

Technology Commercialization Center

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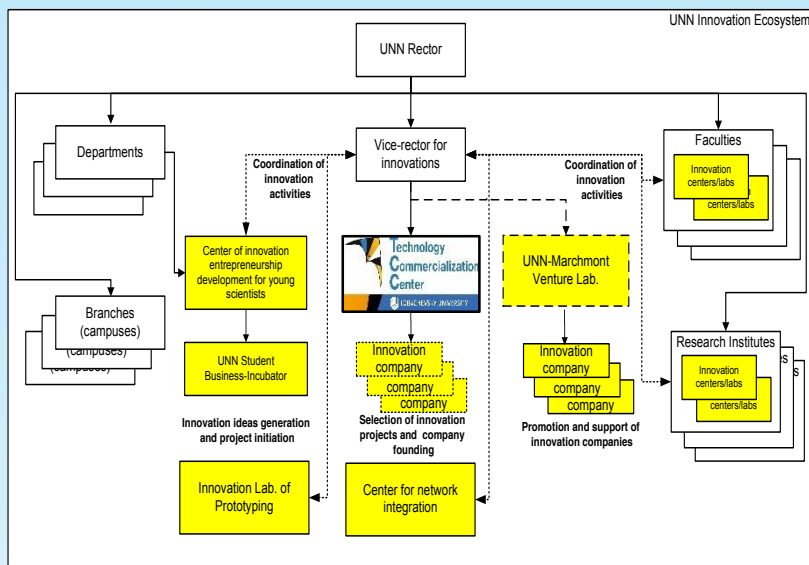
Vice-Rector for Innovation Activities
Director, Technology Commercialization Center
Lobachevsky State University of Nizhni Novgorod, Russia



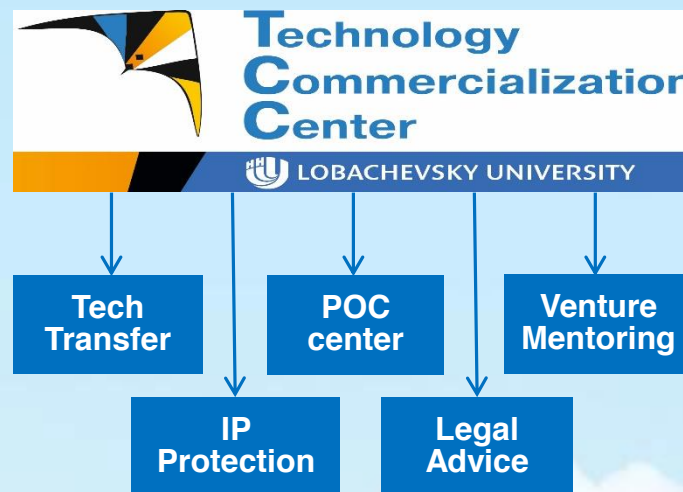
Nizhny Novgorod
March 12, 2015

Systemic Innovation Ecosystem Support Structure Established: 2013 – 2014

Entrepreneurship Support Programs:



Business Support Programs:



- Student Business Incubator
- Entrepreneurs Club
- On-line training programs
- Master Classes
- Business plan Pitch competitions



Technology Commercialization Center (TCC) Goals & Objectives

I. Establishing a systemic approach to Tech Commercialization

- 1) Building an effective innovation eco-system, connected to the global business community;
- 2) Developing JV R&D strategic partnerships with Russian & International businesses;
- 3) Encouraging cross disciplinary collaboration within the university and across business partnerships in commercializing university know-how
- 4) Position UNN as an engine of entrepreneurial innovation, attracting the best in solving cutting edge global tech problems

