



Making Research Real.....

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Never Stand Still



Today I will talk about:

- How research translates to impact
- The things that help make that happen
- The things that stop it happening
- What we can all do together to deliver wins for all

But I'll start with a fundamental question:

What is Technology Transfer for ?

The debate still rages ...

- Making money ?
- Academic Service ?
- Economic Development ?

None of the above !!!

What is Tech Transfer for ?

To help achieve the University mission, which is...

To create and disseminate knowledge

➤ Knowledge Creation

– Research

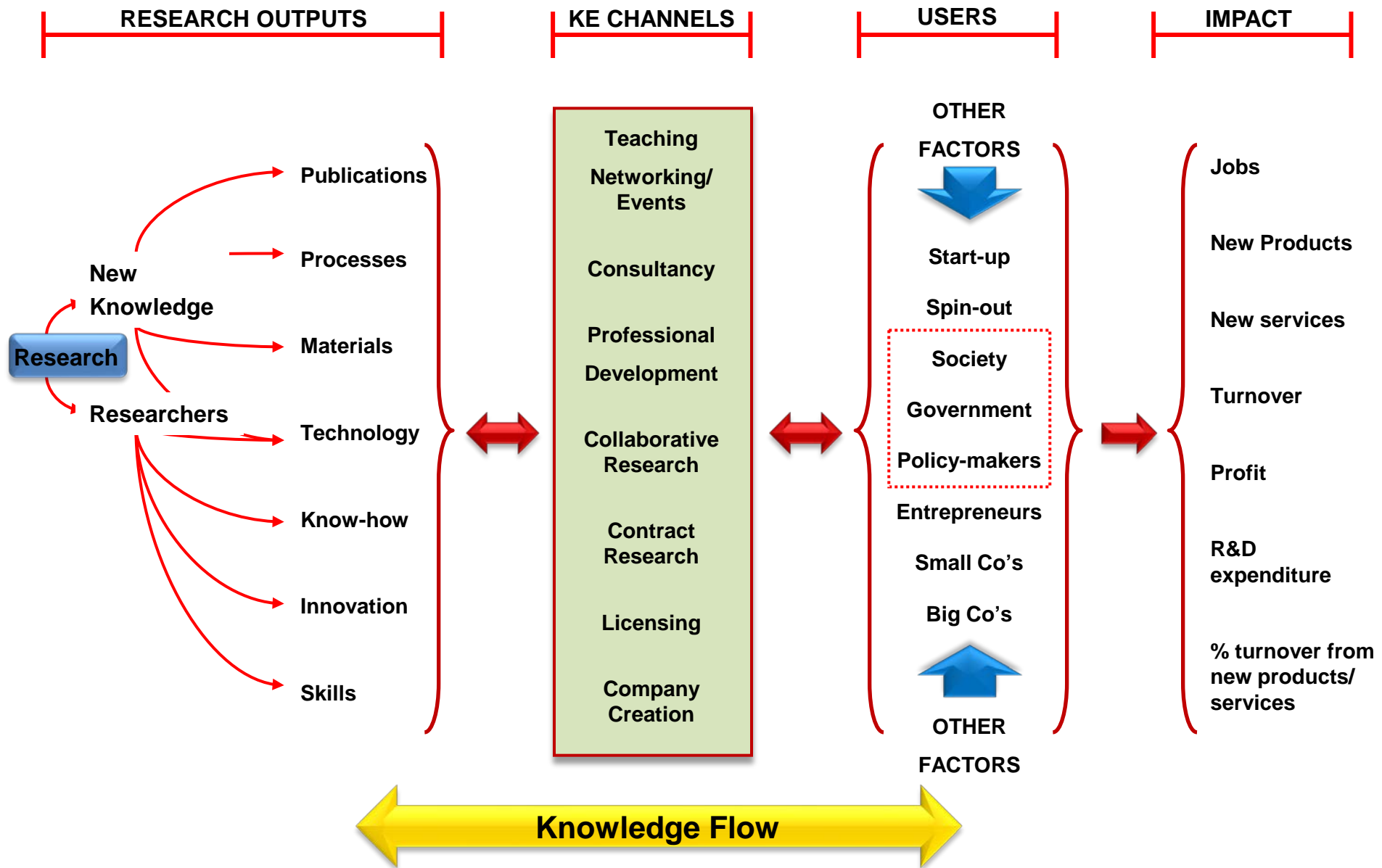
➤ Knowledge Dissemination

- Publication

- Teaching

- Knowledge Transfer / Commercialisation / Knowledge Exchange

Lets look at the system.....



Knowledge Exchange Model

Some points to note

- We are all part of a complex system
- Impact is actually a team effort
- We **NEED** external partners to make it happen
- Universities can help by optimising the channels

.....which means what precisely????

First identify the 'problems'

- Lack of university/industry engagement
- Not enough understanding of research portfolio
- Value of IP
- IP ownership

Solutions?

Get people speaking to each other!!

- Areas of common interest
- Sandpit methodology

NOT:

- web-portal
- Death by powerpoint

Why are companies and researchers not speaking?

- Nowhere to speak
- No reason to speak
- Good reasons not to speak
- Lawyers warn everyone not to speak
- It's often very boring!

