

# Commercialisation – a Scottish perspective

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- Commercialisation offices
- Edinburgh Research and Innovation (ERI)
- Dealing with Universities/spinouts/start ups in practice

# Commercialisation office – why bother?

- Focal point for academic entrepreneurship
- Bridge to industry
- Career path for graduates/staff
- Efficiency and economies of scale

- Communication and resource hub
- Training and know-how
- Credibility
- Consistency of approach

- First commercialisation unit formed in 1969
- ERI established 1998
- Wholly owned subsidiary of University of Edinburgh
- Vehicle through which a variety of technology transfer and incubation functions are channelled
- Circa 300 spinouts/start ups in the last 5 years
- Circa 2500 collaborations with industry

# Technology transfer functions:

- Sponsored research collaborations
- Industrial studentships
- Technology Licensing
- Formation of spinout and start up companies
- Access to academic expertise
- Commercial use of research facilities

# Sponsored research collaborations

- Outsourced R&D
- Cost benefits
- Access to leading edge research facilities and expertise
- Exposure to industry applications
- Development of strategic partnerships
- Funding



- Research capability
- Access to leading edge research facilities and expertise
- Exposure to industry applications
- Cost benefits



# Technology Licensing

- Commercial Licensing
- Open Technology
- University Technology
- Interface

- Initial evaluation – disruptive technology?
- Route to market
- Entrepreneurial appetite
- Resource requirements

# Spinouts and Start ups (cont)

- Launch.ed
- Support for staff/graduates
- Mentoring/executive support
- Professional services

- Facilities and Funding
- Incubation office/lab facilities
- SMART Awards/ Proof of Principal
- R&D grants
- High growth accelerator programme

# Spinouts and start ups (cont)

- Intellectual Property Rights
- Background/Foreground IP
- Licence/transfer
- Academic licensing and publication

# Dealing with Universities/spinouts/start ups in practice

- Universities
- Commercial/academic imperatives
- IP protection / academic research
- Innovation and publication
- Control/governance

# Dealing with universities/spinouts/startups in practice (cont)

- Academics
- Fostering entrepreneurship
- Culture/skills shift
- Appetite for risk/leaving comfort zone
- Stake in venture
- Control/governance



# Dealing with universities/spinouts/startups in practice

- Investors
- Venture capital / industry
- IP ownership
- Future development pipeline opportunity / risk
- Exit
- Control/governance

# Conclusions

- Intellectual property
- Getting the team right
- Challenging markets everywhere
- Organise to optimise!

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