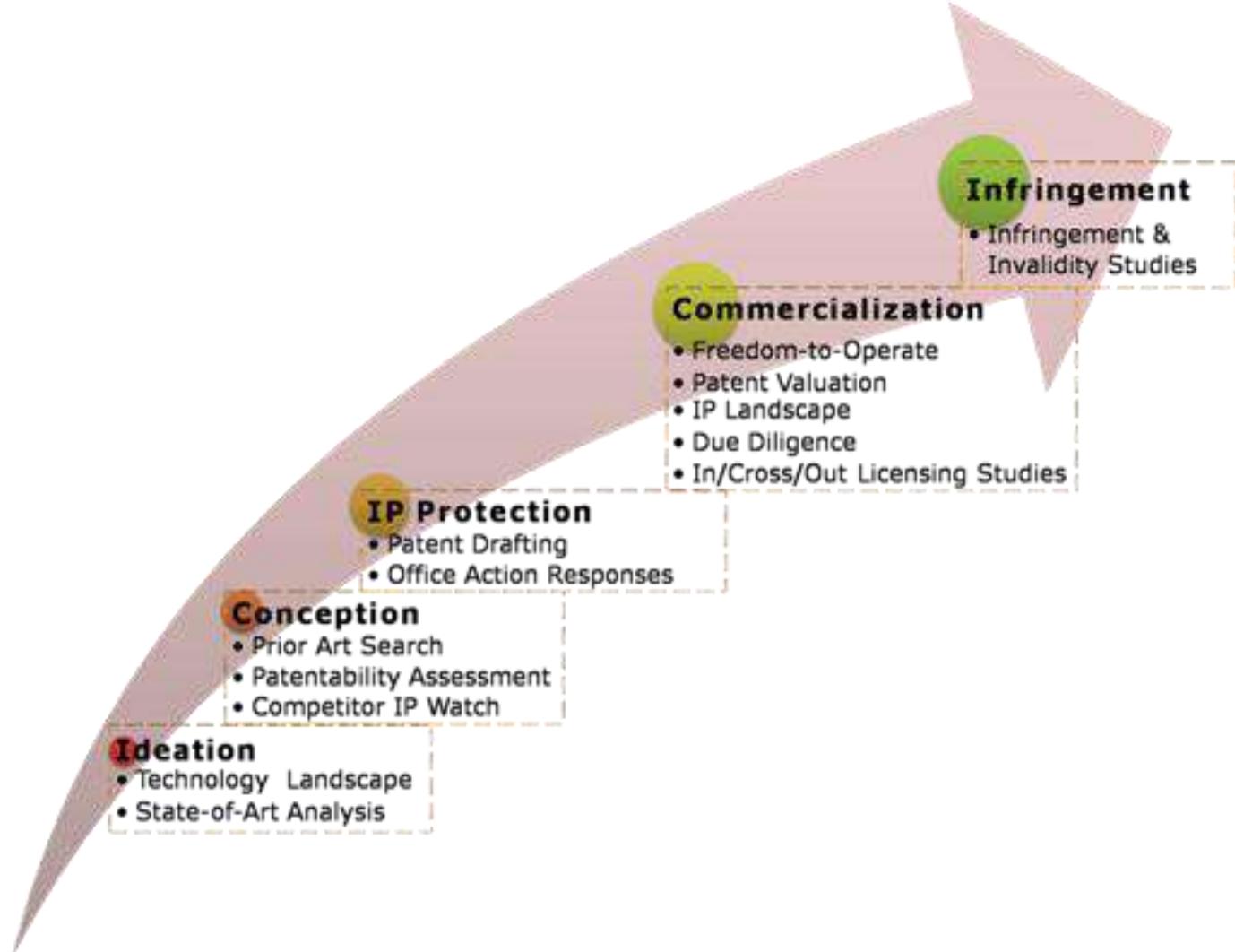
“We can only see a short distance ahead, but we can see plenty there that needs to be done.”

