

TECHNOLOGY TRANSFER IS READY FOR A NEW APPROACH!

Corporate demands to improve revenues, government pressure to increase the commercialization of sponsored research, and competitive dynamics are all changing the landscape for technology transfer.

The old approach of university research without commercialization and corporations maintaining and defending unused patents wasn't efficient.

Result = Cost Center

Gates and Company is in the business of transforming technology into revenue generation.

Result = Profit Center!



TECHNOLOGY TRANSFER IS A COMPLICATED PROCESS.

It requires uniquely qualified individuals to understand the intricate details of the technology while appreciating the business issues associated with developing, packaging, marketing, and selling the technology.

Gates and Company has **expertise in all aspects of technology transfer** and provides all the resources required to achieve project milestones.

Our team's combination of highly technical skills with detailed business/management experience, and the use of proven sales methodologies, reduces out-licensing cycle times and ensures technologies are sold or licensed for maximum value.

Gates and Company has the skills, tenacity, and connections to impart dramatic results on the projects we undertake.

Universities and *Fortune* 500 companies have sought our help to:

- Maximize the value of unused or unlaunched technology
- Reduce out-licensing cycle time
- Increase the number of qualified contacts/licensees for current and future technologies
- Amplify internal capabilities to increase quantity of technologies that can be packaged for sale
- Identify technology/process groupings to form the core of stand-alone companies
- Develop standardized methodology to selling a given technology, maximizing results while minimizing efforts
- Develop strategies to launch new products or stand-alone ventures

Methodology

Gates and Company has expertise in all aspects of technology transfer and can provide assistance in the entire process or select components. Our services have been developed to meet our clients' unique needs and provide all of the resources required to achieve project milestones.

Technology Packaging

- Identification of potential markets and product uses
- Appropriate grouping of patents to meet market needs
- Identification of potential licensees
- Identifying technology groupings with high potential value as stand-alone business

Marketing and Sales Initiatives

- Market segmentation — identifying size, growth rate, competition, and success factors
- Determining optimal promotion approach
- Pricing and negotiation strategy
- Active marketing and selling of technology packages
- Development of abbreviated business plans for technology packages with high stand-alone value
- Designing standard market strategies and sales methodologies for technology transfer in select markets

Licensing Support

- Non-disclosure agreement
- Letter of intent/term sheet
- Licensing agreement
- Negotiation assistance

Assistance with Promotion of Out-licensing Success Stories

Start-up Opportunities

During the course of technology transfer engagements, certain technologies often have such a clear and compelling opportunity on their own that consideration for forming a start-up venture is warranted.

Gates and Company will evaluate start-up opportunities to ensure they are sufficiently attractive. We have significant experience with market research, strategy development, corporate formation, business plan development, funding, and interim management to successfully launch new ventures.



Benefits

Gates and Company's laser-like focus on specific technologies shortens out-licensing sales cycle times and results in significant return on investment.

Our fresh approach and mid-market contacts provide new avenues to convert our clients' intellectual capital into profitable licensing agreements or business opportunities.

We have the unique ability to match skills and experiences with any technology/market. And the combination of an MBA with advanced degrees in engineering/science allows our consultants to bridge the gap between technology and business.

Gates and Company has a proven track record in assisting organizations with technology transfer, whether licensing or selling the technology outright.