

**Concern: START:IP – Cutting-edge technologies looking for founders, customers or investors**

Dear researchers,

You have developed an exciting technology and maybe even filed a patent for it. But you are not (yet) planning to start a company with it? Then, we might have an interesting offer for you:



## **1 WHAT IS START:IP ABOUT?**

**START:IP** is an international marketplace for cutting-edge technologies from academic and industrial R&D. The ultimate goal is to bring technology providers and technology seekers together to initiate collaborations in which marketable products or services can be developed.

## **2 WHICH TECHNOLOGIES ARE WE LOOKING FOR?**

We accept technologies from all sectors. However, according to survey among technology seekers there is strong demand in the following industries:

- Biotechnology
- Human health / Therapy
- E-Health
- Carbon capture / Energy
- Energy storage
- Fuel Cells / Electrolysis
- Quantum computing

Market entry with a first product or service should be possible within 3-4 years (TRL  $\geq$  4)

## **3 HOW DO YOU BENEFIT FROM START:IP?**

You could ensure that your invention or technology achieves a breakthrough without risk and with a manageable amount of effort. Researchers do not have to become company founders. However, you will get to know interesting founders, company representatives and investors. Additionally, you may choose whether you work on the business model that fits your invention. This can be an exciting experience since the requirements of the "market" often differ significantly from the scientific world.

## **4 WHAT IS EXPECTED OF THE RESEARCHER?**

You should be prepared to provide your know-how and the resources necessary to develop the technology to market maturity. For this purpose, you should initially be available in the period from 1st September 2021 to 31st January 2022 for approx. 7 working days. You will attend online meetings with interested founders, company representatives or investors and be trained for the presentation you will hold at the Matching Event in Vienna on 26th January 2022.

## 5 WHAT DOES THE PROCESS LOOK LIKE?



## 6 WHAT IS THE FIRST STEP?

If you believe that you have an interesting technology, an exciting invention or a pending patent application for which there are good market opportunities, please contact your Technology Transfer Office (TTO) on [tto@um.si](mailto:tto@um.si) or [tina.mesaric1@um.si](mailto:tina.mesaric1@um.si). In consultation with you and INiTS, they will evaluate your submission based on a list of criteria. The final decision on whether a technology is suitable for START:IP is made exclusively by the TTO.

# START:OP

from patent to market

Technology Ranking  
**University of XYZ**

**27 July 2020**

## Methodology of the Ranking

The following criteria were used:

### **CRITERIUM 1: MATCH WITH PREFERENCES OF TECHNOLOGY SEEKERS**

Based on the results of the survey among technology seekers a first indication is available whether the preferences of the technology seekers are met.

- 2 points will be awarded if there is an overlap in both the industry and the interests expressed. This is considered a good match with preferences of the technology seekers.
- 1 point will be awarded if the industry of the technology can be classified as one of the following: Health care, manufacturing, environment, energy, electronics/IT/telecoms. This is considered a moderate match with the preferences of the technology seekers
- If there is no match at all, there is no point for this criterium.

### **CRITERIUM 2: TECHNOLOGY CAN BE PROTECTED**

Protecting the intellectual property with appropriate means is key to successfully commercialize technologies.

- 1 point will be awarded if the technology is patentable. In case this is not possible, alternative strategies of protection might apply. However, this must be stated explicitly.
- If no protection of the intellectual property is possible, no point can be awarded.

### **CRITERIUM 3: MARKET LAUNCH IN ≤3 YEARS REALISTIC**

The earlier a product or service can be launched on the market, the lower is the financial risk.

- 1 point will be awarded if a market launch within 3 years is realistic.
- Otherwise no point will be awarded.

### **CRITERIUM 4: ATTRACTIVENESS OF MARKET**

The attractiveness of the market includes the market size as well as the growth rate of the market. A robust assessment of this criterion would require a thorough research which is not possible in the short time available. Therefore, the judgement is based on the experience of 18 years of startup incubation/consulting.

- 1 point if there is general positive feeling about the attractiveness of the market.
- If unclear no point is awarded.

