



# HEIn4 Tbilisi Conference

## 18-20 October, 2022

# Supporting Innovation & Technology Transfer at Business and Technology University

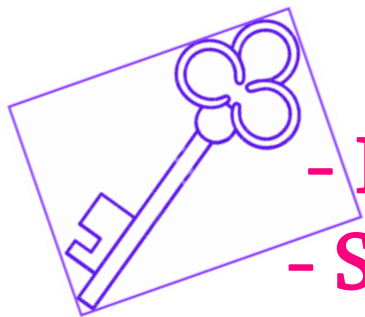


**Mariam Keburia**

**BTU International Relations & Development Office Consultant**

# BTU's value-driven Strategy to deliver impact on local communities through education, technologies and global partnerships!


- Deliver high quality education and strengthen **strategic skills** of students!
- Facilitate access to technologies and digital literacy
- Provide innovation in education
- Foster an **entrepreneurial mindset** in students
- Contribute to innovative entrepreneurship **Ecosystem**



- **Internationalization**
- **Stakeholder engagement**







# University Capacity Building Program UCBP



UNIVERSITY CAPACITY BUILDING PROGRAM

უნივერსიტეტების  
შესაძლებლობების  
განვითარების პროგრამა



## Goals and Objectives

*To foster an entrepreneurial culture at Georgia's HEIs that links practical research output to industry and increases innovation and economic growth.*

- **Form a network** of Georgian higher education institutions (HEIs), government agencies, and professional associations committed to enhancing the university-business-government triangle
- **Demonstrate, adapt, and apply U.S. models** of university-business-government collaborations at Georgian HEIs
- **Facilitate U.S.-Georgia collaboration** on projects that sustain university-business-government connections



# University Capacity Building Program UCBP

**Phase I** - preparatory webinars and online sessions

**Phase II** – US Study visit to share best practices, meetings with university-based technology transfer offices

**Phase III** – Reciprocal visit from the US institutions

THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC



OLD DOMINION  
UNIVERSITY



LIU  
LONG ISLAND UNIVERSITY



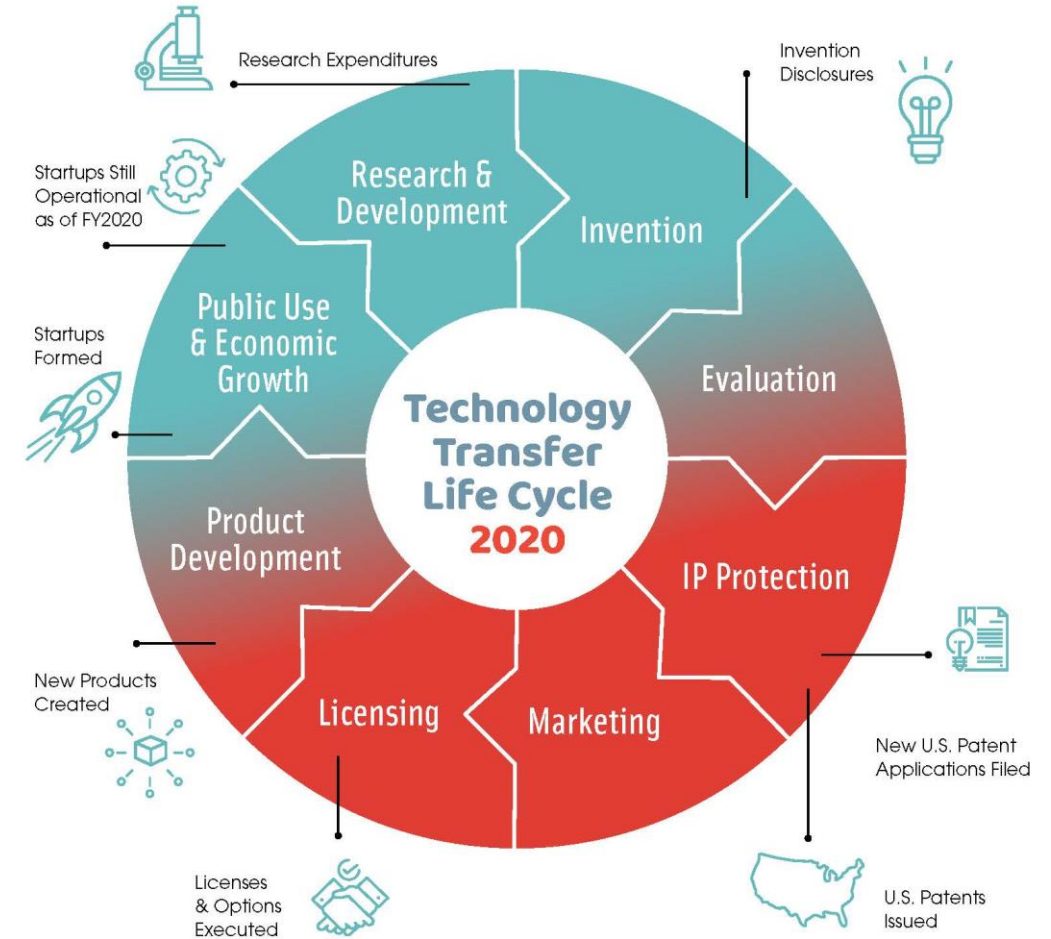
# Association of University Technology Managers – AUTM 'It's About Transforming Ideas Into Opportunities'

Successful innovation management, corporate engagement, protecting and licensing inventions to companies, new venture creation and incubation, and economic development



# Benefiting Society and the Economy

Academic Technology Transfer For 2020



For more information visit  
[www.autm.net](http://www.autm.net)

Every year university research yields discoveries with commercial potential.

