

Introduction

Education

Ph.D. Inorganic Chemistry
Spectroscopy
Photochemistry
Bioinorganic Chemistry

Background Experience

Technology Commercialization
8 yr & >300 Technologies
Intellectual Property Management
Contract Negotiation
Commercial Partnerships

Prior Role

CAS Business Development
~5 years, new role within WSU
Broad mandate to develop
CAS connectivity to industry.

Current Role

Office of Research
~3 year, new role
Industry Partnerships
Entrepreneurial Support
Institutional Development

10,000 foot view

\$



Basic research yields
potentially valuable result



\$



Intellectual property affords
researchers institution the
ability to extract the value

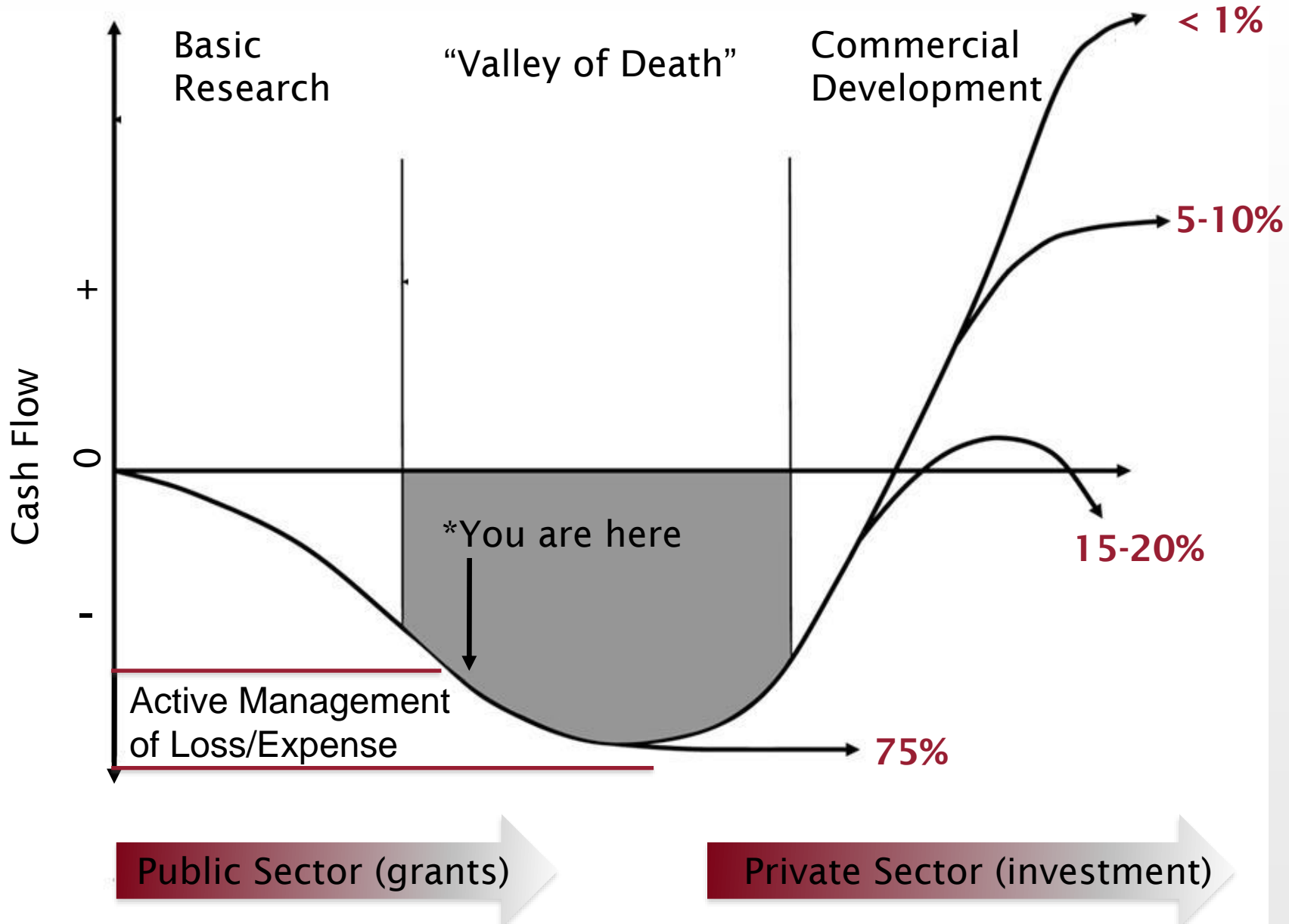


\$

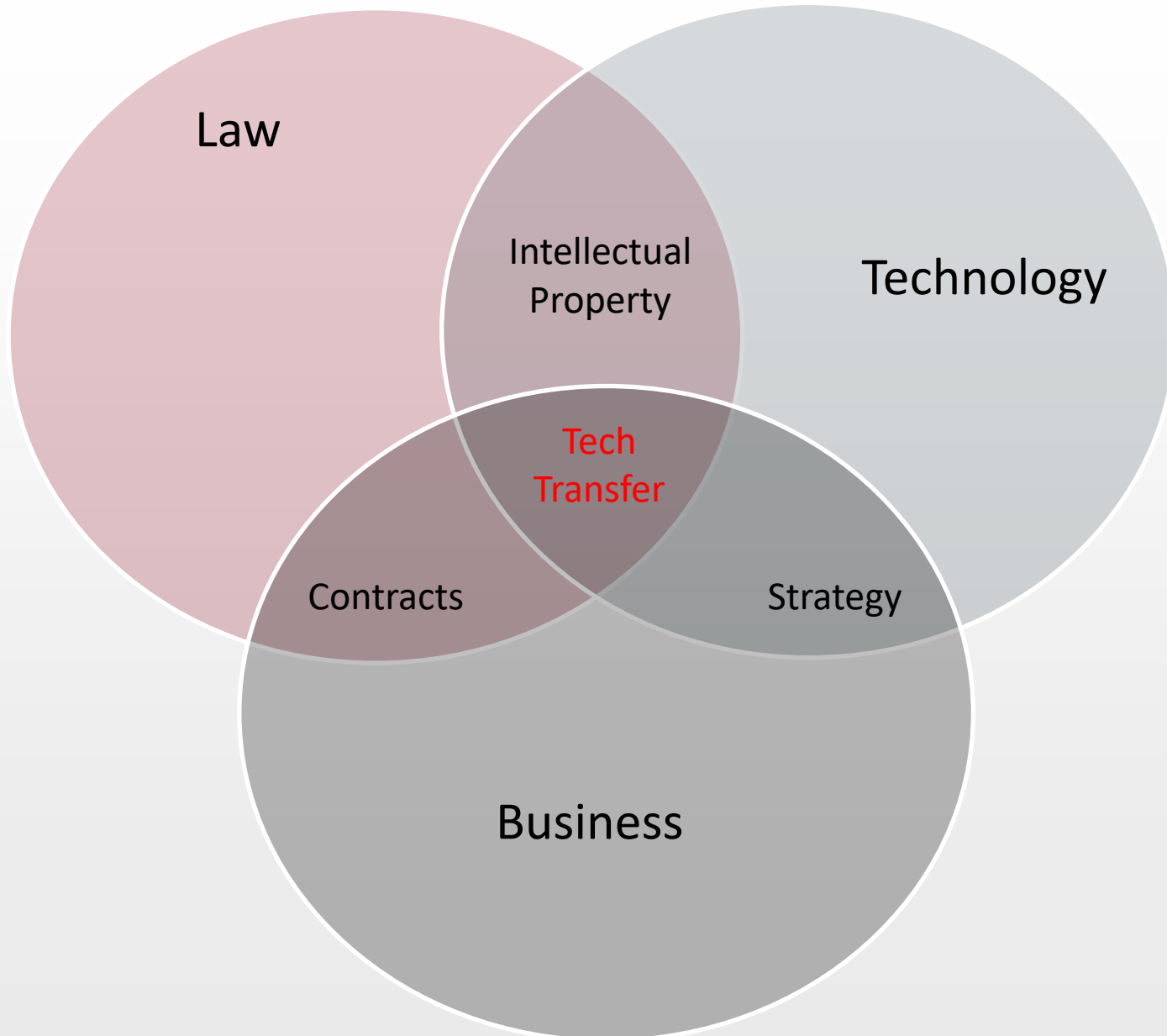


Rights to intellectual property
can be granted under licensing
agreements to generate a
return for the IP holder

