



University Knowledge Exchange

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NewSouth Innovations

Never Stand Still





UNSW
A U S T R A L I A

NewSouth
Innovations

NewSouth Innovations is the gateway to research discoveries and inventions created at UNSW

Accelerating Innovation ~ Connecting People



UNSW
THE UNIVERSITY OF NEW SOUTH WALES

What is Technology Transfer for ?

The debate still rages!

- Making Money?
- Supporting researchers?
- Economic Development?

.....none of the above!



What is Technology Transfer for ?

To help achieve the University mission, which is...

To create and disseminate knowledge

➤ Knowledge Creation

- Research

➤ Knowledge Dissemination

- Publication

- Teaching

- **Knowledge Exchange** (Knowledge Transfer / Commercialisation)

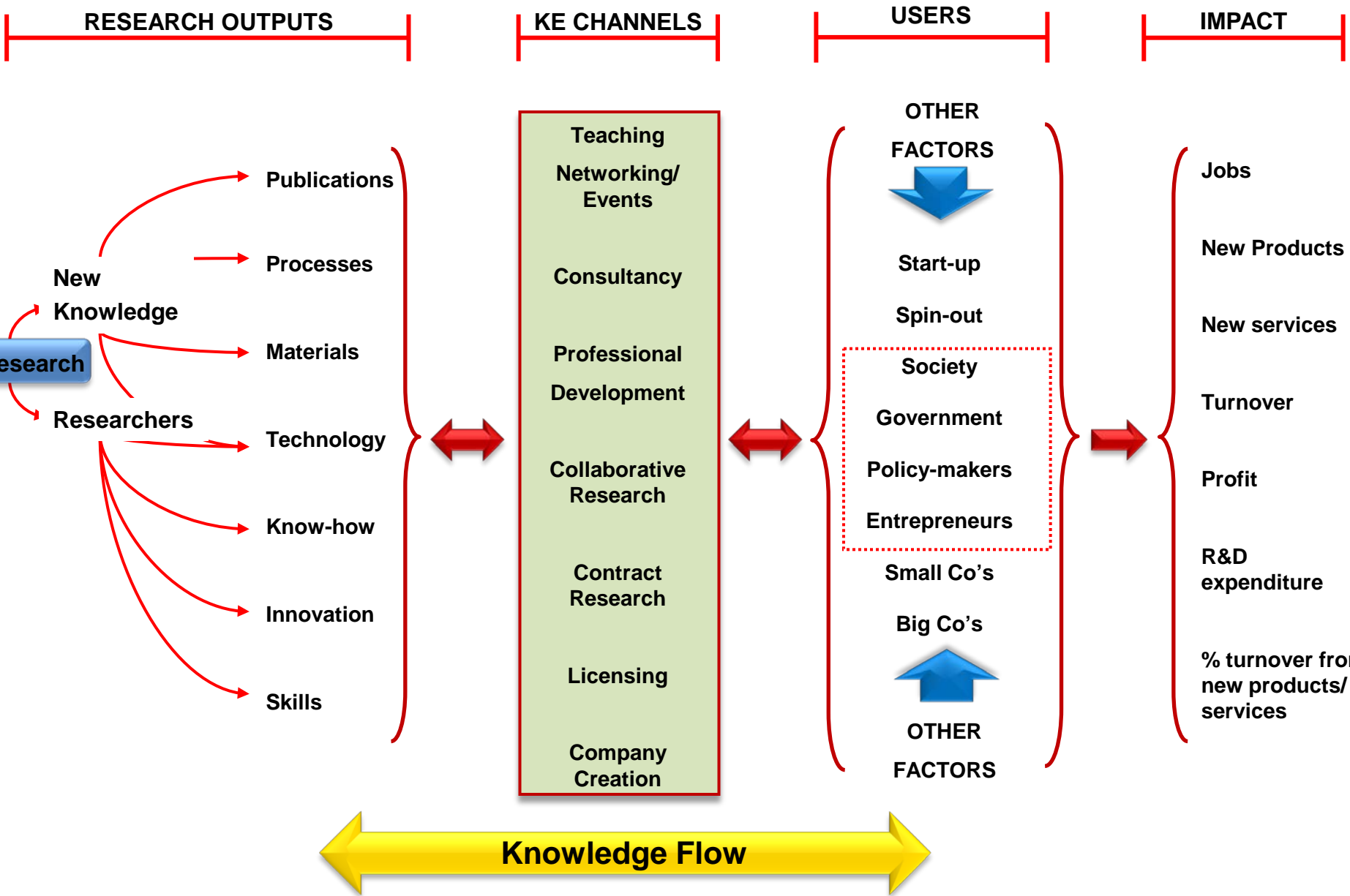


Knowledge exchange helps achieve the
University Mission

Its about getting
research put to use!

