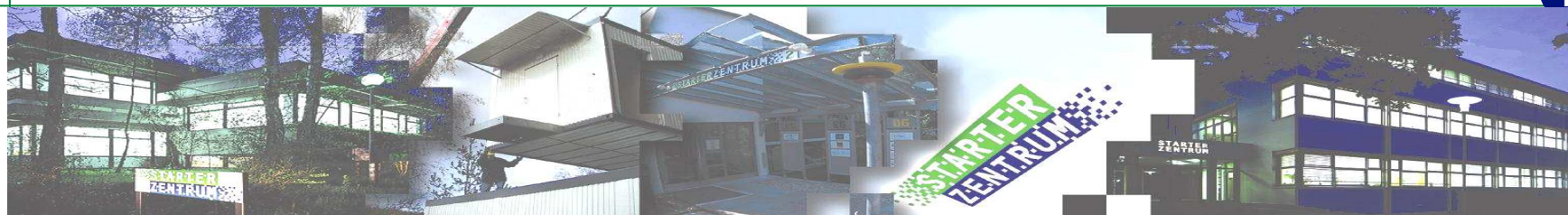


# Knowledge and Technology Transfer

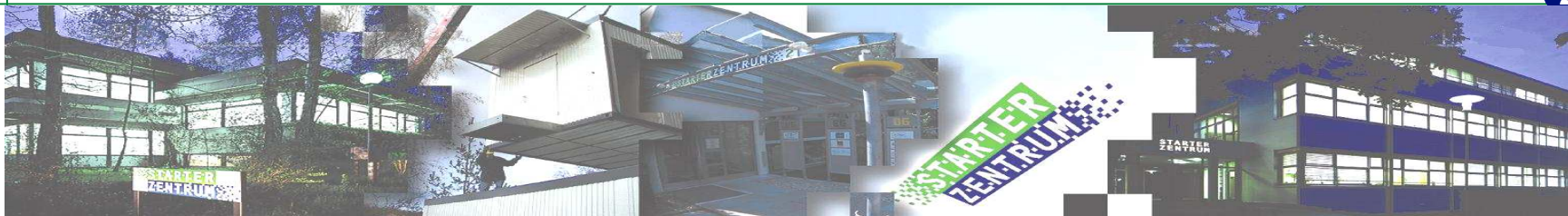
## Saarland University



# Technology Transfer

## Content

1. Role of TT Officer
2. Positioning
3. Marketing
4. Sales internal / external
  - Networking
  - Trade Fairs
  - Events
  - Communication – Internal / External
5. Contracting
6. Process
7. Implementation of measures and evaluation of outcome/success



# Technology Transfer

Role of the Knowledge and Technology Transfer Officer

## Strategy

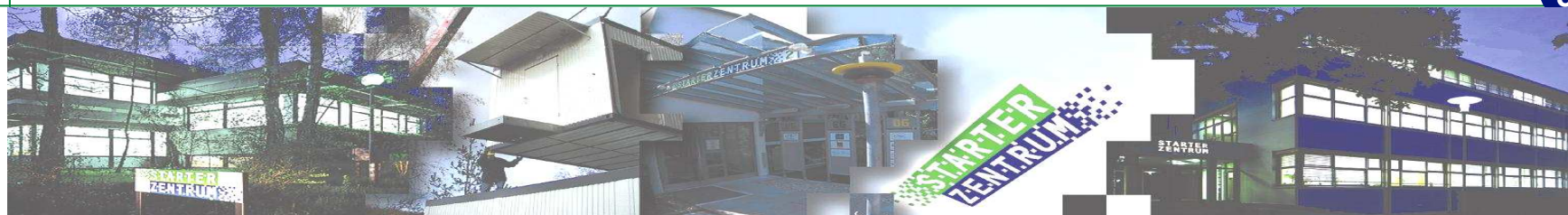
- Creating a Transfer Strategy because there is no „one fits all solution“