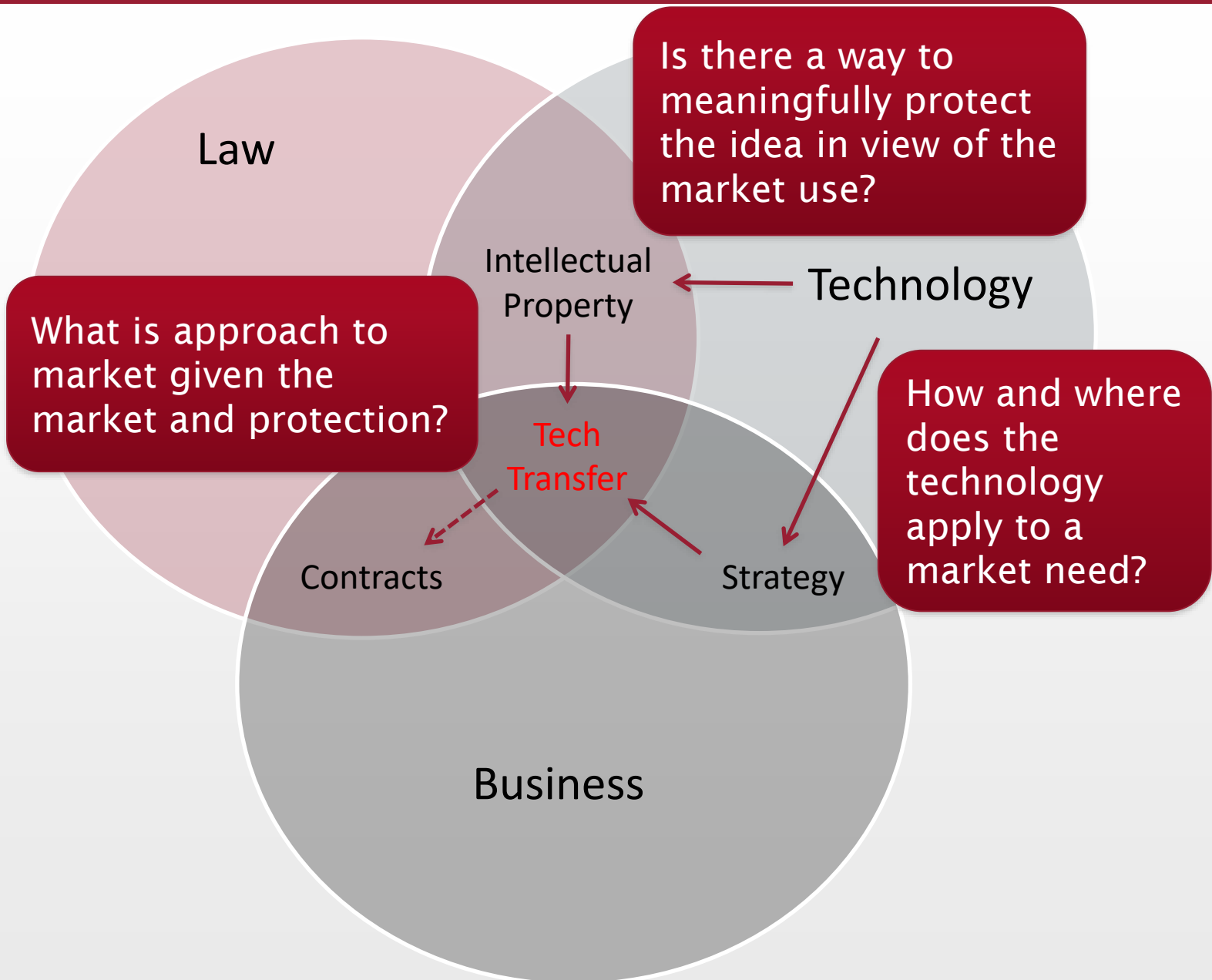
The reality



Multidimensional



Multidimensional



Simple Right?



Iterative

How can you protect the product?

What is the scope and strength of the protection?