*Disclaimer: For liability reasons, we would like to point out that the ranking of the technologies is not the result of a thorough analysis. It is rather a first and very rough estimation of the suitability of a technology for START:IP. Therefore, the ranking does neither constitute a recommendation to select a specific technology nor to participate in START:IP at all.*

## Results of the Ranking

#	Technology Field		Title	TRL	CRITERIA*				Total Score
	(main cat.)	(sub cat.)			1	2	3	4	
1	Health Care	Medicine, Human Health, Therapy	A	6	2	1	1	1	5
2	Health Care	Medicine, Human Health, Therapy	B	4	2	1	1	1	5
3	Health Care	Biotechnology	C	4	1	1	1	1	4
4	Health Care	Medicine, Human Health, Therapy	D	7	1	1	1	0	3
5	Health Care	Medicine, Human Health, Therapy	E	4	1	1	1	0	3
6	Health Care	Medicine, Human Health, Therapy	F	3	2	1	0	0	3
7	Health Care	Pharmaceuticals	G	3	1	1	0	0	2
8	Health Care	Pharmaceuticals	H	3	1	1	0	0	2

## \*) CRITERIA:

**CRITERIUM 1: MATCH WITH PREFERENCES OF TECHNOLOGY SEEKERS** (GOOD=2, MODERATE=1, NO MATCH=0)

**CRITERIUM 2: TECHNOLOGY CAN BE PROTECTED** (YES= 1, NO=0)

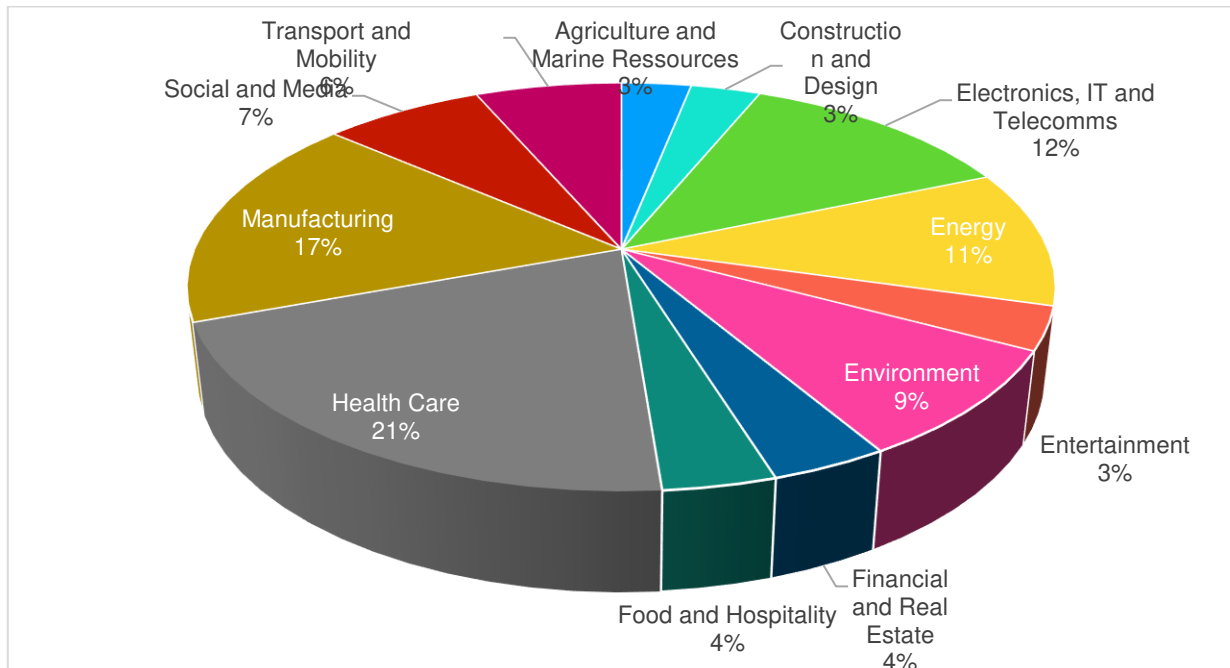
**CRITERIUM 3: MARKET LAUNCH IN ≤3 YEARS REALISTIC** (YES=1, NO=0)

**CRITERIUM 4: ATTRACTIVENESS OF MARKET** (YES=1, UNCLEAR=0)

**University of XYZ**

**Technology Fields of Interest According to Our Survey <sup>1</sup>Among Technology Seekers (1/2)**

Each of technologies of the **University of XYZ** can be assigned to the technology field **Health** (indicated in green).