Technology transfer professionals associated with universities and other academic institutions manage the complex process of shepherding ideas from the lab to the marketplace—from evaluating and protecting discoveries to commercializing the inventions through new and existing companies.



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC

TECHNOLOGY  
COMMERCIALIZATION  
OFFICE

OFFICE OF THE PROVOST

- GW office of innovation
- Entrepreneurship and Tech. Commercialization Offices
- Student entrepreneurship teams

## Customer-centric, Evidence-based Entrepreneurship

What qualifies as an invention?

How to work with businesses?

Understanding the VALUE the innovation delivers

GW Innovation Competition





Office of Technology Transfer

## Overview of Technology Transfer Process

☐ Step 1: Submitting the Disclosure

☐ Step 2: Technology Assessment for Patentability & Commercial Potential

☐ Step 3: Filing the Patent Application

☐ Step 4: Marketing the Patent

☐ Step 5: License Negotiations

☐ Step 6: Distribution of Patent Licensing Revenues

☐ Source

The technology transfer process begins at the university when the research investigator or creator identifies a discovery or innovation or completes copyrightable work which s/he believes may have potential for commercial development.

The first formal step in the research occurs when an inventor submits a "disclosure" form describing the patentable or copyrightable innovation to the university's Office of Technology Transfer (OTT).



**The Service Model** - number of published patents, exposure to new research funding opportunities, and recruitment and retention of faculty

**The Economic Development Model** - The TTO seeks platform technologies that can become the basis of startup companies

**The Revenue Model** – emphasis is placed on profitability, and office personnel work with selected faculty members to develop strategies for generating licenses and startup opportunities that will maximize the financial return to the institution

**Entrepreneurism-Focused**

**The Research-Oriented Model**

- Connect researchers with venture firms and technology companies at an early stage in commercialization

<http://lesnouvelles.lesi.org/lesnouvelles2012/lesnouvellesPDFJune2012/Axanova.pdf>

**Figure 3. TTOs differ in their operating structure, work integration model and segregation of duties structure.**

### **TTO Organization Structure**

#### **Operational Models**

- reporting to the research administration
- reporting to the financial administration
- separate non-profit or for-profit units

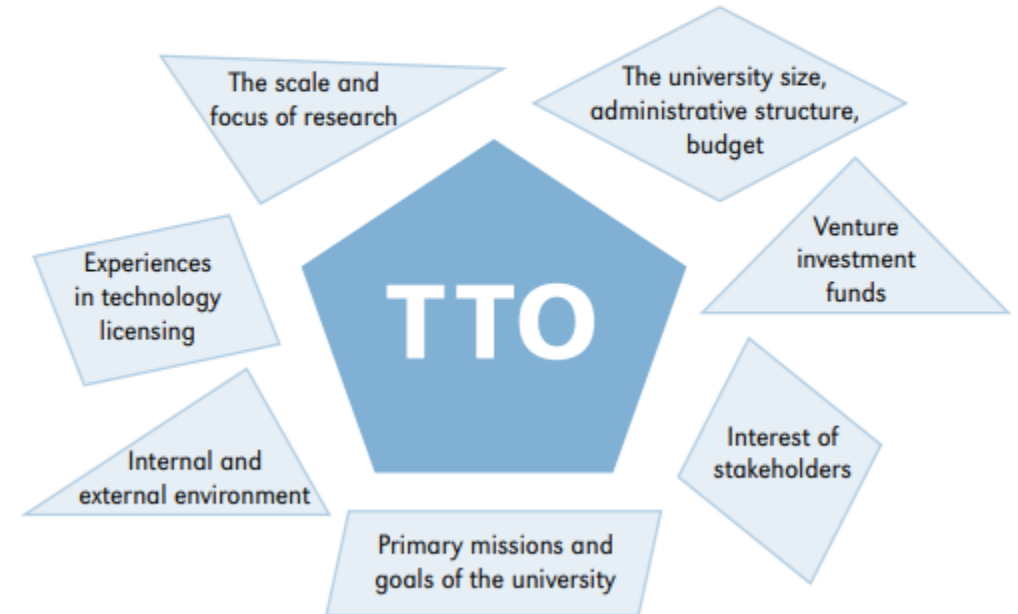
#### **Work Integration**

- vertical (“cradle to grave”)
- horizontal (licensing, business development, patent management, marketing units)

#### **Segregation of Duties by Technology Field**

- life sciences, devices, digital technologies ect.

**Figure 2. Schematic presentation of internal and external factors that could shape the missions and structure of a TTO in a unique manner.**



Planned - Reciprocal visit of NCURA to the Business and Technology University  
November 21-25, 2022  
Ms. Claire Chen, Director of Global Initiatives



Expected outcomes of the visit:

- BTU's **institutional vision developed** on facilitating and managing technology transfer process at the University.
- Review of existing TT models completed, an advisory document for an emerging university developed;



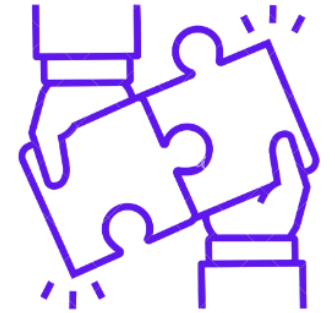
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Expected outcomes of the visit:

- **EDUCATE and ENGAGE**

- A curriculum for the Technology transfer course (Non-credit offering for interested students,educators...) built and adopted by the university;
- Workshop for BTU staff members on Technology Transfer models completed;
- Open Seminar for stakeholders completed;
- Workshop on US Funding landscape and opportunities completed.



# მადლობა ყურადღებისთვის

