

Myth and Realities of Technology Transfer

Israel Cidon

Dean, Electrical Engineering

Technion

Technology Transfer – from Academy to Industry

25.12.08

The Idea(I)

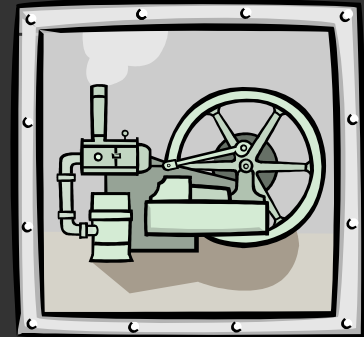


- Industry poses research challenges
- Collaborative mechanism
- Researches conducts research
- Industry absorbs technology
- Industry, University, researchers prosper



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
 -

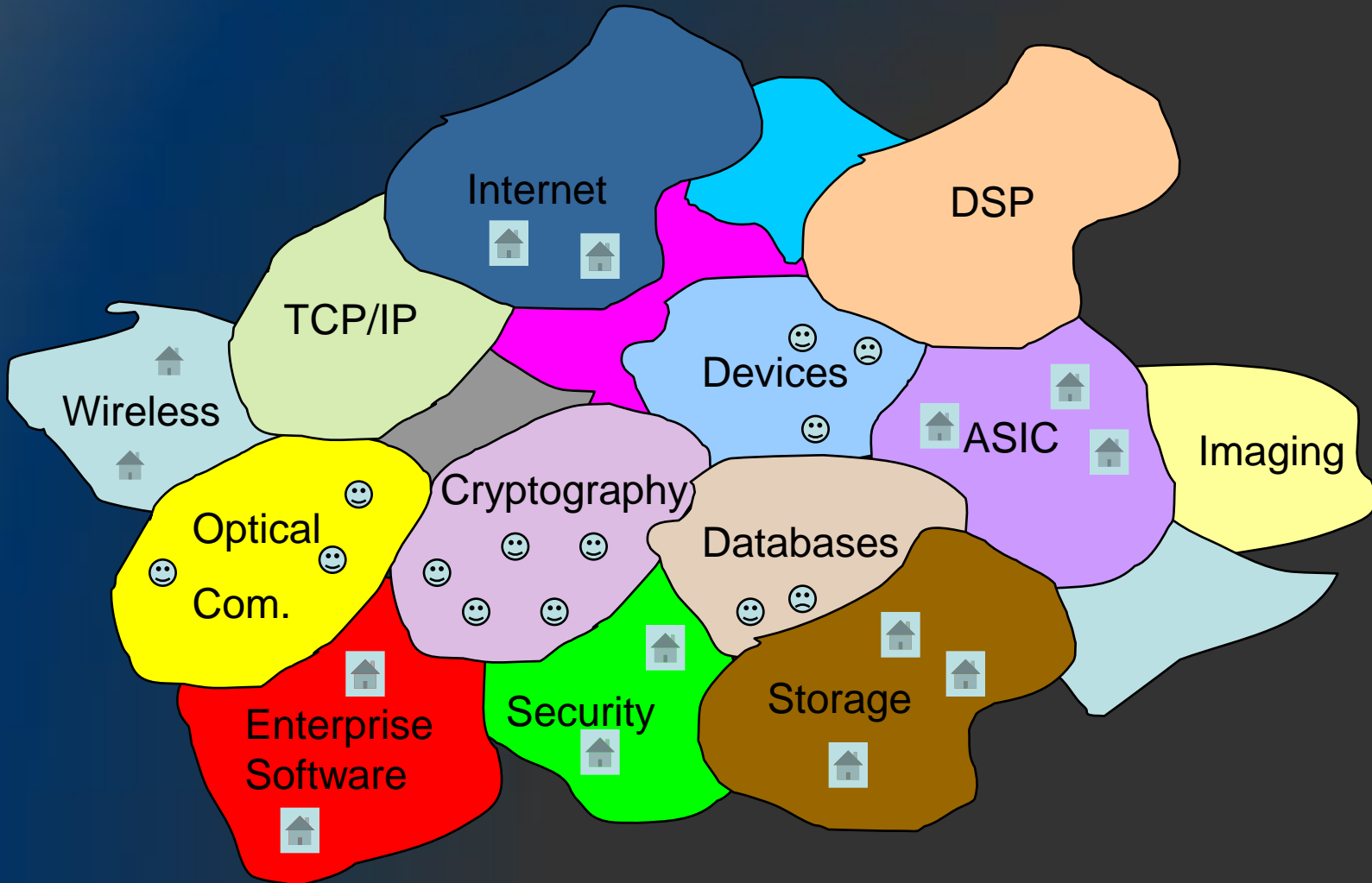
Fundamental Mismatch



	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

