UC Accelerator:
Process, Opportunities, and Mini-Workshop

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David Cepoi, Director, Entrepreneurial Training &Grants

Geoffrey Pinski, Director, Technology Transfer

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GOALS

- Introduction to the Accelerator
- Understand UC policy regarding inventions and intellectual property and your obligations
- Recognize the opportunity for commercialization
- Learn the resources available to you

Role of the UC Accelerator

- Manage all UC intellectual property (Geoffrey!)
  - Invention Disclosures
  - Patenting
  - Licensing

- Provide training and seed funding to project teams seeking to commercialize outstanding, early stage UC technology via a startup company (David!)

Background

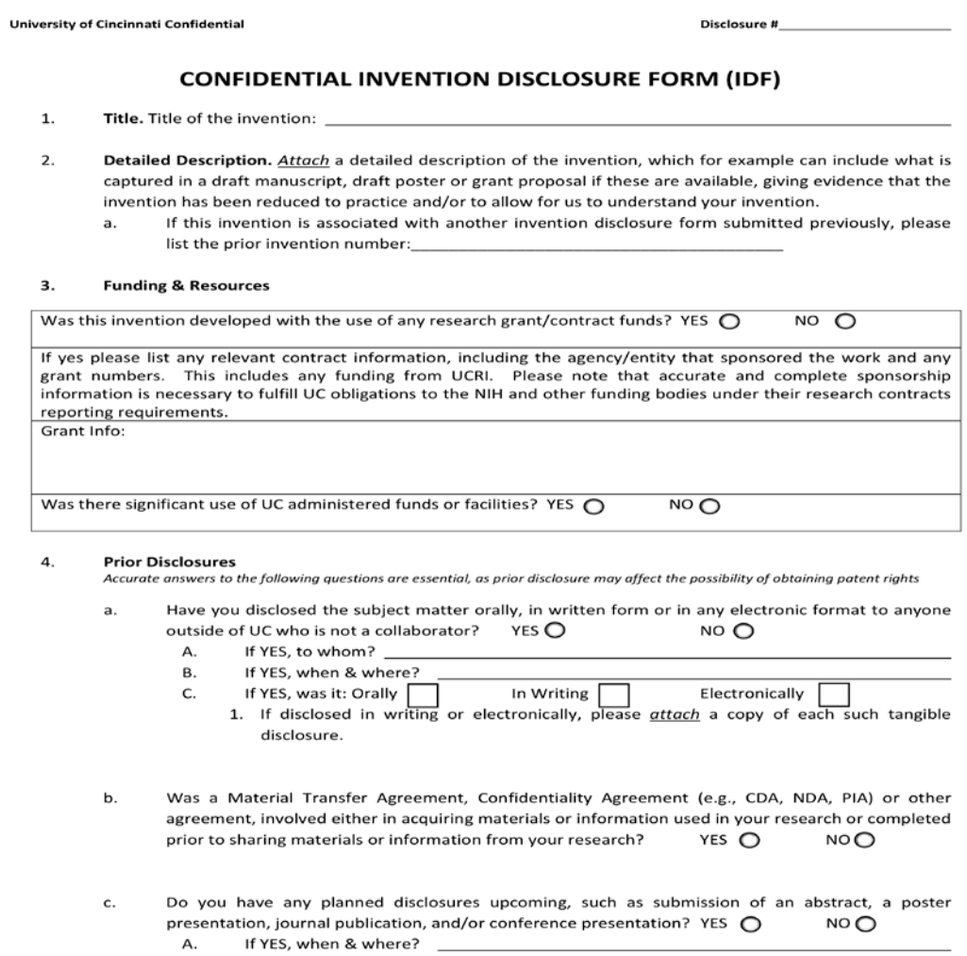
- UCTAC was founded in 2012 as a pilot program
- Made permanent in 2014
- Traditional licensing and IP roles blended with a University “accelerator” model
- State of Ohio funding provided solely to help establish startup companies in Ohio, and ultimately to promote economic development in the state
- Non-eligible technology licensed via the traditional licensing route or returned to the inventor(s)

Questions?

- Next - Down the Invention Disclosure pathway with gun and camera

The Invention Disclosure

- Title
- Description
- Funding & resources
- Prior disclosures
- Contact information



University of Cincinnati Confidential Disclosure #_____

CONFIDENTIAL INVENTION DISCLOSURE FORM (IDF)

1. **Title.** Title of the invention: _____

2. **Detailed Description.** *Attach* a detailed description of the invention, which for example can include what is captured in a draft manuscript, draft poster or grant proposal if these are available, giving evidence that the invention has been reduced to practice and/or to allow for us to understand your invention.
   a. If this invention is associated with another invention disclosure form submitted previously, please list the prior invention number:_____

