

Myth and Realities of Technology Transfer

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Technology Transfer – from Academy to Industry

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The Idea(I)

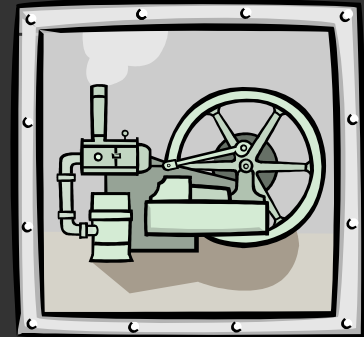


- Industry poses research challenges
- Collaborative mechanism
- Researches conducts research
- Industry absorbs technology
- Industry, University, researchers prosper



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
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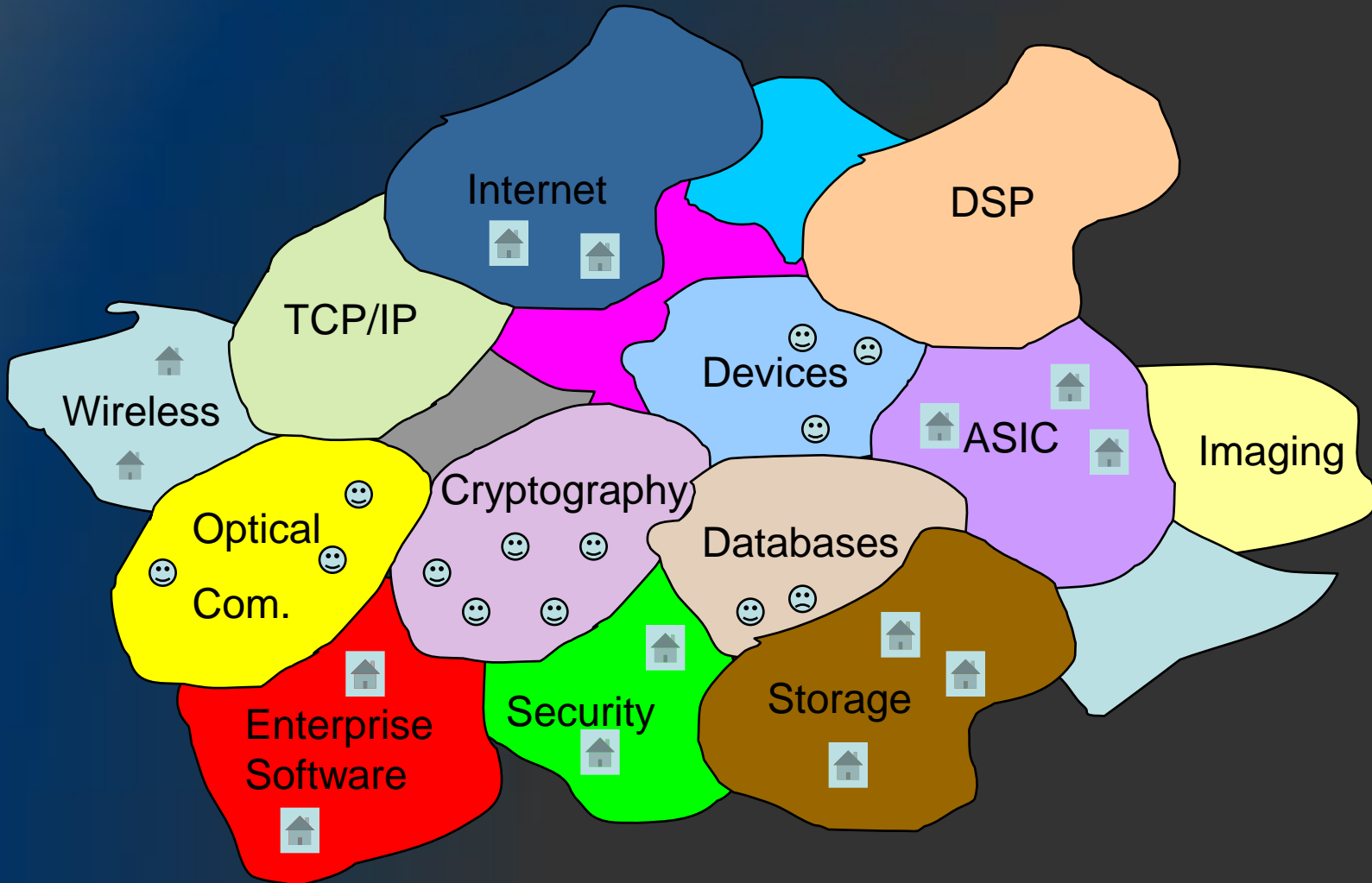
Fundamental Mismatch



| | Long Term Goals | Research Success Metrics | Main target bodies | Critical R&D features | Means |
|--|------------------------------------|---|--|--|---|
| Academia  | Recognition Impact Promotion | Publication Honors Citations Peer review | Peers community Public credit | First of kind Publishable Deep Innovative | Students PI time Equipment Trips |
| Industry  | Profitability Growth | Time to market Fits needs IP | Customer Standards | Low risk (simple & reliable) Complete | Experts |

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