## Exploitation of Innovation

- Bridge between science and economy

## Representation of the service-oriented nature

- Mediator for a successful cooperation with the university





# Technology Transfer

Role of the Knowledge and Technology Transfer Officer

## Discovering Topics

Informational visits of Companies, Conferences, Fairs and Congresses

## Creating Links

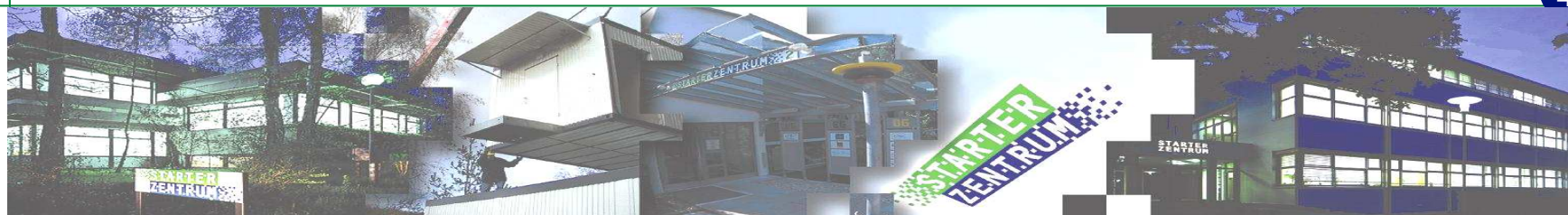
- Helping by initiating projects and finding of solutions for problems

## Maintaining Contacts

- Constant conversation to all actors

## Task

- located in the University but works for both Universities & Companies

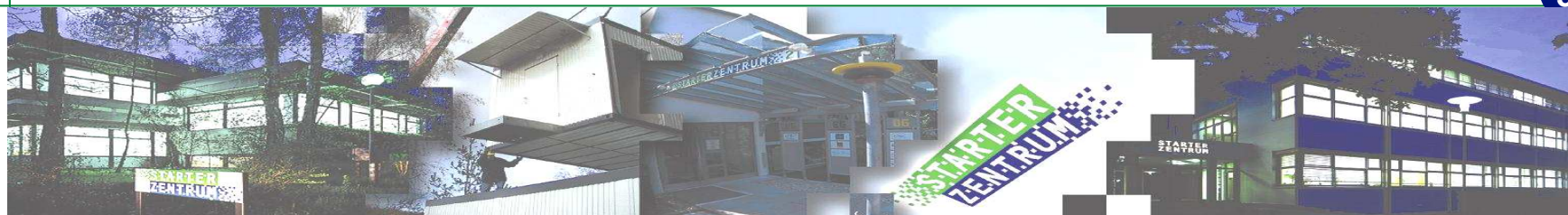


# Technology Transfer

## Positioning

### What is Positioning

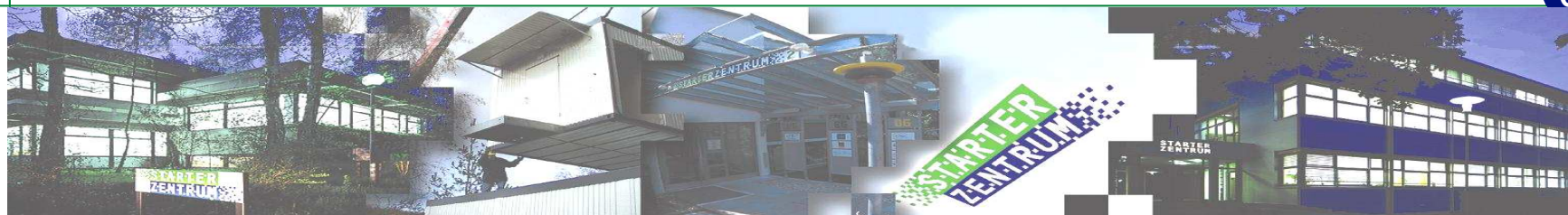
- Positioning is the starting point for your strategy
- Positioning is the pre-condition to have a vital Transfer
- Positioning helps you to define your Product, Service and the Market you want to enter
- Positioning is:
  - *Who are we?*
  - *What do we have to offer ?*
  - *Whom we want to reach?*
  - *What are our Assets?*



