

Knowledge and Technology Transfer

Saarland University



Technology Transfer

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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



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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



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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?*



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Positioning

- | | |
|---|---------------------------------|
| • Who are we? | • Means: |
| • 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.....
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 |



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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



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Positioning

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



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Positioning

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



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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



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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



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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



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Networking

Where to meet our targets?

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



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Trade Fair

Visit or exhibit ?

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



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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



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Communication - External

External

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



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Communication - Internal

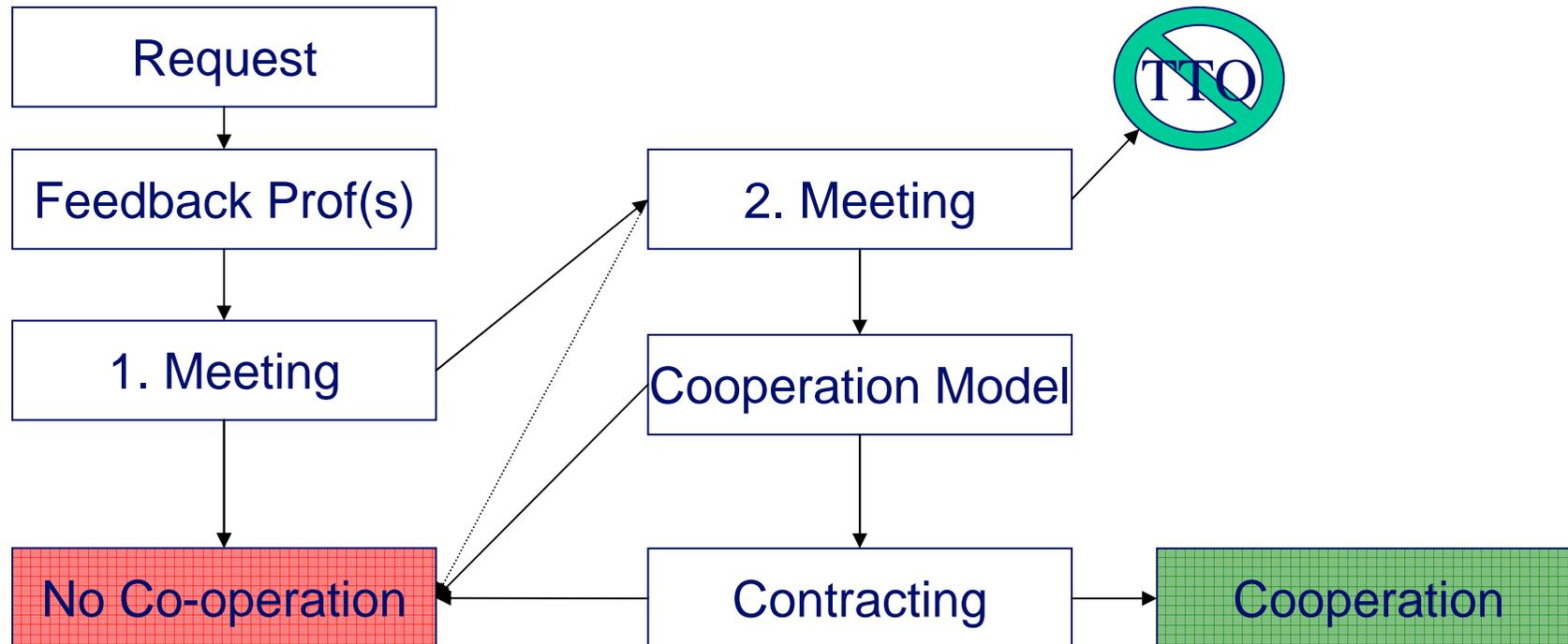
Internal

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



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Process at Saarland University



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Contracting

Contracts

- Cooperation agreement
- Contract research

Agreements

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



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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



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Contracting

Confidentiality

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



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Implementation of measures and evaluation of outcome/success

Define (soft) Benchmarks

- Companies visited
- Requests
- Public Recognition

Define (hard) Benchmarks

- Cooperation a year
- Contracts



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Sample

More Questions?

