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Transformational Partnerships

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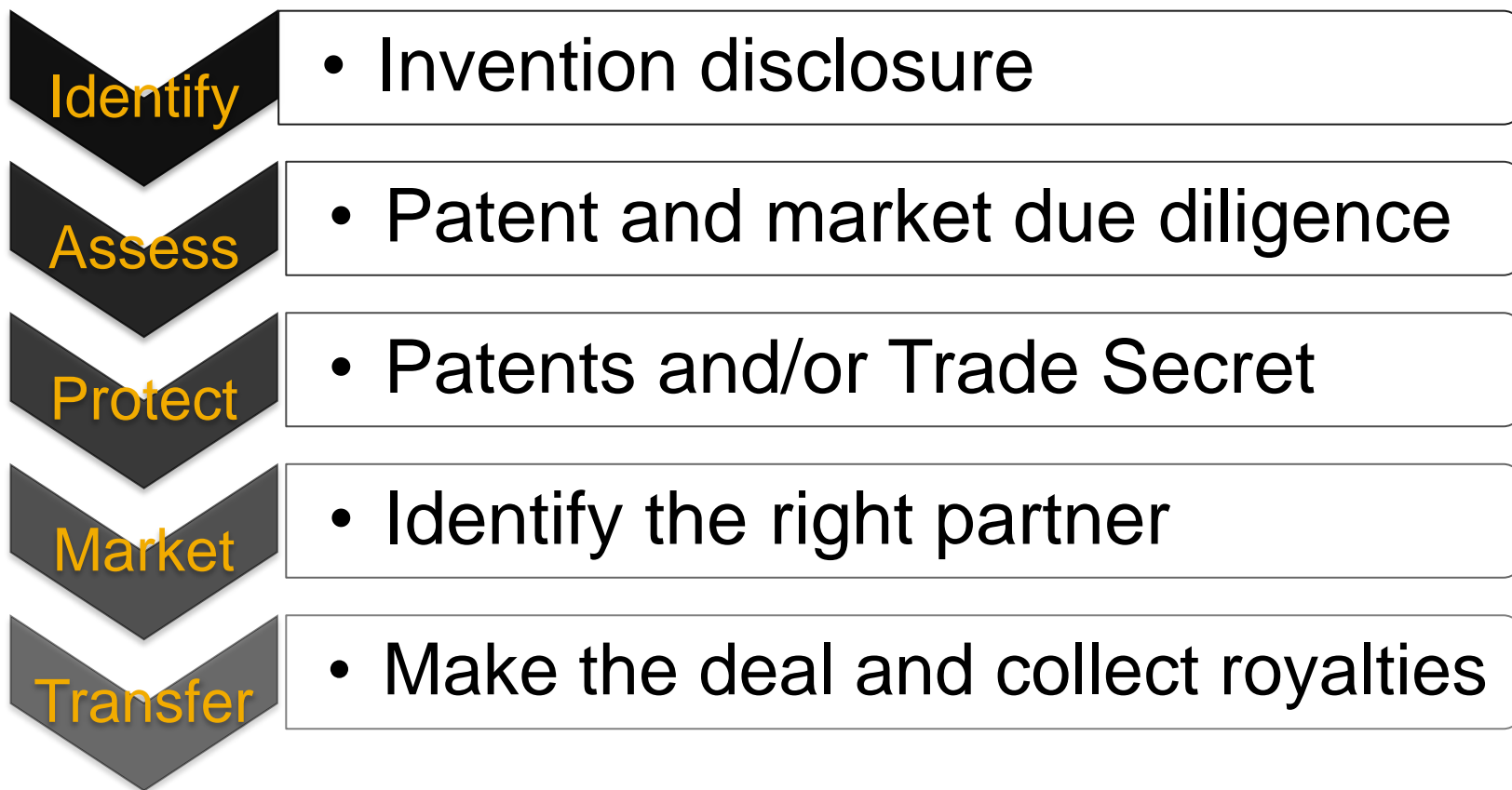
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Technology Transfer Office

- Internal IP protection and licensing
 - Capture value of research
- Collaborative partnerships with industry
 - Increase research base
 - Increase impact of U of M
- Education
 - Ensuring common expectations