Lets look at the system..





Some points to note

- We are part of a complex system
- We are part of the dissemination machinery
- We help make impact happen
- We **NEED** external partners to make it happen
- **WE** are responsible for optimising the channels
- The licensing channel is seen as difficult

Let's look at an innovative approach to licensing...



An example of our Innovative Approach...

EASY ACCESS IP



Our Mission

In line with the University mission of creating and disseminating knowledge, we aim to transfer as much IP into usage as we can, to the benefit of our partners, community, society and economy.



Our New IP Approach

- All IP has inherent value, but only a small proportion has significant commercial value to the University.
- For that small proportion of IP with significant commercial value we will seek to exploit it with commercial partners.
- For all other IP we will seek to transfer it for free to partners who can demonstrate how it will benefit the community, society or economy.

WHY are we doing it?.....there are a number of reasons.



Business Model

The current model -

Assess disclosures, file patents and try to licence these to companies...

It is a very inefficient process.

It turns every university into broadly-based product development organisation
(because the technology always needs work)

This in turn costs money...

With people and development costs this quickly becomes an expensive business.



Business Model *(continued...)*

Partly because of these investments we have to make,
there is an expectation, as to what we get back

We are always being criticised for over-valuing technology...

We are always being criticised for being difficult to negotiate with...

...and Knowledge Exchange **IS NOT HAPPENING**
at the rate that it should be

This is the worst thing,
because our mission is to disseminate knowledge



We concluded that:

- ✓ the process of commercialising the top 5-10% of the IP is “relatively” straightforward and does generate returns.
- ✓ We all like these and they work pretty well (spin-outs, high value licences)
- ✓ The process of commercialising the rest is expensive, difficult and doesn’t generate returns
.....so we will now give it away for free



Why?

Licence negotiations on the majority of IP (when they happen at all)
are often confrontational

- the (potential) value is unclear
- the required development costs are unclear

The relationship starts off on a negative footing...often grinds to a halt

....but with new, Easy Access IP



...but with new Easy Access IP

- ✓ The relationship starts out positively
- ✓ The company will usually want to sustain and grow the relationship
- ✓ Consultancy, ARC-Linkage, training, placements....all build the relationship and help move it forward.
- ✓ Ultimately these relationships will be the ones that lead to research and other collaborations

AND it is getting the University's knowledge out there to be used.

We apply 4 simple conditions....



Conditions

Conditions we apply:

1. Demonstrate benefit to the economy
2. Guarantee our right to do research
3. Three years to do something/anything
4. Acknowledge the University's contribution



It's also about challenging the demand-side

- we worry about the relatively low level of demand from industry— not enough companies are working with us.
- we worry about the relatively low investment in R&D and innovation by companies.
- difficulty of working with universities is often cited as a cause
- this experiment will test the system. Once we have removed all of those barriers, will companies step up and turn our IP into commercial success?

...We certainly hope so.....and so do others.



Easy Access IP – a global movement



PLUS CERN!

UNSW...

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Technologies
Licensed

In 14 MONTHS



Major “additional” benefits to UNSW

- ✓ Companies approaching UNSW for innovation assistance
- ✓ Strong Government support
- ✓ University-Industry “Sandpits” leading to partnerships
- ✓ Student placements and interest in entrepreneurship and innovation
- ✓ Positive relationship with Researchers
- ✓ Great National and International media interest



Summary

- ✓ Focus on **VALUE** – what form it takes, who creates it and who benefits
- ✓ Free IP and simple, flexible, equitable agreements help – Value consideration
- ✓ Positive collaborative-innovation partnerships
 - ✓ It's a virtuous cycle

Everyone wins.



Thank you for listening



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