NOTE: today is an exception to all of the above!

Sandpits @ UNSW

- In 3 years over 60 Sandpits
- Total of 232 significant Industry Meetings since 2012

Companies :

- P&G
 - Hyundai Heavy Industries
 - Bentitec
 - Cochlear
 - GE Healthcare
 - Foxtel
 - Resmed
 - Cook Medical
 - SMEG
 - PepsiCo
 - HP
 - Nestle
 - 3M Australia & USA
 - Bayer
- Plus many, many Sydney & NSW SMEs and entrepreneurs

Outcomes

- Major Energy co. - licence & ongoing consultancy with researcher \$0.5mil
- Pharma co. - 2 CRAs \$0.3mi
- Sydney-based medtech: consultancy agreement & ARC linkage grant \$0.93mil (2014 alone)
- Sydney-based construction co: \$0.1mil CRAs plus a proposed ARC Linkage \$0.4mil

....just some examples. The thing they all have in common?

They were all **co-developed** by the company and the researchers

So.....

If you create the conditions for an interesting conversation:

- New ideas are created of interest to both
- Relationships are established
- Opportunities pop-out
- Projects (formal and informal, \$ or not) result.

Now what about IP?

What we keep hearing is:

- “Universities overvalue IP”
- “Universities are difficult to work with”
- “Universities are poor at commercialising IP”

What’s going on here?

IP

- we've been told for years that University IP is hugely valuable:
- Everyone has reacted to protect this valuable asset.

STATS:

- 5% of university IP generates any return
- 0.5% of university IP generates \$1m/yr

1 in 200 patents will generate reasonable \$, but we are treating all 200 as if they are worth \$bn

The problem!

A thousand logical steps.....

.....have led to a completely illogical endpoint!

So what about trying something different?

Easy Access IP

Our New IP Approach

- All IP has inherent value, but only a small proportion has significant commercial value to the University.
- For that small proportion of IP with significant commercial value we will seek to exploit it with commercial partners.
- For all other IP we will seek to transfer it for free to partners who can demonstrate how it will benefit the community, society or economy.

...it's really simple

Why?

- The current model is inefficient and expensive
- All IP is treated as valuable
- It turns us into a broadly-based product development organisation
- The fact is that 95% of licensing income comes from 5% of IP
- The valuable IP is easiest to do deals on, the rest of the IP causes all the issues and problems
- We are always being criticised for over-valuing technology...
- We are always being criticised for being difficult to negotiate with...

...and Knowledge Exchange IS NOT HAPPENING at the rate that it should be

This is the worst thing, because our mission is to disseminate knowledge

Why?

Licence negotiations on the majority of IP (when they happen at all) are often confrontational

- the (potential) value is unclear
- the required development costs are unclear

The relationship starts off on a negative footing...often grinds to a halt

....but with new, Easy Access IP

...but with new Easy Access IP

- ✓ The relationship starts out positively
- ✓ The company will usually want to sustain and grow the relationship
- ✓ Consultancy, ARC-Linkage, training, placements....all build the relationship and help move it forward.
- ✓ Ultimately these relationships will be the ones that lead to research and other collaborations

AND it is getting the University's knowledge out there to be used.

We apply 4 simple conditions....

Conditions

Conditions we apply:

1. Demonstrate benefit to the economy
2. Guarantee our right to do research
3. Three years to do something/anything
4. Acknowledge the University's contribution

Conditions *(continued....)*

It's also about challenging industry:

- We want to work with companies who can put Intellectual Property created by the University of New South Wales to use.
- We worry about the relatively low investment in R&D and innovation by companies and present Easy Access IP as a pathway to increase interest.
- This is an experiment to see whether removing the most commonly cited barriers leads to an upturn in collaboration.

Easy Access IP

➤ **30** technologies have been licensed via Easy Access IP

➤ Licensees include;

- PharmAust
(Pitney Pharmaceuticals)

- RSID

- Zedelef

- Advanced Simplicity

- Invigornet

- Spokade

- Stesko

- AdBidX

- Playconomics

➤ **Reputationally very positive for UNSW AND**

➤ **A number have led to other relationships such as ARC Linkage projects.**

And what's next?

Easy Access Research:

- Applying the same principles to collaborative research
- If company brings IP to the table and they fund the research, they should have freedom to operate on foreground IP

Easy Access Research

- Soft launched Q3 2014
- 9 agreements to date
- EAR has contracted \$5.2 Million in research funding to date

Option holders include;

Hatch

Telemetry Instruments

Caroma

Nuplex Resins

Cochlear (2)

Pharmaxis

Grupo Arcano (Future Solar Technologies)

P&G

So.....

- These things can be done.
- Cool things are happening.....

But we need to scale it and we need you to help.

Call to Action!

We are arranging LCL CRC sandpits

- **Let me know if you want to participate**

If you think you have some interesting IP

- **Let me know and we can help (TTOs work together)**

If you want to meet a researcher or company

- **Let me know and we can make the links**

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Making Research Real

As I said at the start....

- We want to get research out through the channels to companies to create impact.
- We want companies working with us through the channels to inform the research
- We have some really simple, practical mechanisms that appear to be working

We would love LCL CRC participants to help lead the charge

Thank you for listening

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