

**Cambridge MIT Institute Workshop
“Science Entrepreneurship”**

WHAT UNIVERSITY TECHNOLOGY TRANSFER
ORGANISATIONS WANT FROM SECs

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GOALS OF (UVL) TECHNOLOGY TRANSFER

- Reputation
 - Spin-outs
 - Licensing
 - Being part of an Enterprising Phenomenon

- Professional Services
 - University
 - Staff

- Generation of R&D/ Consultancy Contracts

- Financial Return

(UVL) APPROACH OF TECHNOLOGY TRANSFER

- Focus
- Selective
- “Investment Model “ Psychology (Intensive Care)



1. Financial Success
2. Professional Expertise
3. Contracts
4. Reputation

(will all follow)

SO, WHAT DOES THAT MEAN FOR SEC'S

1. “Feeder School” for the TechTransfer Co
2. Create an appetite for entrepreneurship
 - Principally amongst UG, PG
 - Also amongst staff
 - Regular and inspiring talks by entrepreneurs
 - Competitions
 - Newsletters, articles (“popular” style)
3. Educate, design and deliver
 - Courses for all students/all courses on SME-style business aspects.
 - soft elements
 - hard elements (*but “how” to read/interpret - not write*)
4. Course for all on:
 - Intellectual property
 - Confidentiality
 - Contracts
 - Directors’ duties and responsibilities
5. Contacts with industry for Corporate Venturing opportunities

6. Research Reputation → Case studies of Mchr examples
→ Specials, e.g. Women in enterprise

7. Contacts and referrals → VC
→ Ideas
→ Networks

8. Student “Labour” for market research

SO WHAT DOES THE TECHNOLOGY TRANSFER COMPANY DO THEN!?

- Develop the major opportunities
- “Refer-on” those less appropriate opportunities
- Provide the practical stories, case study material
- Participate in the workshops, talks

CONCLUSION

SECs must provide

- the climate
- the knowledge and education
- the appetite
- the profile
- the extended networking
- the extended family
- the flow of good students

so that the technology transfer company can concentrate on business generation and realisation.