“我们能看到的前路很短，但待做之事很多。”



“You can't connect the dots looking forward; you can only connect them looking backward...”

“你无法预先串联人生的点点滴滴，只有回顾时才会明白其中的联系。”



The Gaps 差异

Entrepreneur & Industry
企业家&工商界



Sectorial 按行业区分

Timeframes & milestones
时间表&里程碑

Academia
学界



Geographical 按地理区域区分

Loose time limits
时间限制松散

Evaluation Criteria 评估标准

Scope 范围

Motivation 动力

Dynamics 动因

Management style 管理形式

Basis of Activity 活动基础

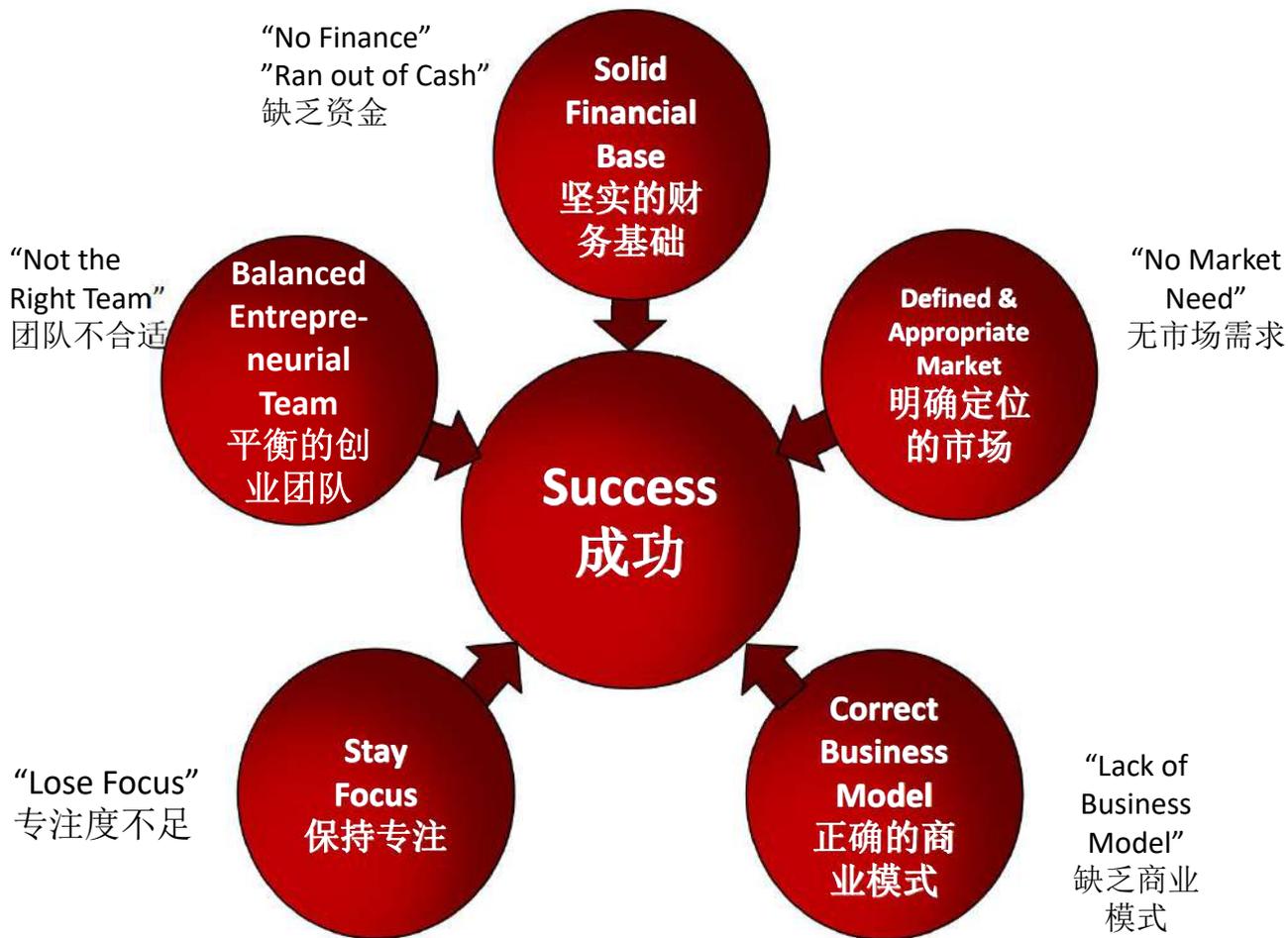
Scope of Activities 活动范围

Different Structure 结构区别

Time 时间

Key Success Factors for an Initial Success

初步成功的关键因素



The “Who Does What” Matrix “谁做了什么” 矩阵

Activity 行动	Univ大学	Entrep.企业
Project “Creation 项目创造	***	***
Project Screening, Technology Assessment, Tech. Feasibility项目筛选、技术评估、技术可行性	**	***
Research研究	*	***
Development开发	***	*
Intelligence, Information, Market, Research, Strategic Alliances智力、信息、市场、研究、战略联盟	*	***
Raising Capital筹集资金	*	***
Go to Market走向市场	*	***

IT&CS Business Model (Israel)

IT&CS 商业模式（以色列）

Consideration Type 费用类型	Start-up 初创公司	SME's 中小企业	Big Entities 大企业
Licensing Fees 许可费	Negotiable 可议	Must 必须	Must 必须
Equity / Exit Fees 股权/退出费	Must 必须	Negotiable mostly Yes 可议, 大部分需要	-
Licensing Maintenance / Minimum Royalties 许可维护费/最低版税	Must 必须	Must 必须	Must 必须
Royalties on final product sales 最终产品的特许权使用费	Rarely 少有	Rarely 少有	Rarely 少有
Sub-License Fees / Milestone Payments 分售许可费/里程碑付款	Must 必须	Must 必须	Must 必须
Patent Reimbursement & Expenses 专利报销&费用	Must 必须	Must 必须	Must 必须