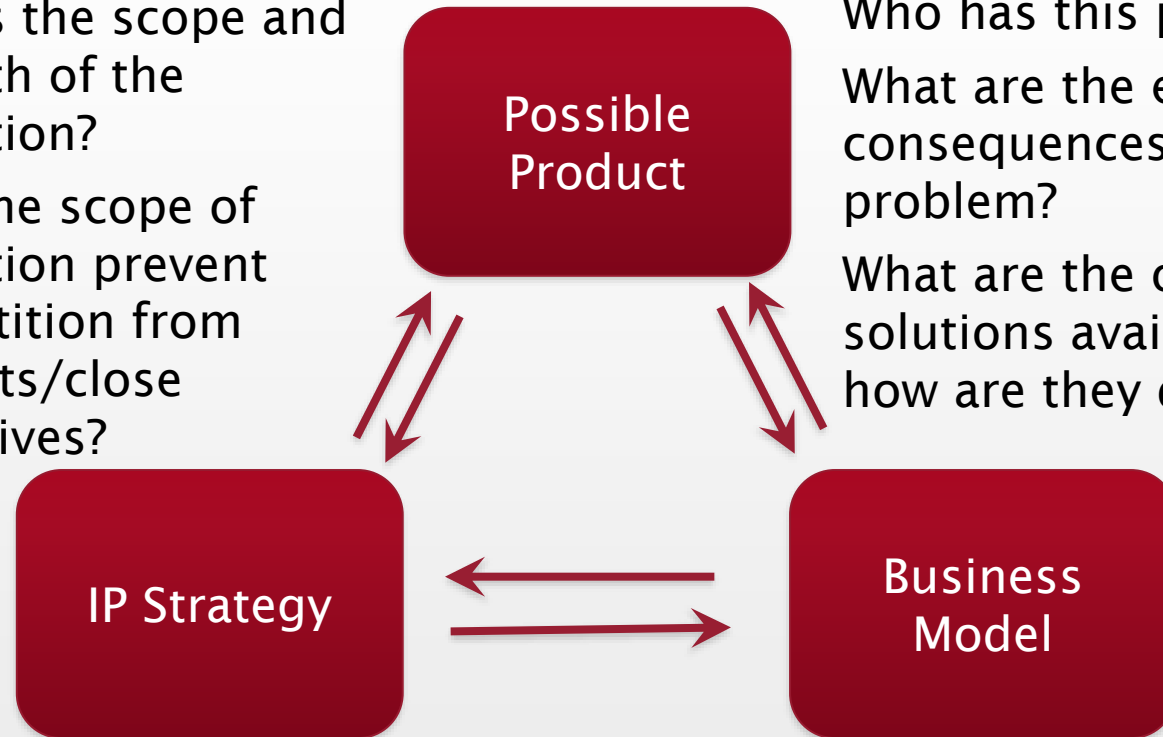
Does the scope of protection prevent competition from copycats/close derivatives?

What problem does it solve?

Who has this problem?

What are the economic consequences of the problem?

What are the other solutions available and how are they delivered?