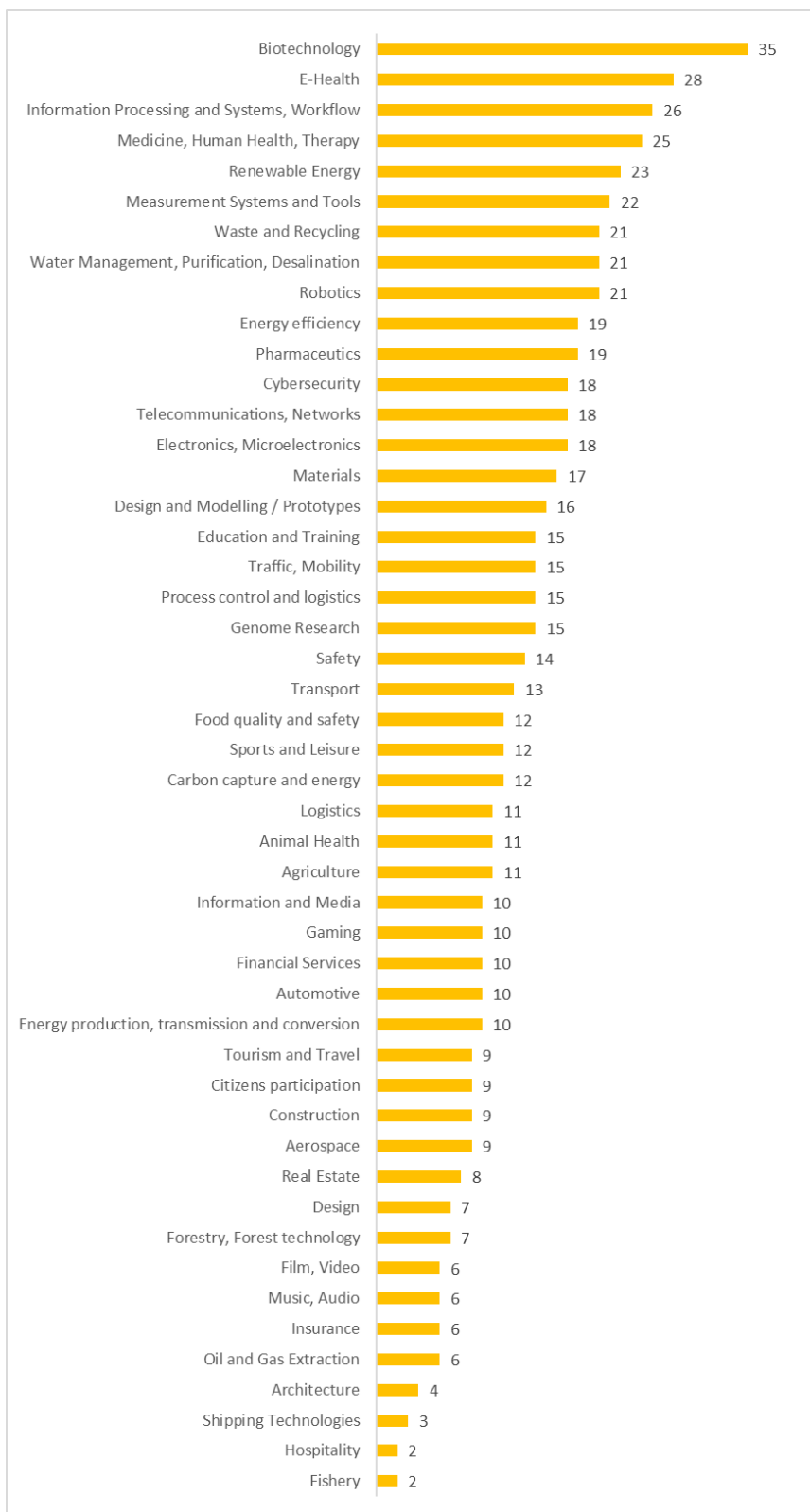


So far, we have identified **??** technology seekers such as investors, company representatives, as well as entrepreneurs who might be interested in either of your technologies. This is based on information provided in question 2 of our survey in which they indicated their preferences in their own words.

<sup>1</sup> To see the survey form please follow this [link](#). The data are as of 19 August 2020.

## Technology Fields of Interest According to Our Survey Among Technology Seekers (2/2)

The green boxes indicate the subcategories of the technology fields to which the technologies of the **University of XYZ** can be assigned:





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