# Technology Transfer

## Positioning

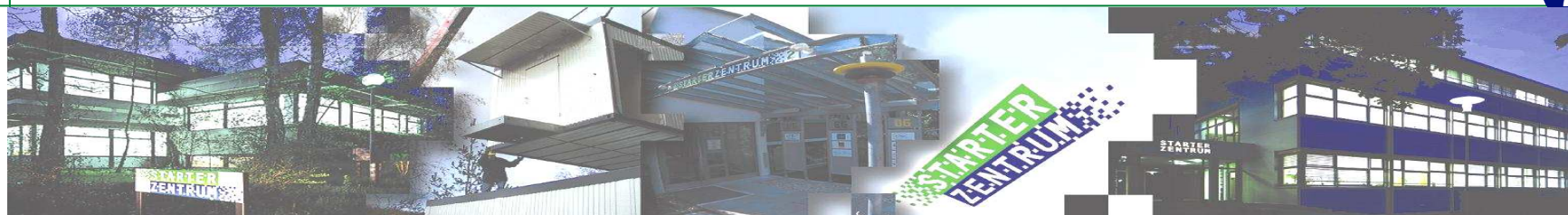
- |   |                                 |
|---|---------------------------------|
| • <b>Who are we?</b>  | • <b>Means:</b>                 |
| • We are a University.....  | • NOT a Uni of Applied Science  |
| • We have 8 Faculties (29 Subjects)                                     | • What Subjects do we NOT have? |
| • We have 285 Professors (98.....<br>Professors from (natural) science) | • A wild range of Experts       |
| • Third-party funds of € 55,90 Mio.....                                 | • Cooperation orientated        |
| • We have 134 fields of study.....                                      | • Very diverse                  |
| • We have 17.500 Students.....  | • Rank ~42 in Germany (~400)    |
| • 15 Students from Tunisia.....   | • We are international          |



# Technology Transfer

## Positioning

- **What do we have to offer ?** (The answer is not Technology Transfer!)
  - What kind of co-operations?
    - Consulting, PhD, contract research etc.
  - In which areas can we contribute something
  - In which areas want the professors contribute something
  - Have a intern research

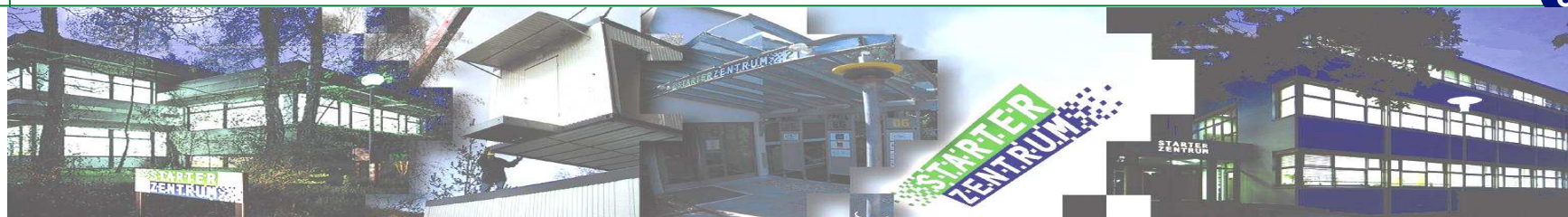




# Technology Transfer

## Positioning

- **Whom we want to reach?**
  - SME or(!) Large Companies
  - Specific Field?
  - Which are the strengths of your local Economy?

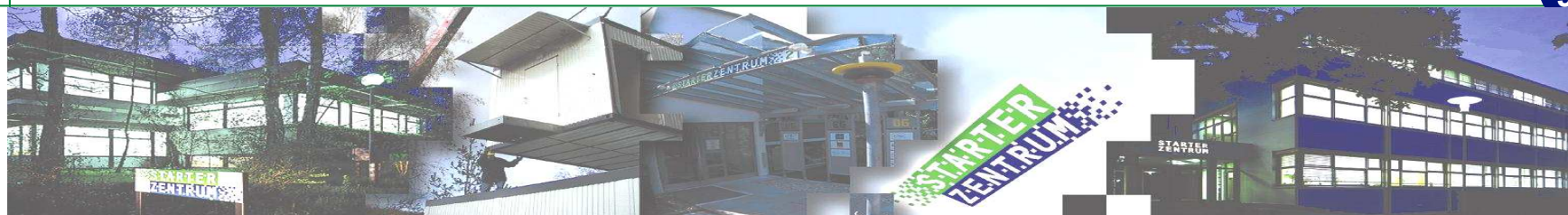




# Technology Transfer

## Positioning

- **What are the assets of our University?**
  - Strong Faculty?
  - Surrounded by Institutes?
  - Young (age) research staff?
  - Do we have a well-known Professor?