3. **Funding & Resources**

Was this invention developed with the use of any research grant/contract funds? YES ○ NO ○
If yes please list any relevant contract information, including the agency/entity that sponsored the work and any grant numbers. This includes any funding from UCRI. Please note that accurate and complete sponsorship information is necessary to fulfill UC obligations to the NIH and other funding bodies under their research contracts reporting requirements.
Grant Info:
Was there significant use of UC administered funds or facilities? YES ○ NO ○

4. **Prior Disclosures**
   Accurate answers to the following questions are essential, as prior disclosure may affect the possibility of obtaining patent rights

   a. Have you disclosed the subject matter orally, in written form or in any electronic format to anyone outside of UC who is not a collaborator? YES ○ NO ○
      A. If YES, to whom? _____
      B. If YES, when & where? _____
      C. If YES, was it: Orally ☐ In Writing ☐ Electronically ☐
         1. If disclosed in writing or electronically, please *attach* a copy of each such tangible disclosure.

   b. Was a Material Transfer Agreement, Confidentiality Agreement (e.g., CDA, NDA, PIA) or other agreement, involved either in acquiring materials or information used in your research or completed prior to sharing materials or information from your research? YES ○ NO ○

   c. Do you have any planned disclosures upcoming, such as submission of an abstract, a poster presentation, journal publication, and/or conference presentation? YES ○ NO ○
      A. If YES, when & where? _____

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The Really Important Bits

- Detailed Description
  - Could be a draft manuscript, draft poster or grant proposal providing evidence that the invention has been reduced to practice and/or to allow for us to understand your invention.
  - This is the key for us to be able to assess the technology's feasibility, business opportunity and intellectual property opportunity
- Funding & Resources
  - Our office fulfills the obligations that might exist under the grant or contract that might have led to the development
- Prior Disclosures
  - Some initial questions that we ask regularly to help with patentability

Technical Feasibility

- Feasibility
  - Will it work?
- Cost
  - How does the cost compare to current solutions?
- Scalability
  - Can the technology be scaled/transformed from its current lab state to a product?
- Technical comparison to current technical solutions
  - What are its advantages/disadvantages to the current solutions?
- Development stage
  - Do we have a prototype?
- Platform capability
  - Does it support multiple potential uses?

Business Opportunity

- Market
  - What is the market
  - What is the size of the market?
  - What is the growth potential for the market?

- Competition
  - Where does the current competition stand?

- Customers
  - Who are the customers?

- Developers
  - Potential partners?

Intellectual Property

- How strong is our IP?
  - Patentable?
  - Copyrightable?
  - Other?

- Patentable
  - Useful
  - Novel
  - Non-Obvious

- Copyrightable
  - Expression fixed in a tangible medium

- Trademark/Trade Secrets

Intellectual Property (cont.)

- Gives you the right to exclude others
  - Trade Secret – unfair use
  - Trademarks – confusion or dilution
  - Copyright – unfair use or copying
  - Patents – making, selling, offering for sale, importing

- For a length of time
  - Trade Secret – as long as it's a secret
  - Trademarks – as long as it is used in commerce
  - Copyright – life of the author + 70
  - Patents – 20 years from filing

Questions?

- Next – Are you ready for the Accelerator

Is Your Technology Ready to be “Accelerated”?

1. Translation vs. Basic science

2. Protectable?
   Intellectual Property

3. Does anyone want it?
   Is it useful?

Translational vs. Basic Research

Basic Research- systematic study designed to expand scientific knowledge

- government grants

Translational Research- developing solutions and tools (from the results of basic research) that address real-world problems

- funding is problematic

Does someone want your technology?

What is the market?
Who are the customers?] (Assumptions)

What value proposition would your startup offer to customers?

A business or marketing statement used to summarize why a consumer should buy a particular product or use a service

Questions?

Next – Applying to the Accelerator (Training and funding)

Your Proposal

Should generally describe:

- The Problem
- The Challenge
- The Technology
- Status
- The Customer
- The Competition
- Competitive Advantage
- Why Startup?
- Your Team
- Intellectual Property

The Problem

- What unaddressed problem are you trying to solve and why is it important?

The Challenge

- Why is this problem hard to solve? *If it was easy, someone would have already solved it…*

- Or if it is not that hard to solve, then why did others not see this opportunity (for example, you could say “mainly clinicians were seeing this problem, and our group is technology focused and sees the problem in a very different perspective”).

The Technology

- What is the unique technology or solution you have that can solve the problem or unmet need?

Status

- What is the current status of your technology
  - how far along is it in research or development
  - Remember Basic Research vs. Translational Research

Who's the Customer?

- Who do you think is your target customer or target market?
  - Basically, who do you think is going to buy this?

- If you have talked to any potential customers and have feedback, you should definitely make note of that here and potentially include the feedback here.

Tell Us Something About the Competition

- Who are your biggest competitors (that you're aware of)

- Tell us why you think you have a chance given the current competitive landscape
  - *Strong IP protection*
  - *Strong alignment with regional science and industry*
  - *You have a niche market that competitors aren't looking towards*

Competitive advantage

Competitive Advantage

- What is the specific competitive advantage for your technology?

