

Picking the Winners:

Early Stage Technology Assessment and Decision Making

ACCT Victoria, 8-10 November 2009

Panel: Track C – Learn

David Shindler – Springboard/BDT

Heidi Falck – HSC Toronto

Ron McCullough – ProGrid Evaluation Solutions

Page Heller – Hopes Creek

University Commercialization

**Management at the interfaces of
Innovation – Where Research,
Business and Finance Collide.**

***R&D and Commercialization
decisions taken at the University
ILO/Commercialization Office
will have major implications for
the future of Canadian Research
and Industry***

Opportunity Scorecard

- **Innovative and keen researchers** ✓
- **Solves a problem** ✓
- **Vision** developed for the ultimate product ✓
- **Solid indicative performance data** ✓
- **Potential edge** over other products ✓
- **Robust proprietary position or IP** ✓
- **Market size to justify investments** ✓

SCIENCE vs. INDUSTRY

- Publish or Perish
 - Share with colleagues
 - Priority : Publish
 - Competition to be first to discover
 - Teach to convey knowledge
 - “Public Good”
- Publish and Perish
 - Share only with non-disclosure agmt.
 - Priority : Patent
 - Competition to gain market edge
 - Learn for competitive advantage
 - “Private Profit”

SCIENCE and INDUSTRY

- Innovation depends on both the Public and Private Sectors
- Public Investments for Research & Discovery
- Private Investments for Product Development and Marketing
- Effective Combination = Innovation
- Research and Management Excellence are Fundamental to Success

Understand Investigator's Motivations

- Get innovations used for social benefit
- Get more grant money
- Purchase a Ferrari/ get rich quickly
- Develop career
- Assist to find jobs for grad students
- Take on new challenges
- Bored with writing grant applications!
- Business/commercial work is “easy”

Overlay: Institutions' and Funders' Culture, Values and Policies