

TAMU - Technology Transfer & Commercialization Initiative

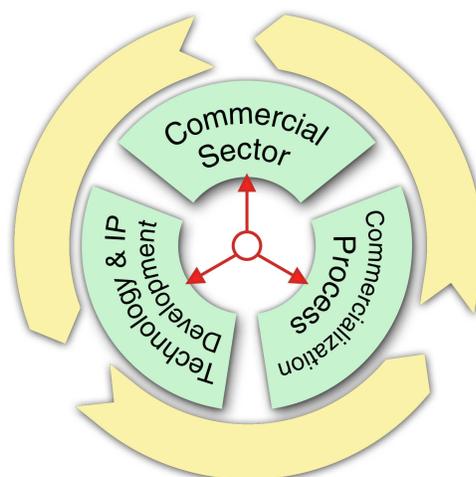
Executive Summary:

Texas A&M University has set forward a strategy for the implementation of an effective, holistic, and accelerated technology transfer initiative within the A&M System.

Via the implementation of synergistic commercialization models covering the participation of system components, colleges, departments and individual participants, the main goal of this initiative is to more than double our research expenditures within the next 7 years and become one of the top performing research programs (in both quality and resources) in the nation.

THE MODEL, A HOLISTIC APPROACH TO TECHNOLOGY COMMERCIALIZATION:

Simply stated, by increasing industry participation that then feeds research (seed ideas) we will produce "friendlier or value added technology and IP" resulting into a more agile and effective technology commercialization process. Central to our effort will be the fostering of a grassroots entrepreneurial culture for our faculty and researchers - igniting a more robust revenue generation model [A Holistic approach].



By effectively focusing on developing the proper "Technology Commercialization" infrastructure the A&M System will be able to support the already prevalent commercialization efforts at its Colleges and Research Centers. In order to deliver the needed support in all the areas of IP and Technology commercialization, the Office of VP of Research stands ready to deploy a new entity responsible for carrying forward A&M's Technology Commercialization Initiative. This entity will serve as a coordinating office and will eventually become the Texas A&M Technology Commercialization Center (TCC). The TCC will act exclusively as a supportive and enabling center to all A&M components, as an optional service entity.

As such, the TCC will perform the following main functions:

- Develop and support IP and Technology Management Tools (Characterization, Inventory, Performance Monitoring, and Promotion functions). In essence, aim for increasing research funding by building the proper technology and IP management and characterization mechanisms. In turn this function will help "outsource" and support TCI efforts at all Colleges (Departments and Research Centers).
- Create and manage the "TAMU Technology Exchange Network" to help attract resources and promote A&M's technologies and initiatives. The underlying system will support technology commercialization designees at any of the A&M entities. The network will contain "super sets" targeting among others Financial Resources, Funding Agencies, Mainstream Media, Corporate Alliance Members, Research Institutions, International Outreach Members.
- Will host the CNVE (Center For New Ventures and Entrepreneurship) and its Entrepreneurial Culture fostering mission. A comprehensive plan and strong infrastructure will be put in place to rapidly and effectively foster A&M's entrepreneurial culture.

To support this effort we envision a series of seminars, the profiling of success stories, and a system that will help faculty members and researchers develop their entrepreneurial spirit (a self driven process that assists with needs assessment and subsequent focused development tasks).

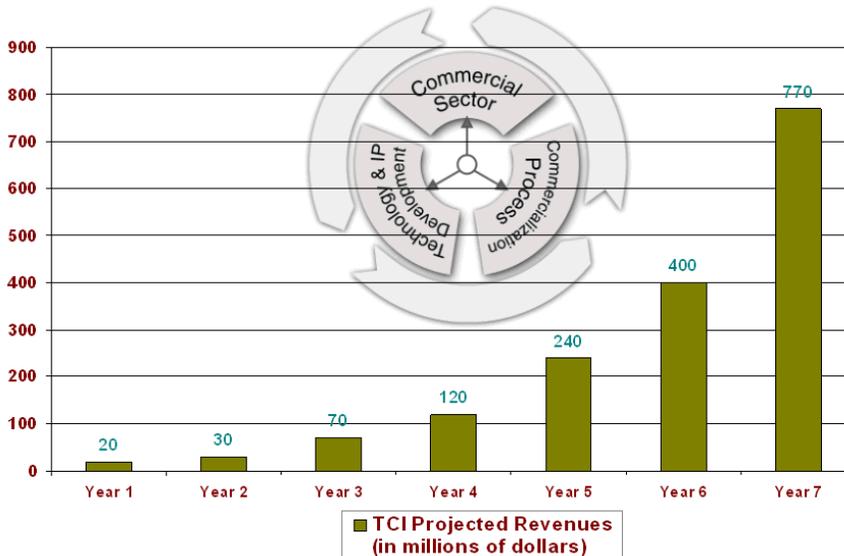
- Will host TLO offices and support their mission (via additional funding, infrastructure and resources)
- Will house multimedia and video production facilities to support the membership and physical presence of mainstream media entities like CNN, The Wall Street Journal, BBC, Time and MSNBC either permanently or on extended visiting bases.
- Support fund raising activities for faculty members and researchers. The main concept being that a faculty member (not unlike a highly valued artist or sport celebrity) will appreciate the help of an “agent” that will help with the intricacies involved in requesting funds for worthy causes.
- Manage and recruit technology commercialization support entities like incubators, accelerators, VC groups, and angel networks. Leverage SBIR and STTR funding opportunities for the benefit of A&M entities.
- Develop and Coordinate formal Industry Advisory Boards as a subordinated function to A&M Colleges, Departments, and Research Centers.