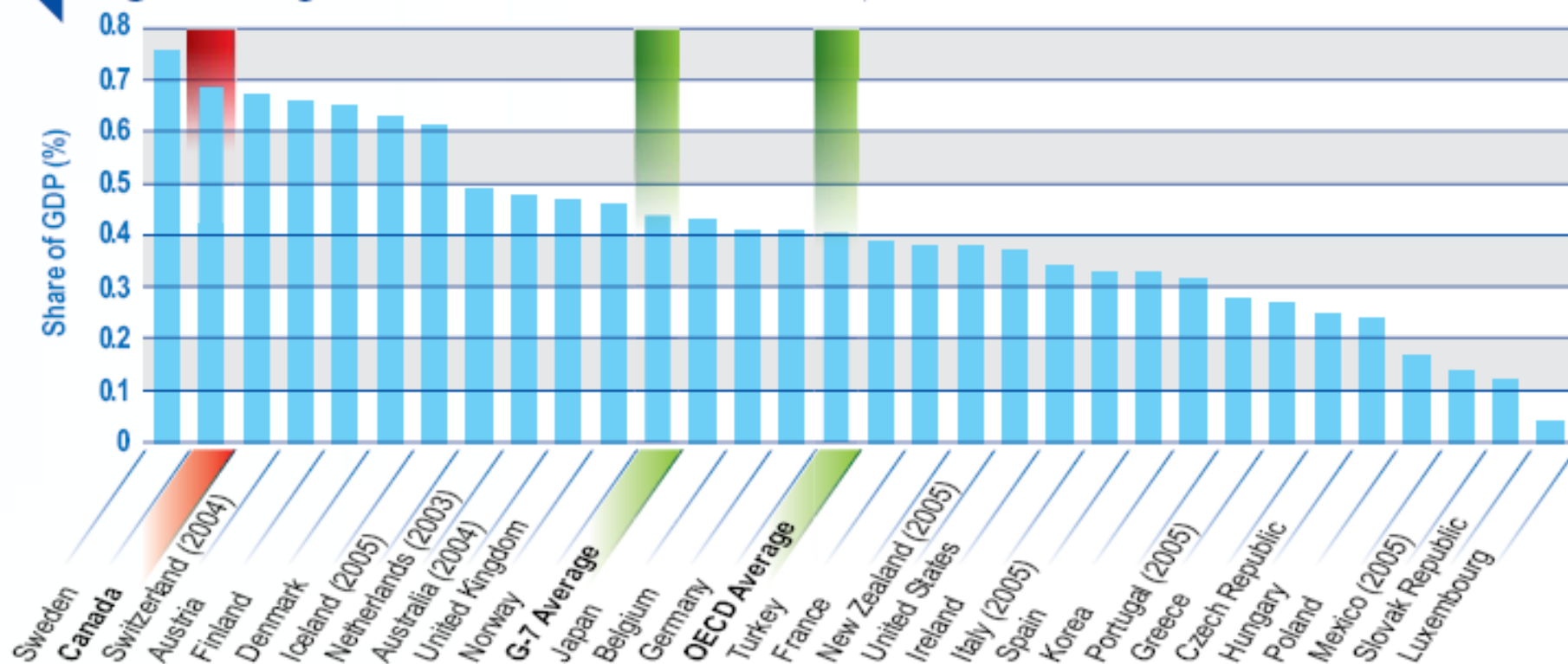


New Invention Process (Internal)