# Technology Transfer

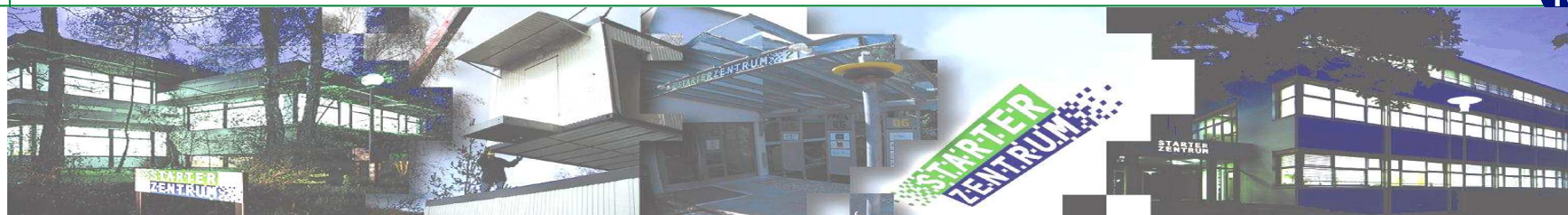
## Marketing

### Marketing for Technology Transfer is “Sales Support”

- Present Facts
- Update your Website BUT....
- Use of Social Media – but be conservative

## Brochures

- Present your Service
- No need to Present the Faculties

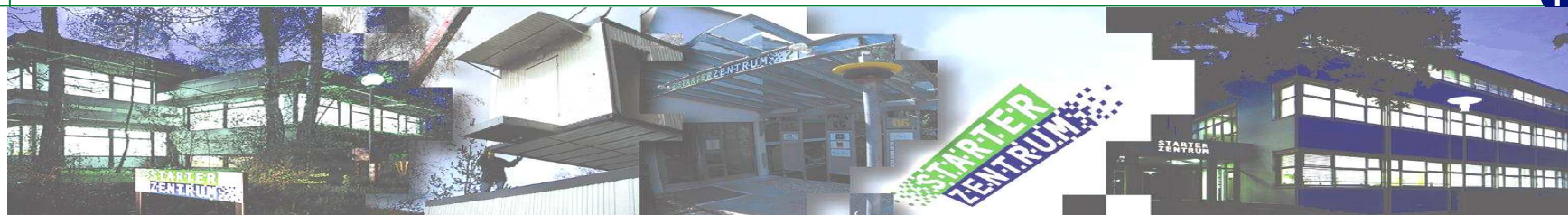


# Technology Transfer

Sales internal

## Why do we need internal sales?

- Need of selling a cooperation
- Contact the active Profs first
- Promote the Advantages
- Meet the Profs in Person
- No Database

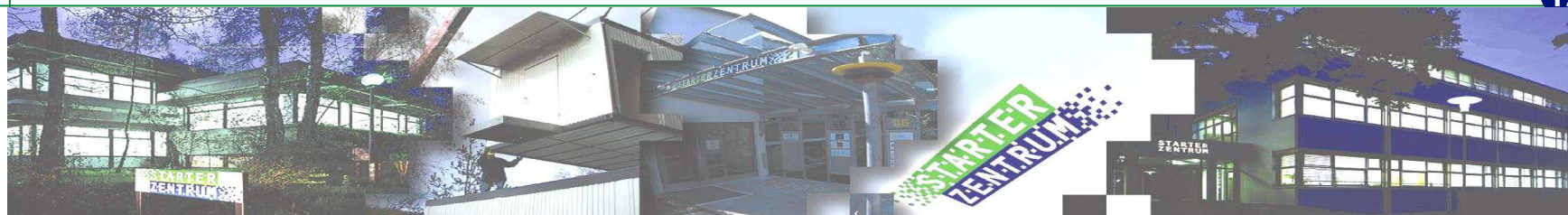


# Technology Transfer Officer

Sales external

## What is external sales?

- Market Research or Cooperation by Accident
- Knowing and selling your Product
- Cold calls?
- Increasing trust in Universities as Partner
- Networking



