



INNOVATOR'S HANDBOOK

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Role of the innovator in technology transfer

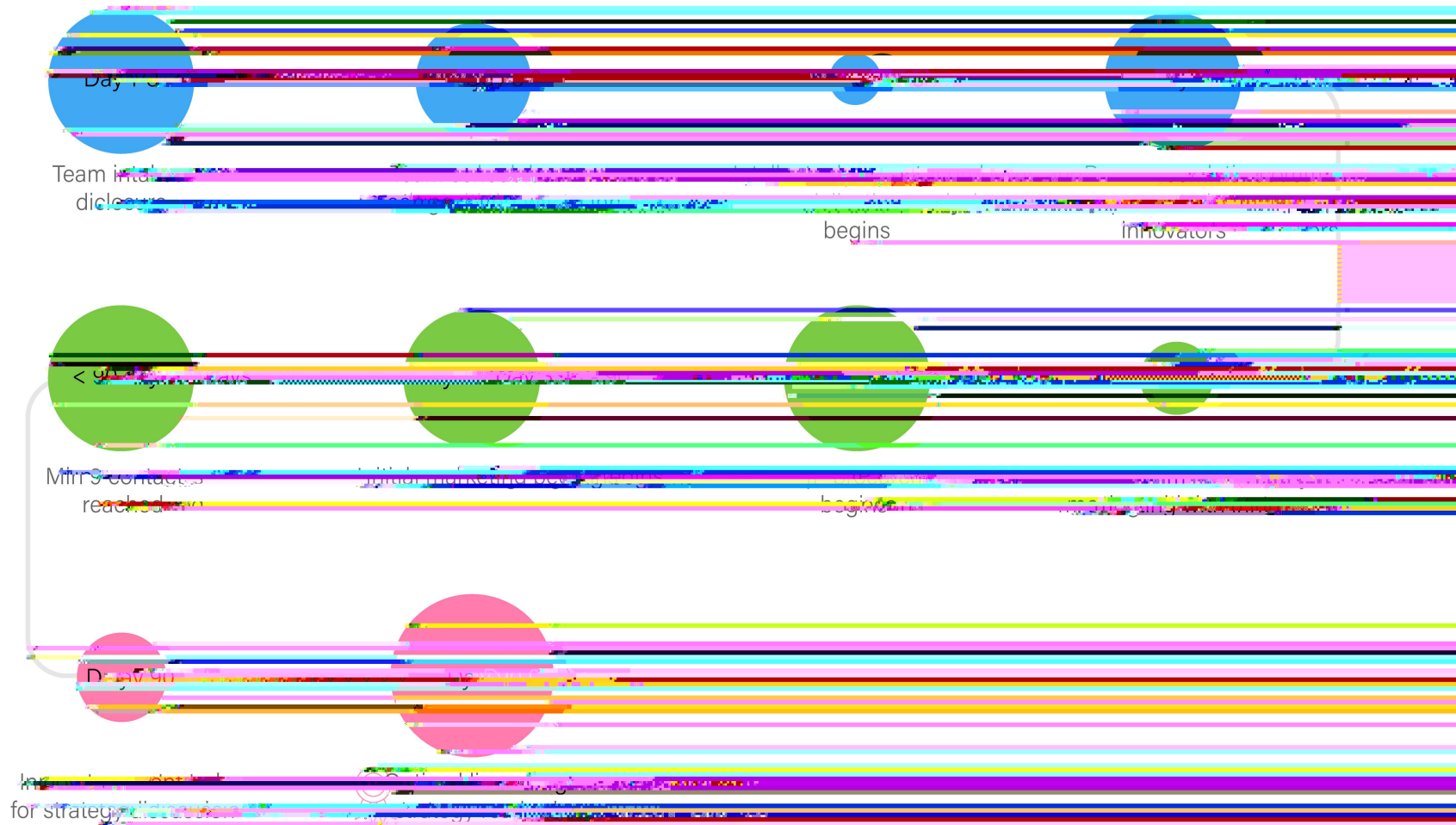
In the university context, an innovator is any faculty member, staff member, researcher, graduate student, or undergraduate who discloses an invention and/or other protectable material. Their role is, foremost, to conduct research and

The university innovation lifecycle

What is intellectual property?







