

VII. STANDING COMMITTEES

A. Academic & Student Affairs

*In Joint Session With*

B. Finance, Audit and Facilities Committee

UW Technology Transfer

See attached report.

# UW Technology Transfer

## Report to the Regents

**Linden Rhoads**

**Vice Provost – UW TechTransfer**

**October 2008**

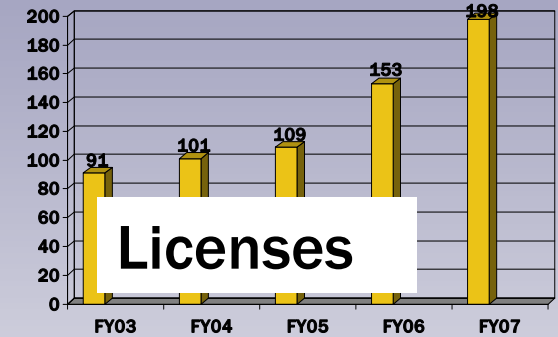
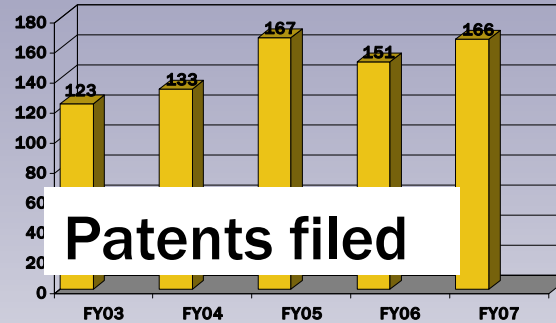
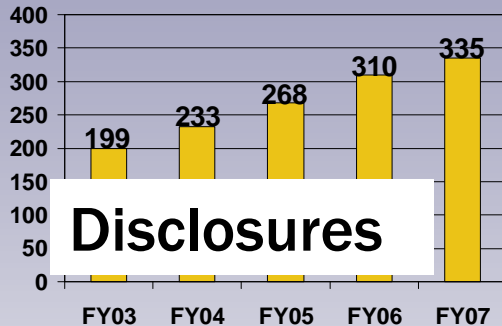
# Traditional TT Practice

## *Service bureau reacting to disclosures*

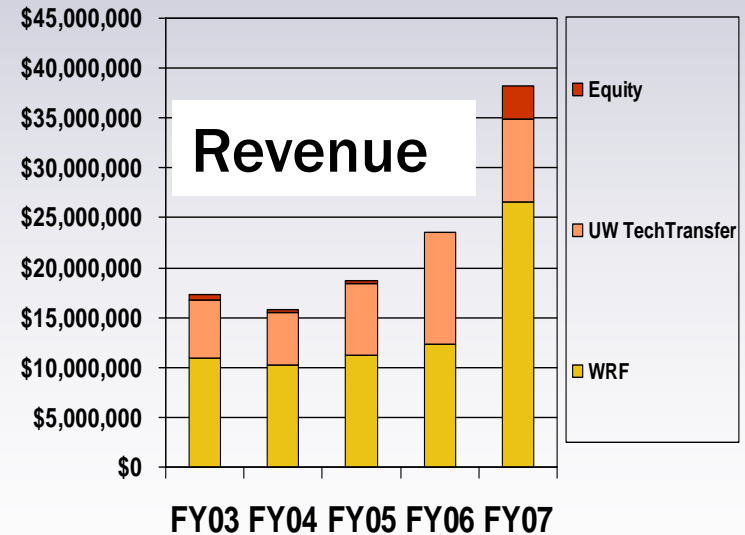
- ❖ **Many mandates/stakeholders**
  - ❑ Revenue
  - ❑ Industry relations
  - ❑ Service to researchers
  - ❑ Impact
  
- ❖ **Distraction from outbound licensing**
  - ❑ Compliance/risk management
  - ❑ Anything IP-related

# Traditional metrics

FY03-FY07



- ❖ Research \$ (1B/yr) 4<sup>th</sup>
- ❖ Disclosures 10<sup>th</sup>
- ❖ Licenses 3<sup>rd</sup>
- ❖ Licenses w/\$ 4<sup>th</sup>
- ❖ Revenue 14<sup>th</sup>
- ❖ Start ups 8<sup>th</sup>



# 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**

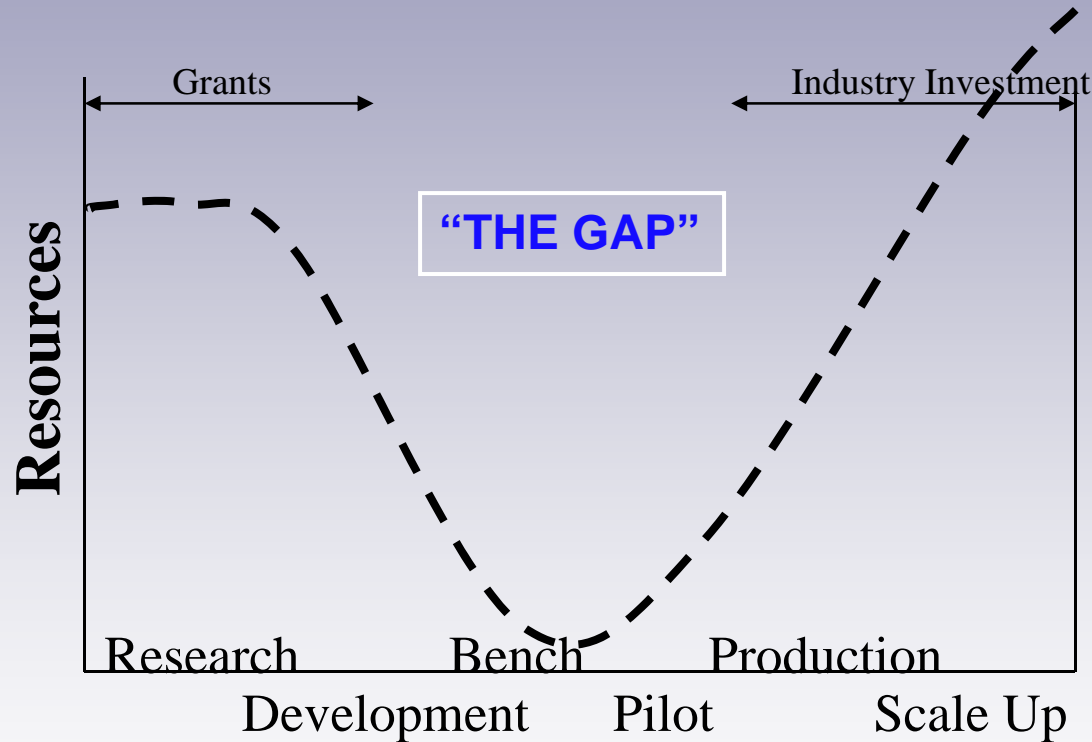
**Vaho Rebasso, Boeing Information Technology CTO**

# 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

(Environment, 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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