Office of Technology Development

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Innovation from academic research makes a positive difference in the world.

The Office of Technology Development helps OU researchers transform ideas into tangible impact for the betterment of society.
Navigating the System
Research → Intellectual Property → Commercialization
Types of Intellectual Property (IP)

**Patents** (35 U.S.C.)
Protect devices, compounds/compositions & methods

**Requirements:**
- Eligible subject matter
- Useful

**Trademarks** (15 U.S.C.)
Identifies the source of a good or service so as create consumer confidence (a mark or design used in trade)

**Copyrights** (17 U.S.C.)
Protects original works of authorship fixed in a tangible medium (the “right to copy”)

**Trade Secrets**
Common in corporations, not universities

**Know-How**
Non-traditional IP that has commercial value
Multi-Step Evaluation of IP

Disclosure

IP Protection Strategy
Product-Market Fit Viability

Licensee/
New Venture

Commercialization Path
We’re Involved in All Stages of Research

Proposal
- Is there background intellectual property included?
- Is there intellectual property that is not protected included?
  - If funded proposal becomes a public disclosure
  - Can mark specific sections “Confidential”

Award
- Review of all intellectual property provisions in award contracts
- Actively involved in negotiations to make contracts compliant with regulations

Contract Management
- Embedded Options
- Intellectual property notifications
Norman

Oklahoma City

Tulsa
Norman

- Award-winning research campus
- National Weather Center
- Stephenson Life Sciences Research Center
- Stephenson Research & Technology Center
- Innovation Hub
- Private partnerships

Oklahoma City

- Health Sciences Center (HSC)
- Seven professional schools:
  - Allied Health
  - Dentistry
  - Graduate
  - Medicine
- Stephenson Cancer Center
- Harold Hamm Diabetes Center

Tulsa

- School of Community Medicine
- Integrative Immunology Center
- Oklahoma Bioethics Center
- Program in Community Health Research
- Oklahoma Disaster Institute
Move OU innovation closer to the market
Investing in innovation that is:

- Solving a real need
- Led by a strong team
- Demonstrating a distinct advantage
- Supported by relevant market feedback
The Research “Gap” (aka Valley of Death)

Government generally funds basic research

Industry wants more “de-risked” technology

Growth Fund: Two Phases

#1: How all the pieces fit together
- Up to $10,000 to understand the innovation’s product-market fit and value propositions
- Determine commercial pathway through market feedback
- Identify most strategic experiments, results, prototypes, etc.

#2: Commercially-focused lab work
- Builds upon outcomes of Market Discovery phase
- Up to $50,000 to implement research plan developed in Market Discovery
- Shorter-term research project
Market Discovery
What Is Translational Research?

**BASIC RESEARCH**

- “Motivated by driving curiosity about the unknown”
- Done without consideration for commercial applications
- Results in general knowledge and understanding

**TRANSLATIONAL RESEARCH**

- Focused on the commercial application of basic research
- Often interdisciplinary
- Results in products and services that benefit society

NSF “What Is Basic Research?” PDF
Post-Graduate Venture Fellowship

Addressing a Need
Gap in the technology transfer pathway
Lack of local entrepreneurial talent
Helps retain the best and brightest

Program Details
Outcomes driven
(advance technology outside of OU)
Not academic – learning is a byproduct
Earn salary with benefits
Conduct market feedback-based science
What to Expect

Schedule
Year-long program
• Begins on July 1
• Need to be 100% available
40+ hours per week
Office space in Norman or Oklahoma City
Lab space access
Bi-weekly progress check-ins
Largely self-directed
Other events

Curriculum
Education on the business of science
• Accounting and finance
• Negotiation and leadership
• Organizational behavior
• Legal (entity formation, intellectual property, employment law)
• Presentation skills
• Marketing and social media
• Business Model Canvas
Goal is to increase likelihood of success
Post-Graduate Venture Fellowship

Cohorts

First Year
- Three Fellows-Two teams
- 2 Accepted employment
- 1 Self selected to leave but continues

Second Year
- Two Fellows-Two teams-One Industry
- 1 Has recently accepted employment
- 1 Continues-still possible for Startup but likely License
Economic engine
to encourage and accelerate innovation & commercial impact
$70 million in total market impact

$20 million in licensing income

2,000+ patents secured

1,000+ innovations reviewed

35 companies launched

*Since FY2000 | **Since FY2011 | ***Since 1998
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