Sponsored Research 赞助研究	Rarely required by the Licensee 被许可方很少要求	Rarely required by the Licensee 被许可方很少要求	Rarely required by the Licensee 被许可方很少要求
Scientific Services 科学服务	Rarely required by the Licensee 被许可方很少要求	Rarely required by the Licensee 被许可方很少要求	Rarely required by the Licensee 被许可方很少要求
Consulting by Researcher (=inventor) 研究员 (=发明人) 咨询	Almost Always required by the Licensee 被许可方经常要求	Almost Always required by the Licensee 被许可方经常要求	Almost Always required by the Licensee 被许可方经常要求

IP Licensing – Provision of Terms 知识产权许可-条款

1. Licensor许可方
2. **Company (Licensee)公司**（被许可方）
3. **Technology技术**
4. **Patents/IP专利/知识产权**
5. **Field领域**
6. **Territory领土**
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
17. 息权力（经审计的财务报表）
18. Use of Name名称使用
19. Confidentiality & Invention保密性&发明
20. Law法律
21. Terms of Confidential保密期限
22. **License Grant Back授权回馈**
23. **Termination许可终止**
24. **Royalty Payment Audit特许权使用费审计**
25. **Performance Milestones, etc.绩效里程碑等**

If you want to stay calm and happy
Let your lawyer do the job for you !
若想保持沉着与快乐，让律师替你着手。



Success Stories: Blockbuster Products

成功案例：畅销产品

EXELON忆思能

A medicine prescribed for people in the early/middle stages of Alzheimer's disease.
用于阿尔茨海默病早期/中期的药物



DOXIL (CAEYLX):阿霉素脂质体（楷莱）：

A medicine for the treatment of patients with ovarian cancer卵巢癌治疗药物

THE FIRST NANO-TECHNOLOGY DRUG !首例纳米技术药物



MOBILEYE: Mobileye is a vision-based Advanced Driver Assistance System (ADAS) providing warnings for collision prevention and mitigation.

