

Checklist: Well prepared for technology transfer

Topics and key questions for the exploitation meeting

Inventions, know-how, and new technical solutions from science can find their way into application via very different paths. The exploitation meeting with the KIT innovation managers can help to develop a strategy for technology transfer and to sound out the first steps towards an industrial application. This checklist will help you to become clearer about your own research work and its economic applicability.

1. Technology

In order to develop a transfer strategy, all parties involved must understand what they are talking about. It is important to have facts and figures on how the technology works, its unique selling points, and its advantages and disadvantages compared to the current state of the art.

- What problem does the technology solve? How does it work?
- What is new compared to other existing solutions?
- Are potential fields of application known? If so, which ones?
- What added value for users does the technology provide?
- Does the technology meet a trend? If so, which one?
- Is the technology easy to track? How easily can an industry partner adapt or replicate it?

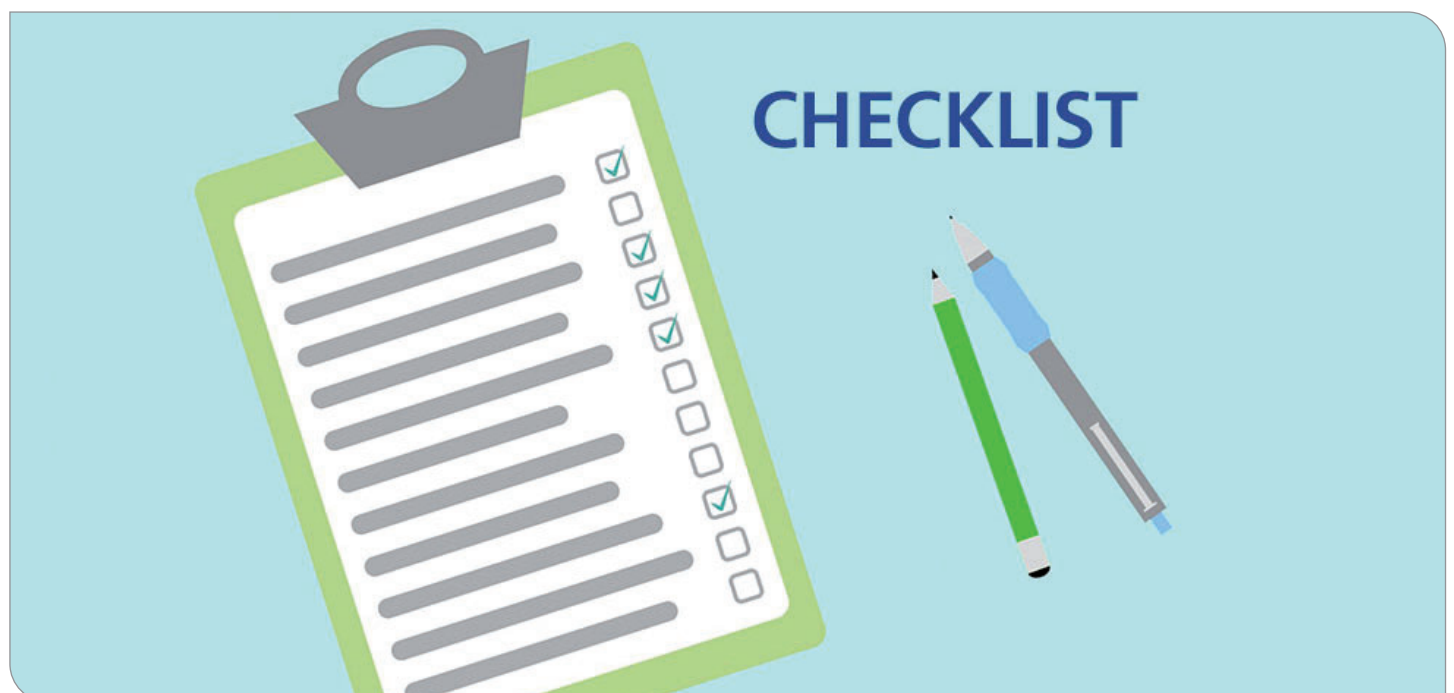
2. Development status and further development

In addition to the technology readiness level (TRL) and a proof-of-concept, the focus here is on the need for further development for industrial use. The planned further development is examined in more detail in terms of time, feasibility and integrability.

