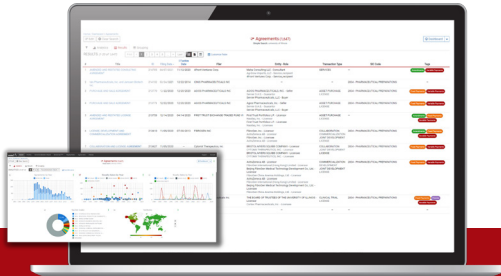


# Capitalizing on Commercialization: Questions Technology Transfer Offices Should be Asking

A new trend is emerging among ktMINE customers. Questions around agreements are becoming more targeted versus solely being about royalty rates. Take a look at our guide to understand current commercialization trends we're seeing at technology transfer offices, where they are heading, and how to turn these questions into actionable insights at your organization.

## How are other technology transfer offices structuring their agreements?

# ONE



More technology transfer offices are asking us for examples of their peers' agreements. This question tends to come from technology transfer offices with a smaller volume as well as technology transfer offices entering into agreements in new industries where they are less familiar. By looking at peers, they gain valuable insights into how others negotiated their agreement terms.

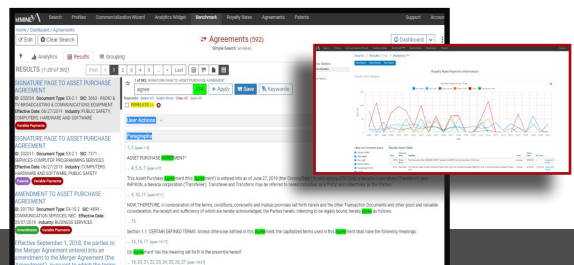
### What are we looking for?

Gaining access to this agreement information enables technology transfer offices to acquire negotiation intelligence in addition to updating standard term sheets and agreement templates used for transactions.

**Ultimate insight into entity activity eliminates the guesswork of who may be conducting business with one another and the terms surrounding new technologies.** This approach positions technology transfer offices to confidently analyze their peers while developing advantageous agreement terms.

## What other licensing options do I have?

# TWO



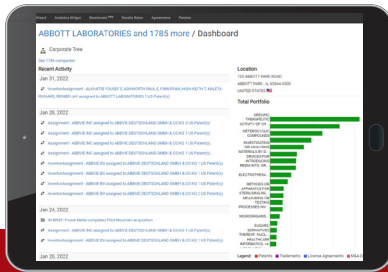
Technology transfer offices are exploring ways to diversify how they transact. Some technology transfer offices evaluate standard license agreements, however, some are now looking at ways to find sponsored research agreements, collaboration arrangements, or a variety of other options.

### What are the Benefits?

These arrangements offer the technology transfer office flexibility in how their IP gets developed and commercialized. **By analyzing past arrangements and structures, the technology transfer office is able to make a decision that offers flexibility along with the financial certainty they are looking for.** Technology transfer offices equipped with tailored research solutions quickly leverage accurate licensing information to explore the most advantageous strategies.

# Capitalizing on Commercialization: Questions Technology Transfer Offices Should be Asking

What has my potential licensee agreed to in the past?



**THREE**

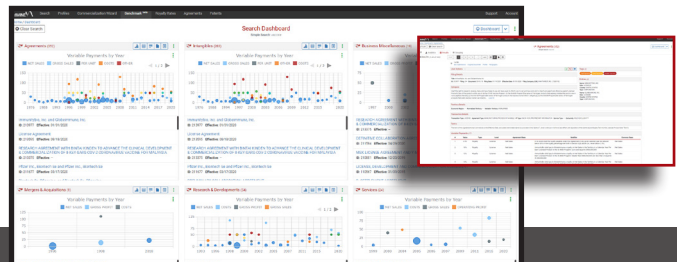
Competitive intelligence is driving the new era of agreement research. Technology transfer offices are needing to head into negotiations and term sheet discussions equipped with as much information as possible.

## What can we learn from past agreements?

By accessing prior agreements of the entity they are negotiating with, technology transfer offices can draft more beneficial terms. Uncovering previous agreement terms, positions technology transfer offices to save costs and enter discussions with accurate initial drafts. **Arming with past examples saves costs when it comes to contract reviews with more accuracy on the initial drafts.**

How can I set the payment for my transaction?

**FOUR**



Technology transfer offices are understanding there are more ways to structure payment terms. Equity, up-front, lump sum, milestones, and minimums are ways that ktMINE sees technology transfer offices getting compensation for their IP, besides the standard royalty rates.

## Why should we explore payment terms?

Some technology transfer offices want equity in off-shoot technology transfer office-affiliated companies or with start-ups. Others look to get revenue into the technology transfer office quicker by selling the asset as a lump sum payment or taking a lower royalty rate and receiving higher up-front payments. While others want to set minimums to ensure the IP is commercialized by the licensee. **Ultimately, each technology transfer office has their own motivations in asking for these, and seeing the options help develop strong commercialization strategies.**

# Capitalizing on Commercialization: Questions Technology Transfer Offices Should be Asking

How can I support my transaction internally with my director?



# FIVE

Internal support for a deal is an integral part of a successful commercialization strategy. Aligning all levels within the technology transfer office creates added value for accessing and leveraging agreement data.

## What should we include?

Getting stuck in the trap of stock agreements isn't going to propel the department or the technology transfer office forward. Utilizing deals and their structures from other successful collaborations is one way to stay clear of this trap. **Many technology transfer offices want direct insight to the agreement data landscape for licenses. This helps the licensing team and their director feel confident with a direction.**

Sure, stock royalty rates are useful as a rule of thumb, but seeing the complete landscape and options gives more certainty that revenue will be driven back into the technology transfer office system. It's vital for technology transfer offices to employ tools that align all levels of the organization throughout the entire commercialization process.

Identifying, asking, and developing a strategic approach to these questions can be a challenge for any organization without detailed insights. Those insights are just some of the many benefits delivered by ktMINE. **Our innovative research applications and data services give your technology transfer office the leading edge.** Uncover potential partners, determine the value of technologies, and confidently construct and negotiate licensing terms. Learn more about how ktMINE can support your technology transfer office's commercialization efforts.

## Featured ktMINE Applications



**Benchmark  
App**



**Commercialization  
App**



**Search  
App**



**Profiles  
App**



**Analytics Widget  
App**