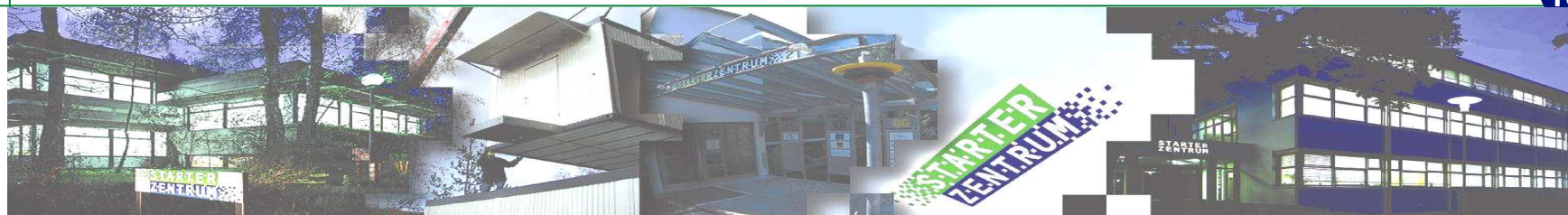


# Technology Transfer Officer

## Networking

### Where to meet our targets?

- Engineer societies
- Networking Events
- Cluster Events
- Social Events
- Alumni Events
- guest contributions
- Trade Fairs

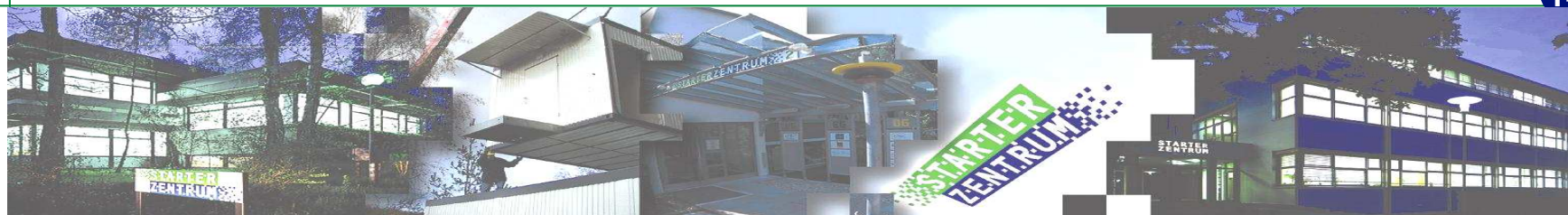


# Technology Transfer Officer

Trade Fair

## Visit or exhibit ?

- Which one are the relevant Fairs?
- What is it I want to exhibit?
- Professionalism before Actionism

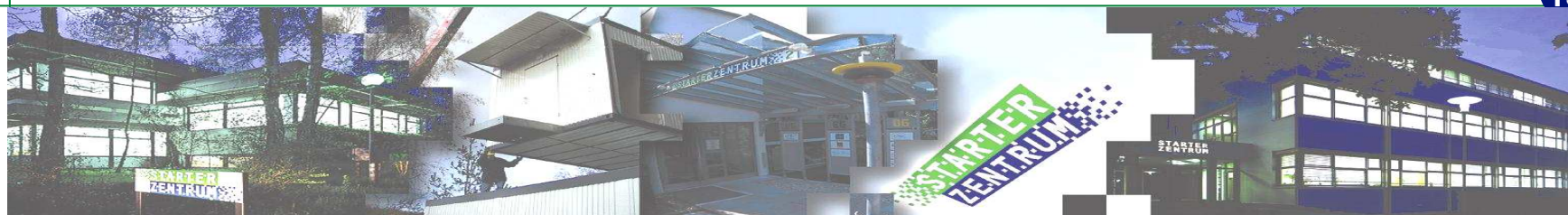


# Technology Transfer Officer

## Events

### Why Events?

- Big Bang or small whisper?
  - Technology-Meeting
  - Business meets Research
  - Laboratory Visits
  - Faculty Visits
  - Company Visits
  - Meetings with Local Business Development Corporation

