



	1-CULTIVATE	2-CAPTURE	3-ASSESS	4-PREPARE	5-MARKET	6-MANAGE	IMPACT
AGILE RESULTS	<p>Create and Sustain World-Class Customer Service at IPTTNV</p>	<p>Effectively Identify, Intake and Initiate Protection of IP</p>	<p>Verify IP Strategic Value and Commercial Opportunity</p>	<p>Develop and Validate a Commercial Asset from the IP</p>	<p>Identify IP Licensees, Negotiate Deals & Launch Startups</p>	<p>Collect Licensee Obligations and Support New Venture Growth</p>	<p>Celebrate Impact on Institute and Innovation Stakeholders</p>
AGILE OBJECTIVES	<p>INVENTORS</p> <ol style="list-style-type: none"> Inter-Institutional Agreements <ul style="list-style-type: none"> Two or more research Institutions Joint Development and Joint IP Joint Development Agreements <ul style="list-style-type: none"> Joint Research & Development Share Research Results & IP Sponsored Research <ul style="list-style-type: none"> Corporate sponsor funded Corporate IP license options Corporate Partner Priorities <ul style="list-style-type: none"> Commercialize IP Protect competitive advantage <p>1. Institution Partner Priorities</p> <ul style="list-style-type: none"> Utilization of Research Results Maintain Publication Rights <p>2. Institution IP Policy</p> <ul style="list-style-type: none"> Non Exclusive, Royalty Free license Non/Exclusive License Options <p>3. Partnership Funding</p> <ul style="list-style-type: none"> Public Sources (Government) Private Sources (Everyone else) 	<p>TTO TEAM</p> <ol style="list-style-type: none"> New Technology Disclosure <ul style="list-style-type: none"> Online Invention Disclosure Form Inventor Data & Assignment Form New Case Administrative Setup <ul style="list-style-type: none"> Database Record Q/C Review Inventor-Signed Disclosure Form Disclosure Compliance Verification <ul style="list-style-type: none"> Funding Source Verification iEdison-Government Reporting Initial Technology Review <ul style="list-style-type: none"> Prior Art Search Background IP Check <p>1. Initial Inventor Interviews</p> <ul style="list-style-type: none"> Technology Familiarization Inventor Intentions/Attitude <p>2. Inventor Compliance Review</p> <ul style="list-style-type: none"> Export Controls (EC) Conflict of Interest (COI) <p>3. Provisional Application</p> <ul style="list-style-type: none"> Preparation Submission 	<p>CUSTOMERS</p> <ol style="list-style-type: none"> Preliminary Opportunity Analysis <ul style="list-style-type: none"> Technology Assessment Market Assessment Opportunity Analysis Support <ul style="list-style-type: none"> Analysis Support Firm Report IPTTNV Team Review of Findings Opportunity Financial Modeling <ul style="list-style-type: none"> Patent Cost Projections Licensing Fee Scenarios <p>1. Corporate vs. Startup Analysis</p> <ul style="list-style-type: none"> Income Potential Equity Growth Potential <p>2. RPI Patent Portfolio Allocation</p> <ul style="list-style-type: none"> Signature Thrust Department/Center <p>3. SIPAC Faculty Committee Review</p> <ul style="list-style-type: none"> Formal Inventor Presentations Technical Reviewer Assessments <p>4. Strategic IP Asset Disposition</p> <ul style="list-style-type: none"> Conversion Recommendation Conversion Veto Override 	<p>TTO TEAM</p> <ol style="list-style-type: none"> Strategic IP Asset Definition <ul style="list-style-type: none"> Non-Provisional Patent Application Likely Commercial Embodiments International Protection Analysis <ul style="list-style-type: none"> Countries of Interest (COI) COI Justification Analysis PCT Application Recommendation <ul style="list-style-type: none"> Countries of Interest Selections PCT Application Prep & Submission <p>1. Opportunity Validation</p> <ul style="list-style-type: none"> Business & License Modeling Customer Discovery <p>2. Prototype & Sample Creation</p> <ul style="list-style-type: none"> Proof-of-Concept Prototype Material/Chemical Formulations <p>3. IP Asset Marketing Strategies</p> <ul style="list-style-type: none"> IP Asset Push to Entrepreneurs IP Asset Push to Corporates <p>4. Licensee Lead Generation</p> <ul style="list-style-type: none"> Big Data Patent Claim Matching Searchable Website Listings 	<p>CUSTOMERS</p> <ol style="list-style-type: none"> Corporate vs. Startup Licensee <ul style="list-style-type: none"> TRL Assessment Need for Further Development License Type Identification <ul style="list-style-type: none"> Exclusivity & Fields of Use Fee Structure Licensee Selection <ul style="list-style-type: none"> Rensselaer Affiliated Outside Party Licensee Validation & Verification <ul style="list-style-type: none"> Commercialization Plan Company Capabilities & Capacity Term Sheet Prep. & Approval <ul style="list-style-type: none"> Agreed-upon Business Terms Commercial Review Formal License Negotiations <ul style="list-style-type: none"> License Financial Terms License Legal Terms License Contract Execution <ul style="list-style-type: none"> Effective Date Up-Front Fee Collection 	<p>CUSTOMERS</p> <ol style="list-style-type: none"> Contract Administration <ul style="list-style-type: none"> Royalty and Fee Management Licensee Progress Monitoring Contract Financial Management <ul style="list-style-type: none"> Reimbursement & Fee Invoicing A/R & Collections Long-Term Patent Management <ul style="list-style-type: none"> Patent Maintenance Fees Patent Continuations Startup Venture Development <ul style="list-style-type: none"> Cohort Participation Membership Startup Development Support <ul style="list-style-type: none"> Mentors and Advisors Accelerator/Incubator Referrals Startup Access to Capital Support <ul style="list-style-type: none"> Non-Dilutive Grant Sources Investor Sources Startup Equity Value Tracking <ul style="list-style-type: none"> Number of Shares Owned Annual Company Valuations 	<p>INSTITUTION</p> <ol style="list-style-type: none"> President and Board of Trustees <ul style="list-style-type: none"> ROI of Royalties and Equity Impact on Institute Credit Rating The Institution <ul style="list-style-type: none"> 50% Royalty/Fee Share IP Ownership & Reputation Inventor(s) Department/Center <ul style="list-style-type: none"> 15% Royalty/Fee Share Non E&G or Grant Funding Inventors <ul style="list-style-type: none"> 35% Royalty/Fee Share Notoriety of Inventorship Corporate Licensees <ul style="list-style-type: none"> Product Line Value Add Competitive Advantage Startup Licensees <ul style="list-style-type: none"> New Product Development Sublicensing Opportunity Sublicensees <ul style="list-style-type: none"> Expanded Market Opportunity Startup Go-To-Market Strategy
AGILE RESOURCES	<p>INVENTORS</p>	<p>IP MANAGER</p>	<p>LICENSING ASSOCIATE</p>	<p>MARKETING SPECIALIST</p>	<p>CONTRACTS ATTORNEY</p>	<p>FINANCIAL MANAGER</p>	<p>DIRECTOR</p>
AGILE DYSFUNCTION	<p>1</p> <p>Discovery and Development Do Not Lead to Disclosure</p>	<p>2</p> <p>Disclosed Technology Does Not Qualify as a Bona-Fide Invention</p>	<p>3</p> <p>IP has no Strategic Research Value or Clear Path to Market</p>	<p>4</p> <p>Inability to Build a Commercial Opportunity Around the IP</p>	<p>5</p> <p>Limited IP Value Proposition Diminishes ROI Opportunity</p>	<p>6</p> <p>Low/No/Negative ROI Due to Failed Strategy and/or Execution</p>	<p>7</p> <p>Faculty Restricted from Pursuing Research Due to Lost IP Claims</p>