



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
- Novel
- Useful
- Non-obvious

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)

Trade Secrets

Common in corporations, not universities

Copyrights (17 U.S.C.)

Protects original works of authorship fixed in a tangible medium (the “right to copy”)

Know-How

Non-traditional IP that has commercial value

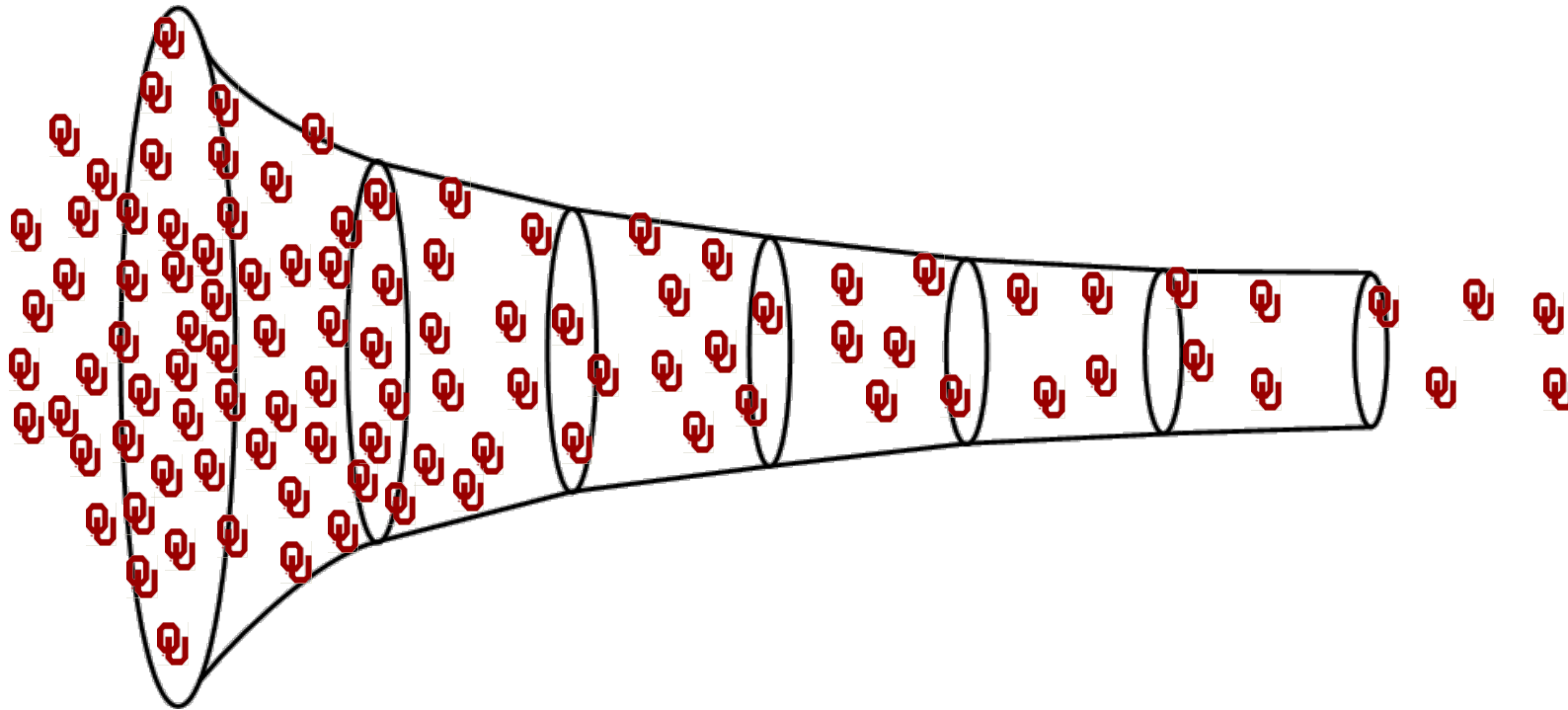
Multi-Step Evaluation of IP

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
- Nursing
- Pharmacy
- Public Health

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

GrowthFund

**Move OU innovation
closer to the market**

Investing in innovation that is:

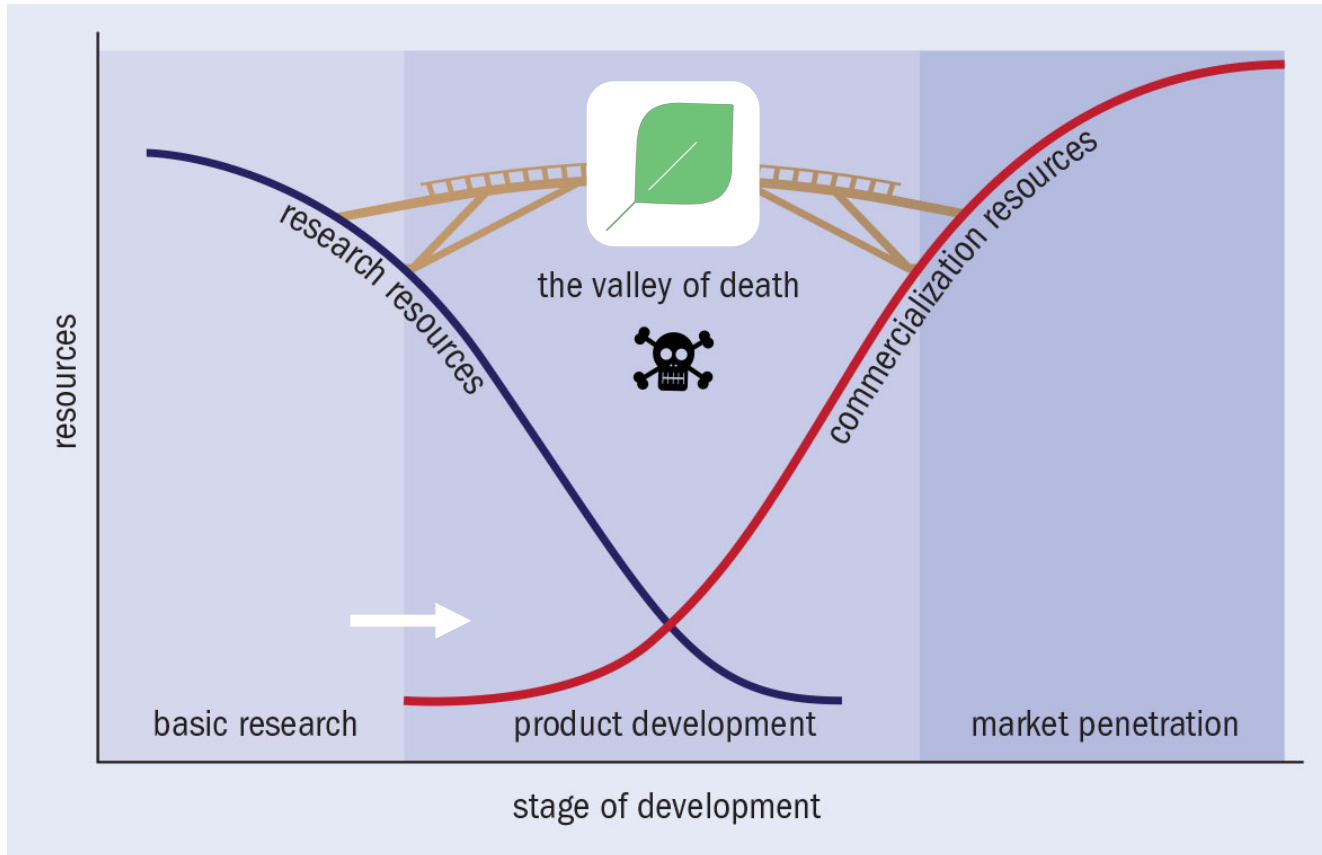
Solving a real need

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

GrowthFund

Industry wants more
“de-risked” technology

Growth Fund: Two Phases



Market Discovery

#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.