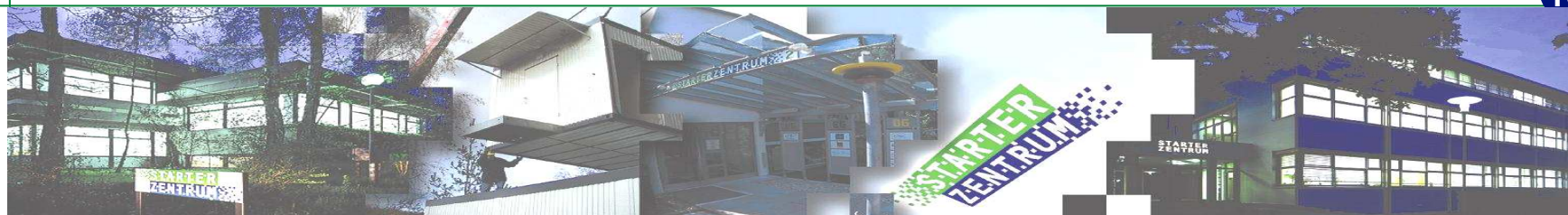


# Technology Transfer Officer

Communication - External

## External

- Newsletter
- Magazin Forschung
- Main Areas of Research Leaflet
- Public Relations
- Social Media
- Be successful and speak about it!