How Alaska Center ICE will market your idea

Generally the end goal of innovation commercialization is to license an idea to an existing company or start-up. Licensing is defined as providing the rights to use an idea given some set of negotiated terms between the licensor and licensee. This end state is how university faculty, staff, and students ultimately financially benefit from their ideas.

To do so, licensees must first be identified and developed. This oftentimes takes time, market research, and industry outreach. To do so, Alaska Center ICE uses many sources and strategies to identify potential licensees and market innovations. This process, however, depends on the innovation itself. The strategy that is optimal for a particular innovation often depends largely on the innovation itself and the market for which the innovation is created.

Studies have shown that 70% of licensees were known to the innovators. In other words, it is likely that relationships with potential licensees already exist and we can manage and grow those relationships through contacts from the innovators. We can also obtain contacts from personal networking, website inquiries, market research, industry events, and the cultivation of existing licensing relationships.

The licensing process explained

Once a licensee is identified, Alaska Center ICE will implement its licensing process. Steps involved include:

1. Execute a non-disclosure agreement with interested parties ensuring that confidentiality is maintained
2. Schedule an initial meeting with the potential licensee to identify their business needs
3. Align technology with business needs and understand licensing needs while conducting due diligence on company solvency and due diligence, (m)-8042 0 Td [(

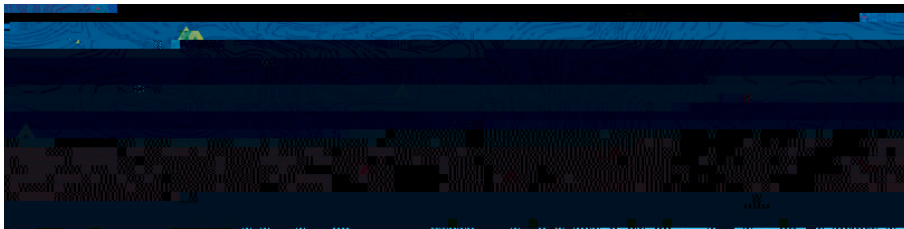


What is a university start-up and should I go that route?

A start-up is a new business entity formed to commercialize one or more related inventions. Forming a start-up company is an alternative to licensing the IP to an established business. A few key factors when considering the start-up route are:

- € Development risk (established professors may be unwilling to take the career risk of building a new venture)
- € Ability to commercialize multiple products or services from the same technology
- € Sufficiently large competitive advantage and target market
- € Potential revenues sufficient to sustain and grow a company

Center ICE can advise innovators in their decision to create a start-up company for commercializing IP. If a new business start-up is chosen as the preferred commercialization path, we will assist you and the other founders in planning and executing the process.



[DISCLOSE NOW](#)

What are the start-up resources at UAF?

The University of Alaska Fairbanks has a number of start-up resources available to innovators and entrepreneurs. Generally speaking, professionals in these programs can guide you through the process of innovation and connect you with

the resources you need to commercialize your innovation.

1. [Alaska Center ICE](#) UAF's hub for all technology transfer resources including grant funding, education, technology commercialization advising, intellectual property protection, market research, and guidance for their innovations.
2. [Innovation Accelerator](#): UAF program that guides innovators and entrepreneurs through the ideation stage, funding acquisition, and early commercialization. Best way for entrepreneurs to learn the start-up process, get commercialization guidance, and identify funding and other opportunities.
3. [Students2Startups](#): A summer internship program where students are paired with an Alaska start-up company. Together they develop an entrepreneurial project to support the start-up's growth while the student learns skills for innovation and entrepreneurialism.

Revenue sharing explained

UAF invests resources in their staff, faculty, and researchers to conduct research. That said, and as a partial incentive, the university aims to financially benefit researchers directly for their licensed innovation. The primary method of doing this is licensing, and in the case that an innovation is ultimately licensed, inventors can expect to share some of this revenue with the university. The immediate and logical question is how much money goes to the university and how much goes to the innovator? Luckily, UAF has among the most generous revenue sharing programs among all university tech transfer offices.

Policies and percentages

As defined in Board of Regents policy/regulation and/or the applicable collective bargaining agreement, the innovator is entitled to a portion of the net proceeds derived from the commercialization of their technology. In general, and subject to the terms of employment, the innovator is entitled to the first \$10,000 plus 50% thereafter of net proceeds derived from commercialization of the innovation.

Revenue distribution basics

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