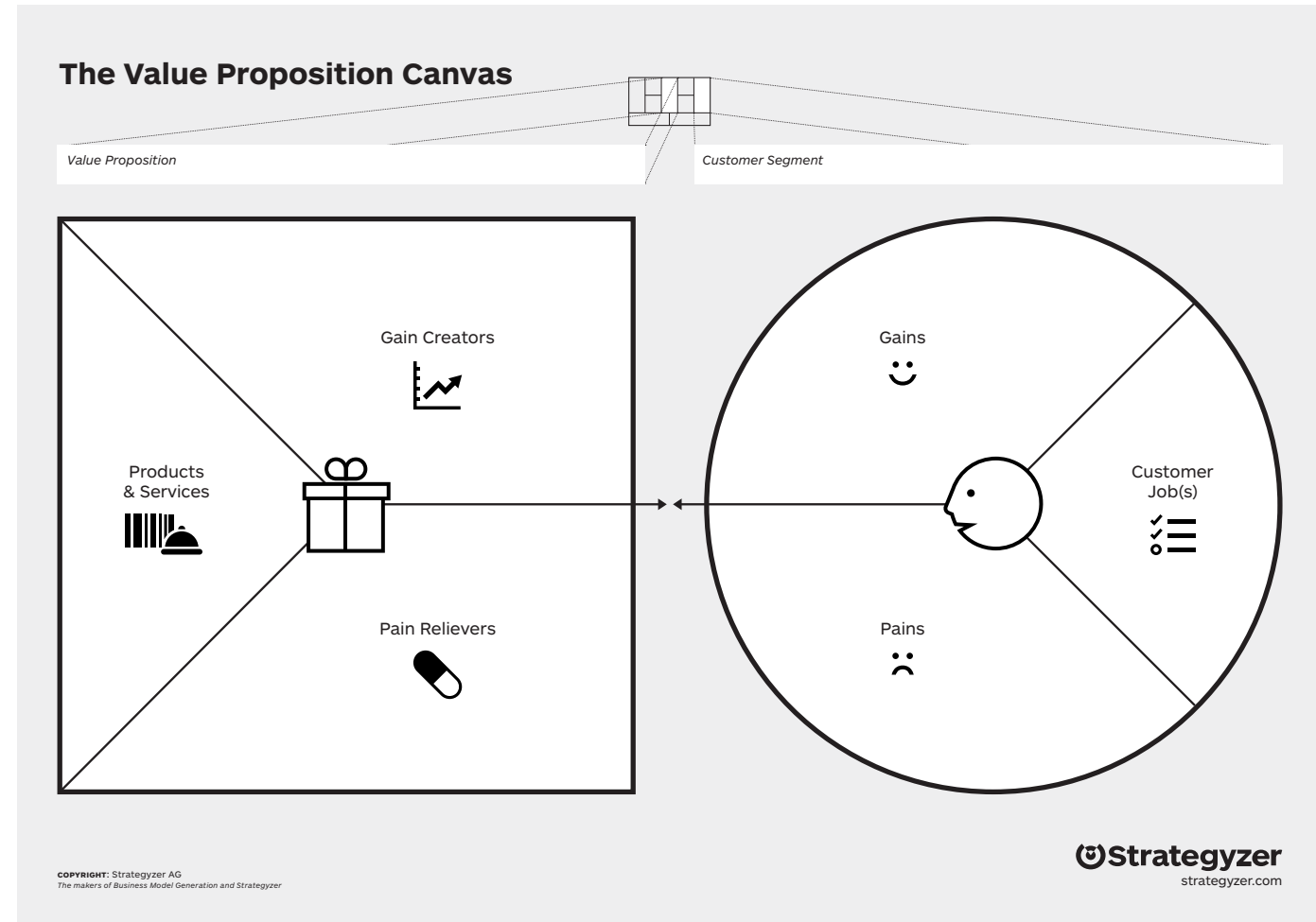


Translational Research

#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

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

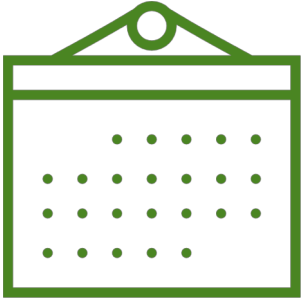
Outcomes driven
(advance technology outside of OU)

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



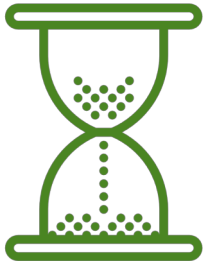
Curriculum

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***



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