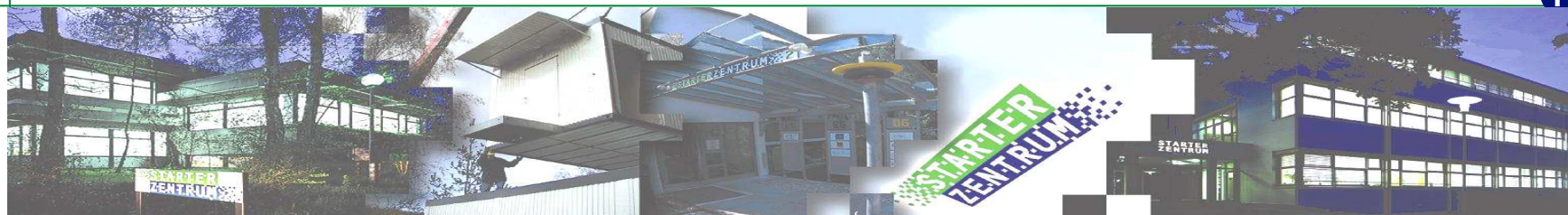


# Technology Transfer Officer

Communication - Internal

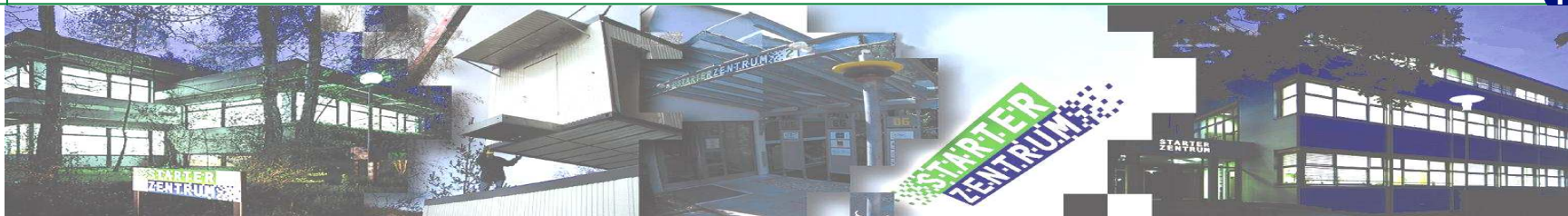
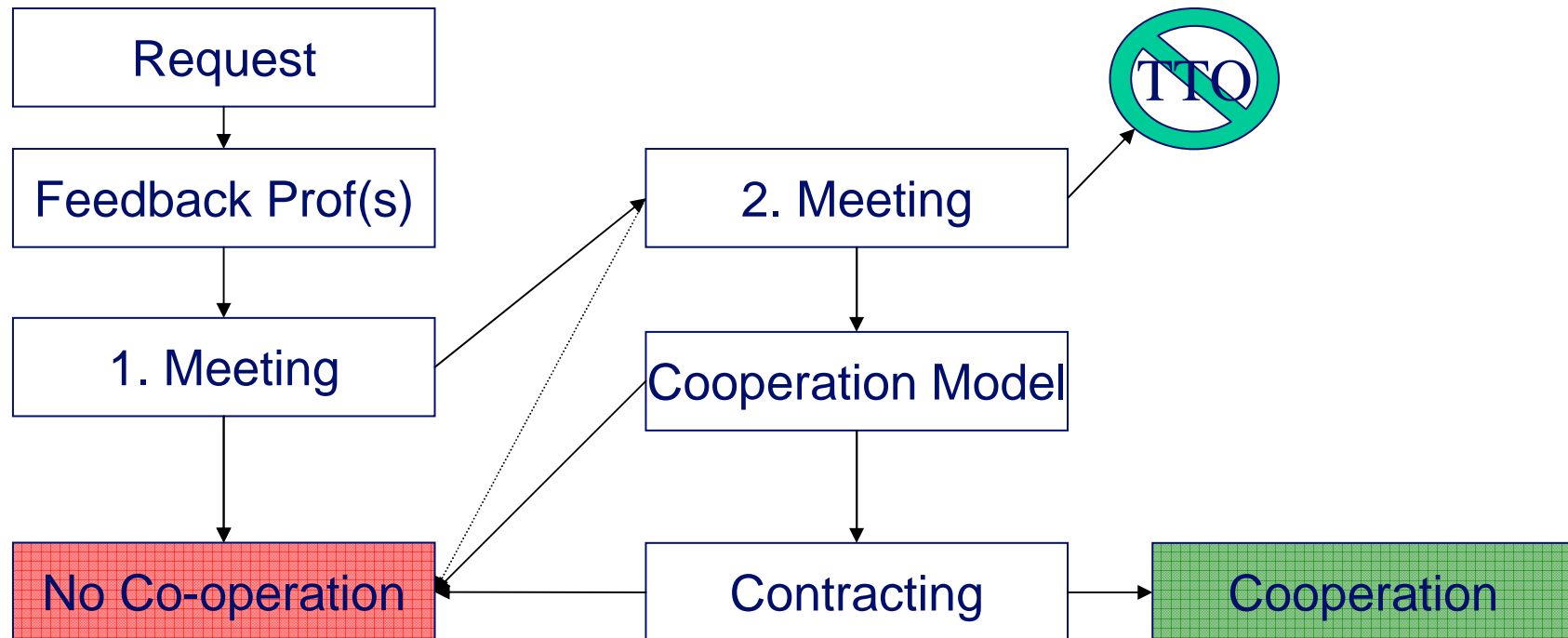
## Internal

- Distribution of Requests
- Be successful and speak about it!
- Have a Process (Work-Flow)



# Technology Transfer Officer

Process at Saarland University



# Technology Transfer Officer

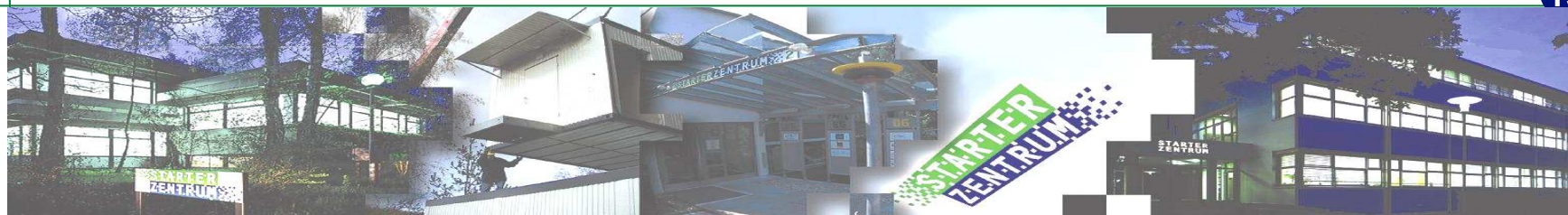
## Contracting

### Contracts

- Cooperation agreement
- Contract research

### Agreements

- NDA – Non Disclosure Agreements (including Staff)
- MTA – Material Transfer Agreement

