Myth and Realities of Technology Transfer

Israel Cidon
Dean, Electrical Engineering
Technion

Technology Transfer – from Academy to Industry
25.12.08
The Idea(I)

- Industry poses research challenges
- Collaborative mechanism
- Researches conducts research
- Industry absorbs technology
- Industry, University, researchers prosper
Established Mechanisms

- Personal consulting
- Direct industry funding
- Israeli and EU consortiums
  - Majority funding from government
  - Academia work complements industry
- University based IP commercialization
  - Researchers create IP
  - University patents IP
  - IP is licensed or used as a base for startup
Direct Funding

✓ What you see is what you get
✓ Clear transfer target
✓ Clear assessment
✓ Recognition

• Local Success Examples:
  – ACRC – Intel, Marvell, Mellanox, TI, Zoran
  – Elbit eye tracking center
  – CMP - Intel, freescale, Qualcomm
  – Magnetons
  – ........
# Fundamental Mismatch

<table>
<thead>
<tr>
<th>Long Term Goals</th>
<th>Research Success Metrics</th>
<th>Main target bodies</th>
<th>Critical R&amp;D features</th>
<th>Means</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academia Recognition Impact Promotion</td>
<td>Publication Honors Citations Peer review</td>
<td>Peers community Public credit</td>
<td>First of kind Publishable Deep Innovative</td>
<td>Students PI time Equipment Trips</td>
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<tr>
<td>Industry Profitability Growth</td>
<td>Time to market Fits needs IP</td>
<td>Customer Standards</td>
<td>Low risk (simple &amp; reliable) Complete</td>
<td>Experts</td>
</tr>
</tbody>
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**Culture:** Freedom and Visibility vs. Teamwork & Manageability
Small country big world
Common Myths and Pit Holes

- Most faculty at technology departments are interested in startup
- IP licensing model works in IT
- High-tech startups are built around IP
- Faculty are more important than students
- The high-tech power house universities are successful in commercialization
Conclusions

- ??
- ??
- TBD