As part of this initiative a new class of research entity will be created, the “Super Center”. This type of entity will have to have the needed relevance to become a stand-alone Center with its own building at the A&M Research Park, will have at least a 10 million dollar yearly budget, and will house early stage technology incubation facilities (supported by the TCC). Super Centers will be required to be Interdisciplinary Efforts with a strong International Outreach component. Additionally, strong multi institutional participation will be encouraged.

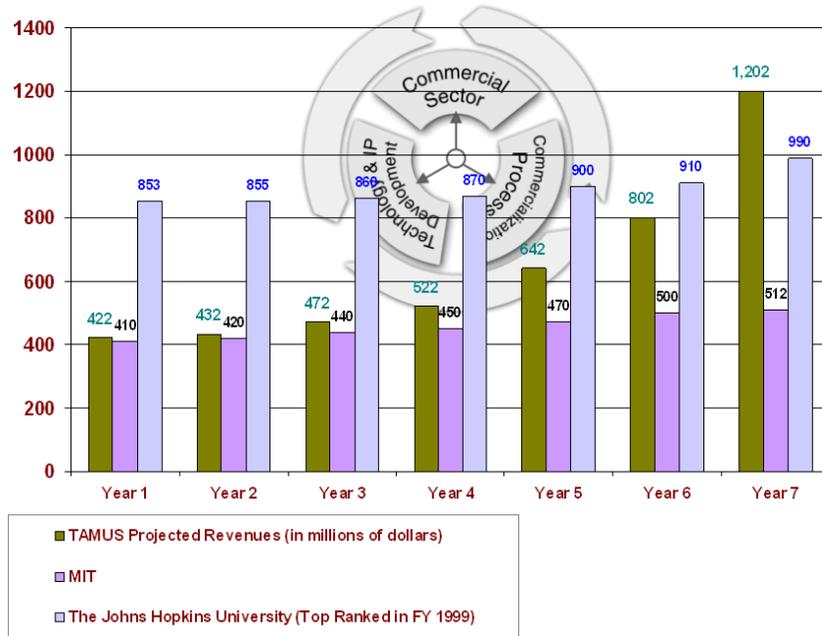
THE NUMBERS:

The following two graphs illustrate the TCI financial goals. Please note that years 1 to 4 rely mostly on the additional R&D funding generated mostly by the Super Centers. Starting on year 5 additional revenue intrinsic the added commercialization bandwidth and corresponding equity based funding sources become quite relevant.

Financial Projections (new TCI revenues)



Financial Projections (System Wide - aggregate)



IMPLEMENTATION PROGRESS:

- Cambridge, UK visit (TCI model validation and where exposed to MIT relationship); Cambridge University recently paid 100 million dollars to MIT for support in the development of Cambridge's Technology Commercialization model. We believe that A&M's model has the same if not higher potential for success.
- Established Relationship with A&M's CNVE (Center for Entrepreneurship and New Ventures); The CNVE will play a central role in helping create and promote the new A&M Entrepreneurial Culture.
- Visited with most Deans in order to obtain feedback and guidance; Obtained valuable feedback regarding revenue distribution models and identified prospect areas of commercialization focus.
- Identified the following Super Center prospects:
 - TCC - Technology Commercialization Center
 - ICHS (SC) - Integrative Center for Homeland Security
 - Tourism Sciences Center
 - Food Science and Engineering
 - EE/Biotechnology
 - CFE – Financial Engineering
- Presented preliminary vision to City Mayors and EDC/COC Leadership
- Developed support from VC groups