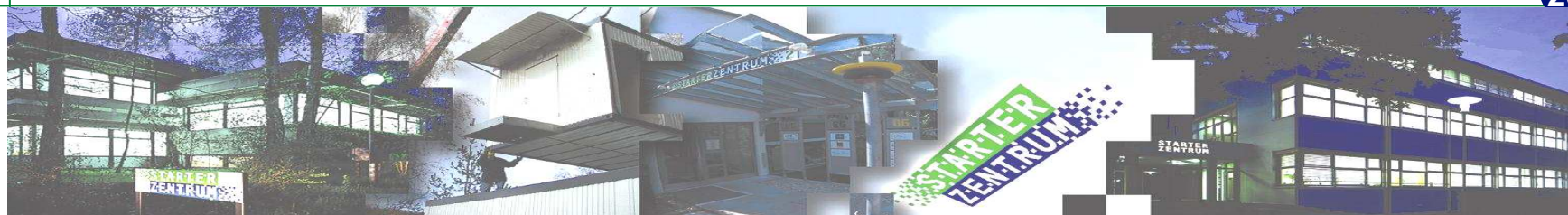


# Technology Transfer Officer

Contracting

## Model Contracts

- Paragraph about the Intellectual Property (IP)
- No Warranty Claim
- Exclusion from liability (gross negligence, deliberate intention)
- For International Cooperation, Choice-of-law Clause
- Custody Account vs. Third-Party Funds



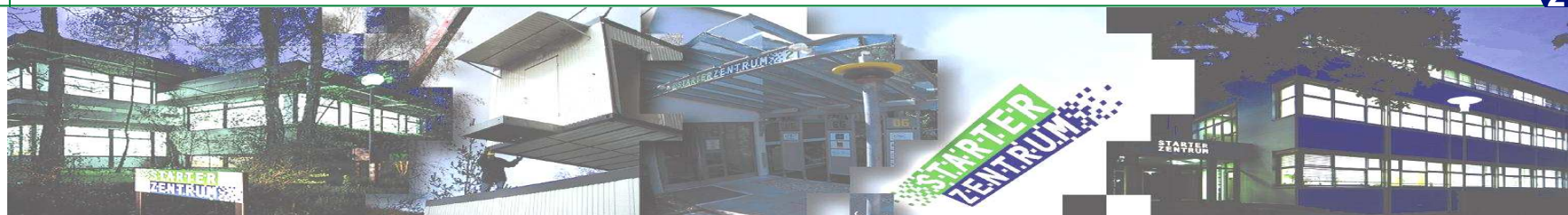


# Technology Transfer Officer

## Contracting

### Confidentiality

- What is Confidential
- Treated as own
- End of Confidentiality
- Official secrecy
- Exclusivity clauses
- Competition restraint clause
- Scientific publications
- Communication via encrypted emails
- No need to know



# Technology Transfer Officer

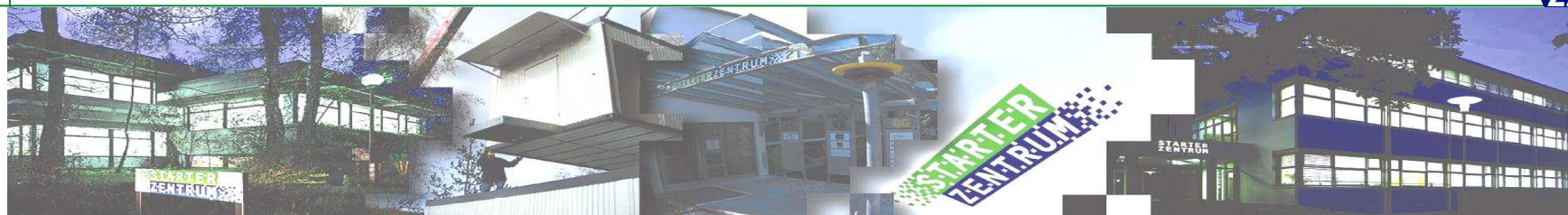
Implementation of measures and evaluation of outcome/success

## Define (soft) Benchmarks

- Companies visited
- Requests
- Public Recognition

## Define (hard) Benchmarks

- Cooperation a year
- Contracts



## Technology Transfer

Sample

# More Questions?