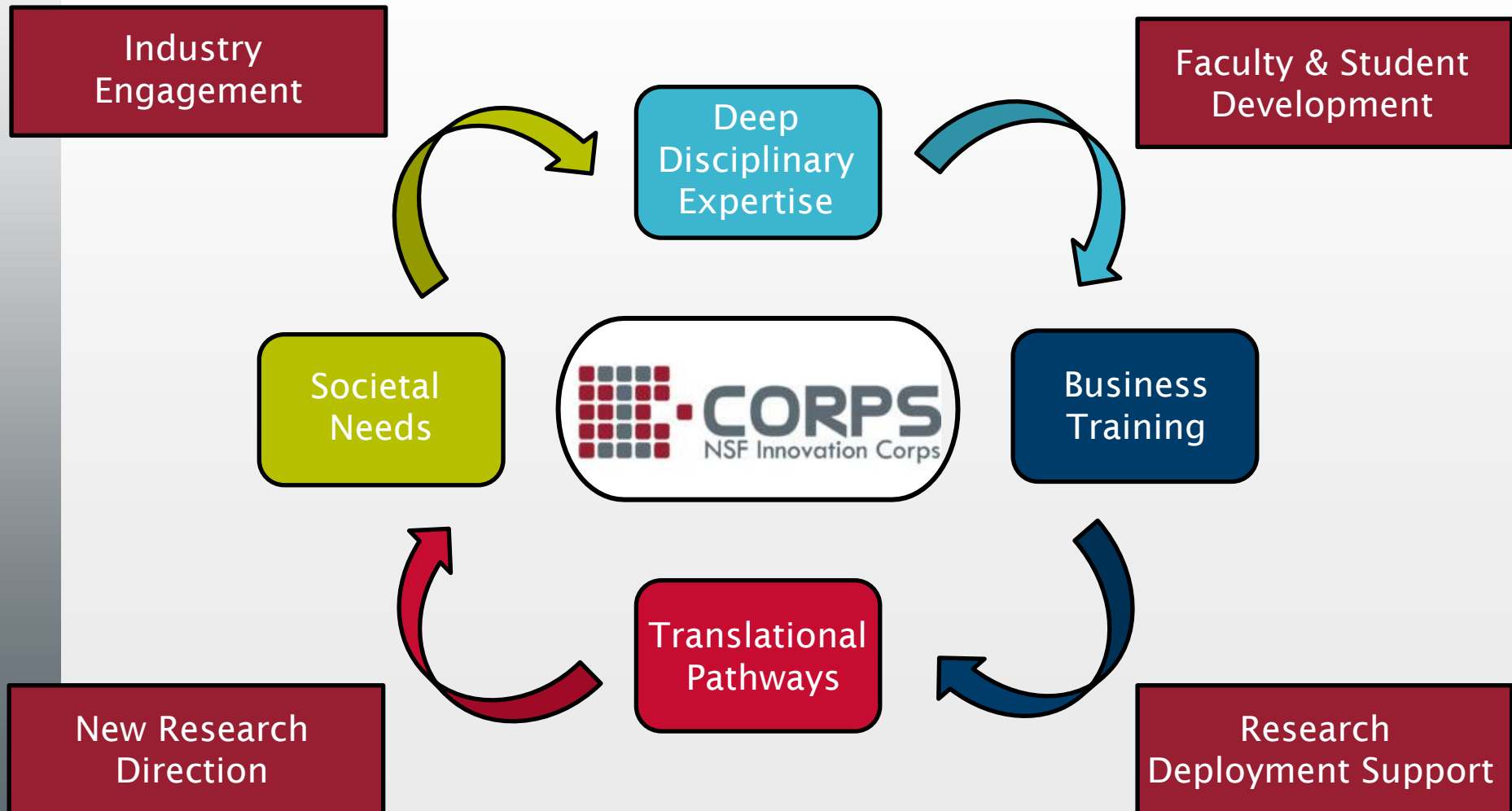


Does your patent/IP cover the product you will provide?

Is there additional IP in your model for customer engagement?

Do you have clear freedom to operate?

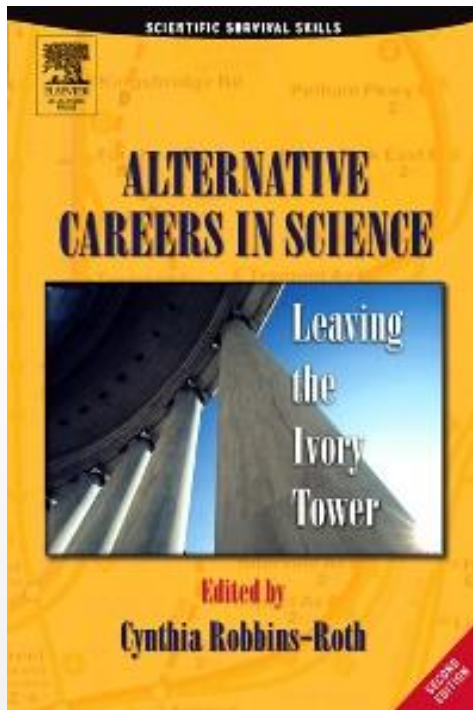
What is NSF I-Corps?



Where to start?

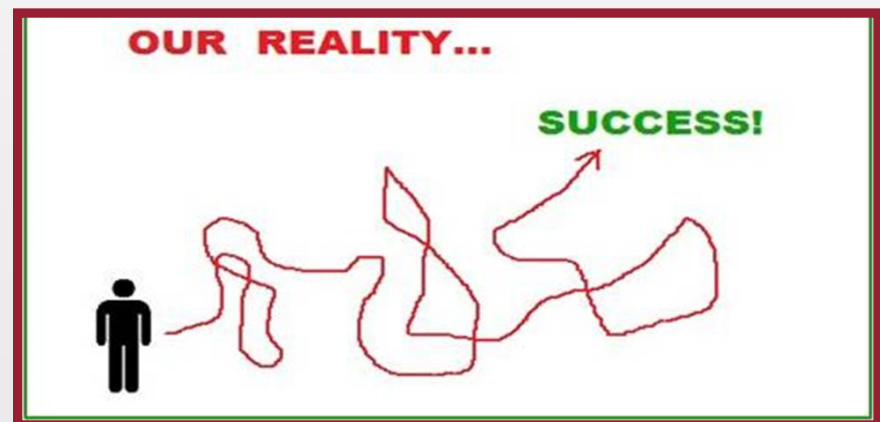
- Internship at a Law Firm
 - Become a patent agent
- Internship in a Technology Transfer Office
 - WSU Office of Commercialization
 - Office of Innovation and Research Engagement
- Engage in “business light” activities/clubs/efforts
 - Business Plan Competitions
 - Challenge Competitions
 - Tech transfer Fellowship
 - Volunteer

Small things can matter.
Business is not rocket science but...
you need some exposure.



My Path

- Broad Interests: UG Biology/Chemistry/Anthropology/Education
 - Really enjoyed the research environment but knew I could not be an academic
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- Learn, learn, learn
 - Ask questions
 - Do research!
 - Be willing to fail
 - Play to your personal strengths



Thanks for your time!

Contact:

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