- How far has the technology been developed (TRL)? Is there a prototype or demonstrator?
- Are further development steps planned, e.g. as a funded or collaborative project?
- In the case of a funded project: Are there any regulations/ obligations towards the sponsor or funder?
- How much development work and time is still necessary until the product is ready for the market?
- What would an industrial partner have to bring to the table in order to use or push the technology?
- Do special legal regulations apply (e.g., approvals for pharmaceutical products or processes, DIN standard)?

3. Intellectual property

When it comes to granting rights of use, the question of intellectual



property is central. Scientists and innovation managers obtain an overall overview of the patent situation.

- A patent has been applied for / granted for the technology in the countries / regions XYZ: Why is patent protection important in these territories?
- What exactly is protected in the patent? Do the claims of the patent still fit the current developments of the invention?
- Does the invention tie in with already patented products or processes? If yes, how does the invention differ?
- What similar technologies are known?
- Can the existing property right be circumvented by achieving the same result with a different technology? Would an infringement of property rights be provable?
- Is it necessary to apply for a new property right?

4. Status of economic utilization

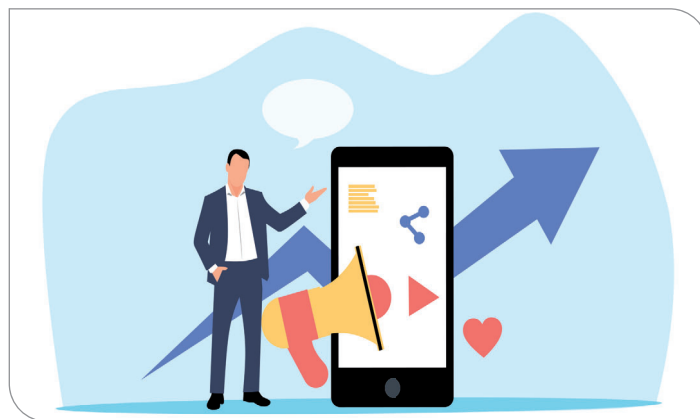
In addition to intellectual property, the topics of market potential, applications and market segments as well as industry information are important. During the meeting, existing contacts are collected and potential industry partners that are unknown are determined.

- Which application area should be targeted first? What is the estimated market size (mass market vs. niche market) of this area?
- Which companies are active in the field (big players or SMEs)?
- Do contacts exist with company representatives / industry that have shown interest or are there even ongoing collaborations?
- How intense is the competitive and rival situation? Who are the most important competitors in the field?
- What must be demonstrably achieved with the technology for it to prevail over competing technologies? (technical, monetary, ...)

5. Situation at the institute

The general conditions at the institute, such as availability, project experience and research focus, are decisive for transfer success. It is important that knowledge carriers for the technology remain at the institute for the foreseeable future or that the succession is secured.

- What is the financial and personnel situation at the institute?



The chances for successful technology transfer are much higher with a targeted exploitation plan.

- Is the technology one of the most important research topics?
- Is there a research team that can / will deal with the topic in the longer term?
- Can you imagine further development in collaboration with a company?
- What are the institute's most popular forms of cooperation?
- What form of technology transfer are you aiming for? (e.g. spin-off, licensing, research project, etc.)

6. Technology marketing

As soon as a concrete exploitation goal emerges from the gathered information, targeted communication to potential partners gets into play. Innovation management offers support in the areas of marketing and sales via the **RESEARCH TO BUSINESS** platform.

- What information can the research group provide?
- What effective publicity activities have already been done? (e.g., events, videos, podcasts, etc.).
- How active is the research group on social media, e.g., LinkedIn?
- Through what channels can the target audience be reached? (e.g., typical trade media).
- What trade fairs or congresses on the topic are known?
- Who would be the technical contact for the technology marketing team?

Karlsruhe Institute of Technology
Innovation and Relations Management (IRM)

Dr. Rainer Körber
Innovation Manager
Phone: +49 721 608-25587
E-mail: rainer.koerber@kit.edu

Jan-Niklas Blötz
Innovation Manager New materials, Climate and Environment
Phone: +49 721 608-26107
E-mail: jan-niklas.bloetz@kit.edu

Dr. Aude Pélisson-Schecker
Innovation Manager Energy
Phone: +49 721 608-25335
E-mail: pelisson-schecker@kit.edu

Birgit Schulze
Innovation Manager Mobility and Information
Phone: +49 721 608-28460
E-mail: birgit.schulze@kit.edu

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