- How exactly does your tech. or solution solve the problem in a way that is better than what is current available today or in development by others?

- *For example:*
  - *Increased performance*
  - *Easier to use*
  - *Game changing solution (vs. just an incremental improvement, etc.)*
  - *Cost*
    - *Winning on cost can be tough. Your cost advantage has to be significant and defendable even if the competition responds by lowering their cost (sometimes even selling at a loss with the purpose of putting you out of business).*

Argument for a Startup

- Is this a real startup opportunity?

- Yes!
  - Existing companies see this as too early and high risk
  - You believe we can maximize economic return for the State of Ohio through sales of product made in Ohio
  - You have a platform technology
  - Your startup will license this out and we will make the real $ by selling services or components to the big companies.

Your Team

- Lastly, why you and your team?

- We are investing in **YOU** just as much as we are investing in your technology.
    - Team's mix of skills / knowledge
    - You want to do this
    - Identify any gaps in your team that need to be filled to complete your proposed work plan, list them here

Intellectual Property

- A listing of your current invention disclosures and/or patent filings

Other Considerations

- Thematically your proposal should cover
  - The commercialization outcome of your project
  - An end point to show technology validation
  - A clear problem/unmet need the technology addresses
  - A commitment to commercialization will be expected if your proposal is funded

- Work types that have been funding in the past:
  - Prototype development
  - Proof-of-concept (i.e., translational research)
  - Market research
  - Customer discovery
  - Expert external advice on FDA regulations, insurance, government regulations, tax breaks, etc.

Accelerator Training

- About 8 – 10 Weeks

- Identify the Market Segment

- Customer Discovery
  - validate/adapt your business model with the putative end users of your product
  - 20-30 end users

- Minimal Viable Product
  - Your customer segment will tell you what your product will look like

- Expert guidance from an Entrepreneur-in-Residence

The Process, The Outcome

- Competitive

- Post training
  - You will understand what it takes to commercialize a novel discovery or idea
  - You will discover whether the project can be a startup
    - You could also discover its better suited for a licensing opportunity or that your solution while novel, doesn’t commercially solve the problem
  - You will be able to also address the following:
    - Value Proposition
    - Total Addressable Market
    - Timing

The Process, The Outcome (cont.)

- If it is a potential startup and you have successfully complete the training then you are eligible to apply for funding
  - Phase I – up to $40,000
  - Phase II – up to $75,000
  - TVSF – up to $100,000 or $150,000 depending on the technology space

If Your Proposal isn’t Accepted

- Invention disclosure?
  - We cannot determine IP status without this

- Your technology is promising, but too early-stage
  - Still basic research
  - Continue your research and reapply at a later date

- There’s no obvious commercial opportunity

- Perhaps commercially valuable, but not a *bona fide* startup venture
  - Licensing officer will seek a commercial partner

Questions?

- Next – the Accelerator Process

The Accelerator Process

12 months

Project proposal

Accelerator Commercialization Training

Initial vetting
(UCTAC staff and EIRs)

Pitch to External Committee

Final Selections
(External Advisory board)

Awards (Get to Work!)

Technology development and market research

Phase I Exit

Mentoring from an EIR

EIR

Post Award

- You will continue to work with your EIR, and are expected to have frequent contact with your EIR

- Funds must only be expended on developing your technology and performing relevant market research
  - No salary, travel or IP costs
  - External services OK
  - Limited equipment costs OK

- Project must have reasonable milestones with reasonable deadlines

- Hard twelve month project deadline

- Failure to meet deadlines in a timely manner may hinder your chances for future commercialization awards

Project Completion

- You probably won’t be ready to launch a company right away

- Additional work could have to be performed, such as further additional customer discovery and prototype development

- There are other sources of funding to further advance your technology (Accelerator, Phase II / TVSF, CincyTech, Queen City Angels, etc.), but they want to see results

- Additional entrepreneurial training
  - Ohio I-Corps, NSF I-Corps, etc.

Reality Check

- Applying to the Accelerator tells us that you think your technology can become the basis of a new company

- This is a long-term commitment
  - Mandatory training component
  - Time investment required for successful project outcome
    - Most awardees won’t leave UC's accelerator after just one round of funding and be able to start a company

- Achieving key milestones can help you attract additional resources (e.g., connections) and capital
  - Timeline adherence leads to favorable outcomes

Accelerator Successes

- Sense Diagnostics
- Eccrine Systems
- ProTech Sensors
- Inovasc
- Hi Lois

Summary

- Accelerator training / awards are for Inventors interested in seeing their technology become a new startup company

- A means to both further develop your technology via translational research and perform initial commercial assessment

- Mentorship from a seasoned business professional (your EIR)

- The training component will serve you throughout your career

- A segue to investment and ultimate commercial success

Questions?

- Geoffrey Pinski
  - 513-558-6293
  - pinskig@ucmail.uc.edu

- David Cepoi
  - 513-558-4768
  - cepoidd@ucmail.uc.edu