VII. STANDING COMMITTEES

A. Academic & Student Affairs

In Joint Session With

B. Finance, Audit and Facilities Committee

UW Technology Transfer

See attached report.
Traditional TT Practice

**Service bureau reacting to disclosures**

- Many mandates/stakeholders
  - Revenue
  - Industry relations
  - Service to researchers
  - Impact

- Distraction from outbound licensing
  - Compliance/risk management
  - Anything IP-related
Traditional metrics FY03-FY07

- Research $ (1B/yr)
- Disclosures 4th
- Licenses 10th
- Licenses w/$ 3rd
- Revenue 4th
- Start ups 14th

Distributions
Patents filed
Licenses

Revenue
- Equity
- UW TechTransfer
- WRF
Modern Practice = BizDev Office

World-class commercialization support for our researchers

Take initiative – upstream involvement

- Recruitment & retention
- Strategic plans for research projects
- Engage industry early and often – people and ideas as well as dollars

Guided invention
Execution Plan

- Support UW entrepreneurs
  - Key hires to truly staff UW LaunchPad
  - Entrepreneurs in residence (E.I.R.s)
  - Market research by MBA students
- Early evaluation of technologies
  - Industry advisors
- Strategic thrusts
  - Research commons
  - Invest in IP
  - Develop GAP funding resources/programs
New UWTT Advisors

Rich Barton, CEO Zillow, Benchmark Capital Venture Partner
Brian Bershad, Fremont Google Office
Erik Blachford, CEO Terrapass, former CEO Expedia
Jeff Blackburn, SVP Business Development Amazon.com
Sam Brasch, Frazier Healthcare Ventures
Bill Bryant, Draper Fisher Jurvetson Venture Partner
Jon DeVaan, SVP Windows Platform, Microsoft Corporation
Russ Daggatt, Denny Blaine Capital, former CEO Teledesic
Nick Hanauer, Second Avenue Partners, founder aQuantive
John Harris, CEO NeuroBionics, founder Heartstream
Vaho Rebasso, Boeing Information Technology CTO
Metrics for our new mission

- Prospective faculty/grad students meeting with UWTT
- Researcher participation in *guided invention* sessions
- Researchers (*new/veteran*) working with *LaunchPad*
- UW-originating startups
- Venture investment in UW startups over time/years out
- Private equity: held/realized proceeds
- Venture capital firms backing UW startups
- UWTT speculative investment in IP (patent budget)
- % of innovations and patents that are licensed over 5 year period from speculative investment
The Gap in funding for dissemination

Product Innovation Process
(Envionment, Electronics, Autos, Utilities…)

Adapted in part from John Preston 1993
Testimony before U.S. Subcommittee on
Space, Science & Technology
Sources for GAP/early funding

- TGIF (WRF + UW)
- New WRF programs
- Coulter Foundation Funds/Endowment
- WSIB Bridge fund
- Accelerator?
- IT Accelerator?
- Another foundation?
UWTT Operations

- 50 employees - many with high demand advanced technical degrees, legal and business skills

- Annual budget of $9.6M
  - $4.4M from operations
  - $6.0M+ from WRF sunsets in 2014
  - $3.0M+ on IP – 50% is “speculative”
UWTT Needs

- 10 year commitment to our plan/budget
- Support for gap fund initiatives
- New IT infrastructure
- Investment in strategic IP assets
- Promotion of TT function (recruitment tool)
- Industry coordination, advisors, E.I.R.s
Contact Information

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