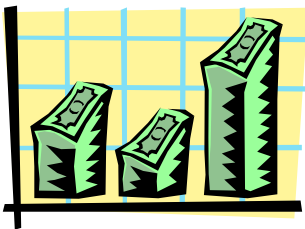




# TECHNOLOGY COMMERCIALIZATION MANUAL



## Strategy, Tactics, and Economics For Business Success



By

**Melvin J. DeGeeter, Ph.D.**

*A thorough and comprehensive coverage of the technology commercialization process. Topics addressed are: intellectual property management, asset evaluation and valuation, marketing, negotiation, contracts and licensing, corporate & capital formation. Also included are Q&A for each topic, a glossary of terms, and list of related resources. Evaluation and pricing software are included at no additional charge. Useful for corporate employees, business and technology transfer consultants, technology transfer professionals, academic professional and students. Contact [degeeter@aol.com](mailto:degeeter@aol.com) to order books and software or to ask about case studies.*

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## **TECHNOLOGY COMMERCIALIZATION – STRATEGY, TACTICS AND ECONOMICS**

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*“Successful asset commercialization is a complex process dependent upon numerous inputs that are skillfully managed to establish appropriate and prudent strategic and tactical plans that are effectively and efficiently executed.”*

### **TOPICS**

- Introduction to technology commercialization and technology based companies
- Structure of the technology transfer organization and related econometrics
- Technology sources - technology transfer, acquisition, commercialization or licensing offices
- Role of Incubators, Clusters, Research Parks and Consortia
- Intellectual property protection and management
- Technology assessment, valuation and pricing
- Technology development and management
- Commercialization and marketing strategies and tactics
- International considerations for technology transfer or commercialization
- Negotiation strategies, methods, and resources
- Capital acquisition and sources
- Company formation or business structure of technology based firms
- Examples of agreements for select situations in the commercialization process

### **BENEFITS**

- Increase awareness of technology commercialization models and related econometrics.
- Learn how to increase the value of an asset through intellectual property protection, identifying and establishing strategic alliances and program management.
- Increase awareness of evaluation methodology to make prudent and informed decisions regarding technology/asset value to receive the best return on technology asset (ROTA).
- Develop understanding of negotiation strategies and tactics.
- Experience the process of technology assessment and enactment of preferred contracts.
- Participate in negotiating win-win licenses to maximum benefit to the contracting parties.
- Gain hands on knowledge through situation analysis and exchange of experiences.
- Exposure to the strategy and tactics related to capital acquisition
- Receive information necessary to form and operate a business.

### **DELIVERABLES**

- Information - textbook with which to generate knowledge
- Experiences - situation analysis, guest speakers(s)
- Model documents - invention disclosure, asset exchange, license agreements, etc.
- Technology Evaluation Software (TES<sup>TM</sup>) - phased technology evaluation
- Technology Pricing Model (TPM<sup>TM</sup>) software - negotiation tool to establish contract terms
- Worksheets - business assessment and formation and technology evaluation
- Glossary of business terms - related to technology commercialization
- Questions and answers - collection of frequently asked questions
- Resources - Extensive list of references, publications and related web sites





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**THE FOLLOWING ADDENDA ARE AVAILABLE AT NO COST WITH THE PURCHASE OF THIS BOOK. SIMPLY COMPLETE THE “ADDENDA, CASE STUDIES AND PRESENTATIONS REQUEST FORM” ON THE LAST PAGE OF THIS BOOK.**

*ADDENDUM I - GLOSSARY OF TERMS*

*ADDENDUM II - REFERENCES AND RESOURCES*

*ADDENDUM III - FORMS AND AGREEMENTS*

*FORMS*

*AGREEMENTS*

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*TECHNOLOGY EVALUATION SOFTWARE (TES - I) - PHASE ONE*

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*TECHNOLOGY PRICING MODEL (TPM)*

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Over 100 situation analysis are available for Modules I through IX. Highlights from each Module are summarized in over 1200 PowerPoint slides which can be adapted to individual needs.

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**STRATEGY, TACTICS AND ECONOMICS FOR BUSINESS SUCCESS**  
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