University R&D is Canada's Advantage

Figure 14: Higher Education Performance of R&D, 2006



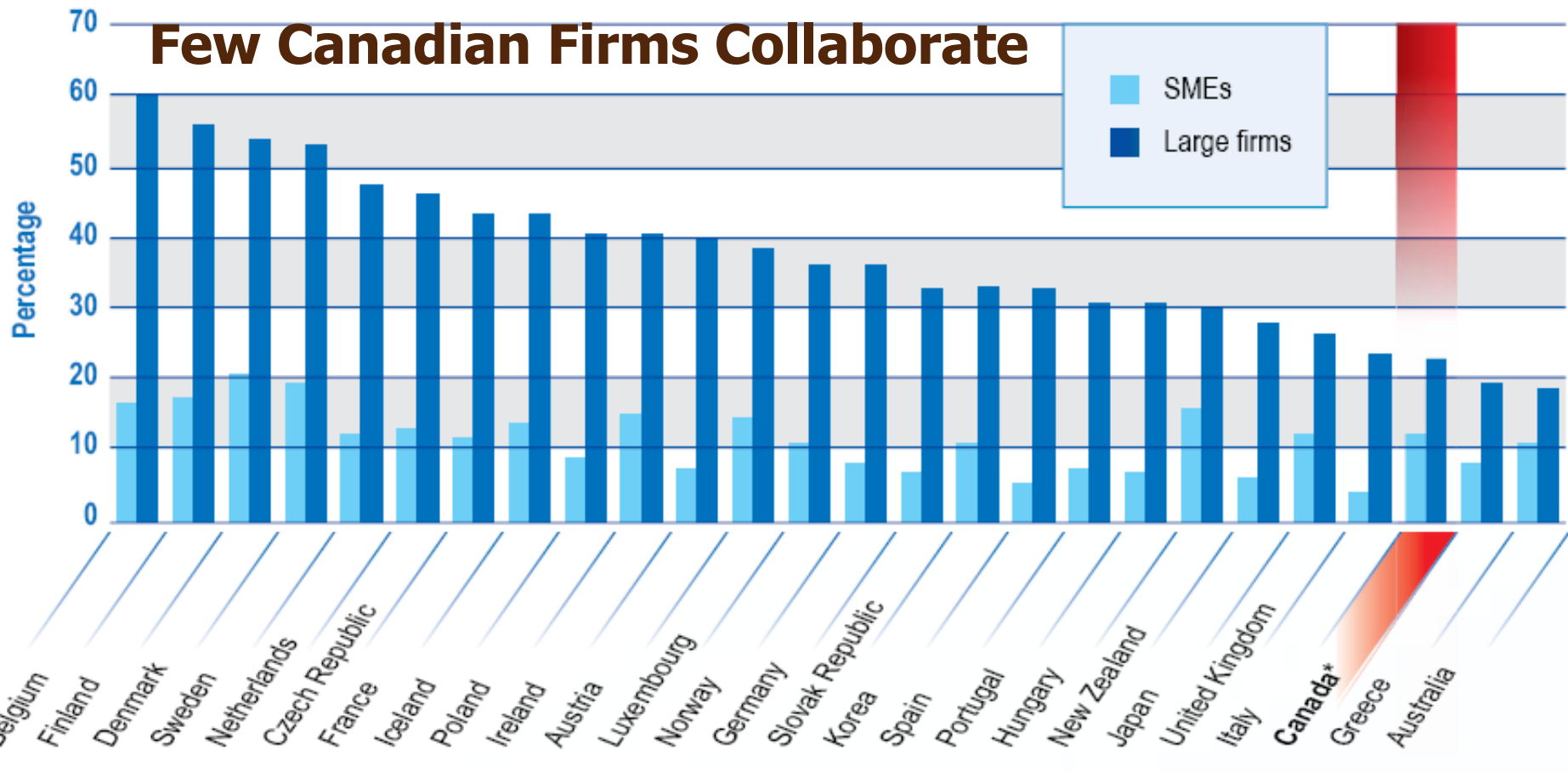
Source: OECD Main Science and Technology Indicators, 2008.



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Figure 11: Firms Collaborating in Innovative Activities with Public and/or Private Partners by Size, 2001–04

Few Canadian Firms Collaborate



* Manufacturing sector only.

Source: OECD STI Scoreboard, 2007.



Primary services for industry

- Fee for service
- Collaborative Research
- Licensing existing technology



Technology Transfer Office

A New Approach to IP Management

Partnership IP assigned to industry partners

- No milestone development payments
- No up front signing payments
- Only pay royalty if revenue stream is created.
 - New Product
 - New Service
 - Improved Yield
- Simplify agreements and allow private sector to lead
- Manage your own IP



Transformational Partnerships Approach



Collaborative research

- Industry Benefits

- Access to specialized expertise and equipment
- Increased innovation
- Improved products and/or processes
- Increased competitiveness and profitability
- Control of results of collaboration
- Future staff



Collaborative Research

- University Benefits
 - Increased research base
 - Opportunities for students
 - Increased local relevance and goodwill



Questions???

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EXPLORER INNOVATOR ADV

REBEL ADVENTURER TRAILBLAZER

INNOVATOR CHALLENGER REBEL VISIONARY

REBEL PIONEER CREATOR EXPLORER TRAILBLAZER INNOVATOR

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