MOBILEYE:是一个基于视觉的高级驾驶辅助系统(ADAS),可提供防撞预警与缓冲。



Cherry Tomatoes and Long Shelf-life Tomatoes长保质期的樱桃西红柿

The world's most popular cocktail hybrids for greenhouse production
Improved shelf-life, yield, and quality. Today considered among the world's leading greenhouse varieties.

世界上最受欢迎的温室杂交产品，保质期、产量和质量均得到提升，是世界上主要的温室品种之一。



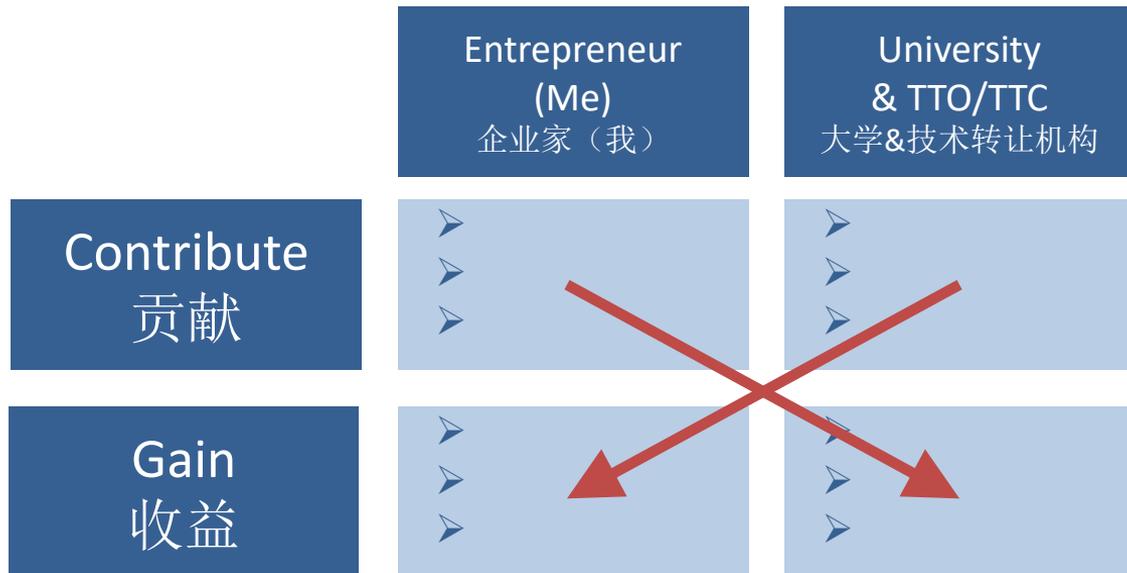
Need to find the balance and synergy
找到平衡与协同



achieving
Academic
Excellence
实现卓越的学术能力

Pursuing
Technology
Transfer
追求技术转化

Mapping the “Sustainable Solution” 绘制“可持续解决方案”



Strategic Principles to the Success of Entrepreneur with Tech Transfer

企业家技术转化成功的战略原则

- Unique & Clear Vision 独特而清晰的愿景
- Building Strategic Capabilities 塑造战略能力
- Building a “Learning Organization” 建立“学习型组织”
- Flexible Organization 组织灵活
- Understanding the stakeholders need and Value creation 了解利益相关者的需求和价值创造
- Building Collaboration & Alliances 建立合作与联盟

Summary:

To build a sustainable competitive advantage in the domestic and global market

总结:

- Main stream: Academia & Industry cooperation
主流：产学合作
- Think locally – but have Multi-nation
立足当地，放眼全球



Where there is a Will – There is a Way
有志者，事竟成