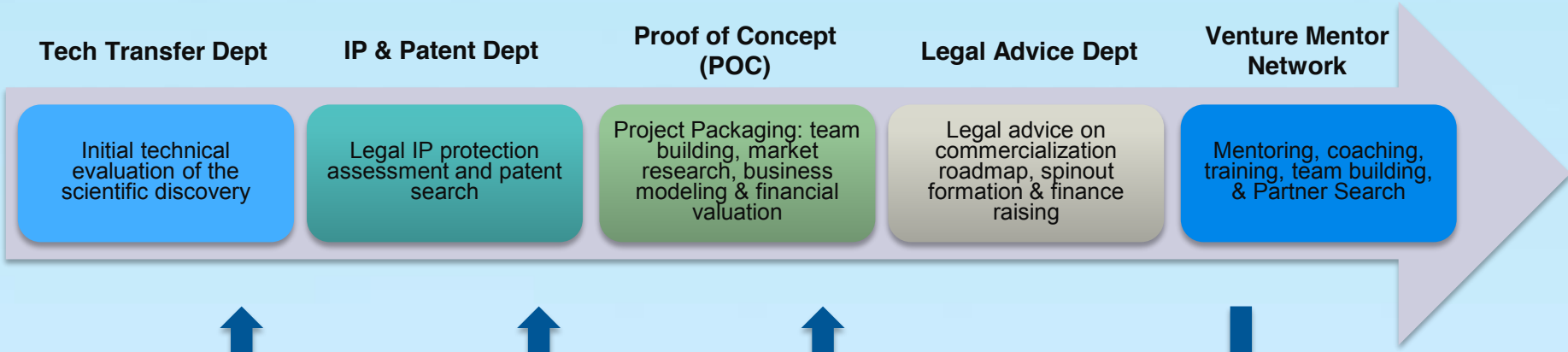


II. Support small innovation Spin Outs established under FZ 217

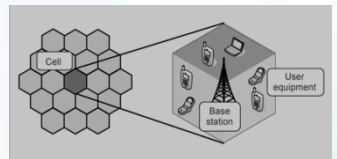
- 1) Identify key technology discoveries which can address specific global market problems and develop commercialization Road Maps and market entry strategies for each;
- 2) Create a sustainable pipeline of new high tech start ups with effective teams & business models able to attract financial investors & strategic partners;
- 3) Develop international IP protection strategies for spin outs, which can maximize their individual value to potential partners;
- 4) Maximize the portfolio value of UNN spin out holdings in order to demonstrate IP market value, fee income & licensing revenues to UNN and its local ecosystem community;



Project Assessment & Packaging – Stages of Development



Innovation Commercialization Experts



Project Ideas



Project Models & Prototypes



Packaged Projects

How can the POC help the university in realizing its goals?

The POC acts as a key element in UNN's innovation infrastructure, supporting the evolution of new ideas originating from the university's students and professors into commercially viable business solutions.

Project Development Priorities Include:

1. Analysis of idea uniqueness, competitive advantages & global market potential;
2. Determination of alternative commercialization options & IP protection;
3. Development of the commercialization Road Maps & market entry strategies;
4. Development of specific business models, financial models & business plans;
5. Determination of realistic financial valuation expectation ranges;
6. Training and coaching for innovation leaders & Venture Managers;
7. Teambuilding and legal advice on spin-out setup & corporate governance;
8. Search for sources of angel, VC and strategic investor funding;
9. Negotiating support for strategic partnership & licensing agreements;

10. Maximize the value of the university's portfolio of IP





INN FEST
FESTIVAL OF YOUTH INNOVATION

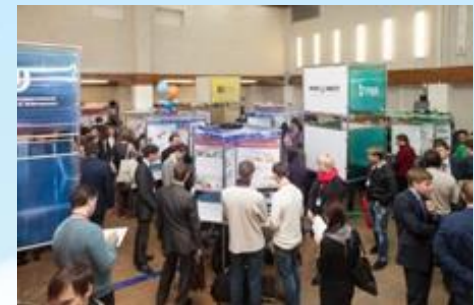
First Annual Festival of Youth Innovation:

November 18 – December 12, 2014

- FIVE key parallel-held events:**

1. “Territory of Youth Innovation” - regional exhibition contest,
2. “UMNIK” - business plan competition,
3. “KITE” – High Tech science commercialization Master Classes,
4. “Science in Focus” - regional photo-exhibition,
5. “Innograd 3.0: iGeneration” - youth educational business game

- More than 1 000 participants, including 873 youth scientists, from 17 regional universities, representing over 200 business & innovation projects;
- More than 50 educational events, including 14 master-classes;
- Quarterly “Square Table” discussion held with business, government, academia and student reps;
- “Pitch NITE” Grande Finale Investor Presentation Show Program



General partner:



Financial partners:



Программа развития деятельности студенческих объединений ННГУ

Strategic Partners:



Разработано для жизни

Regional Partners:



Corporate Partners:



Co-organizers:

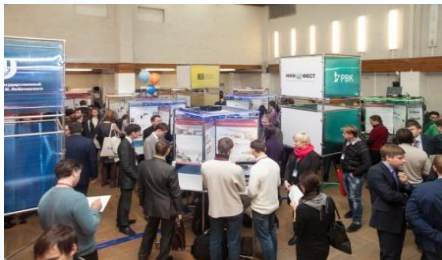




Industry Advisory Board

Established 2015

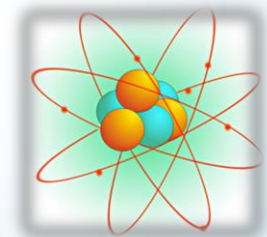
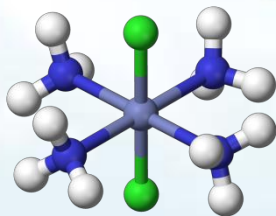
Our Corporate Strategic Partners supported our training and educational events in 2014. We are now planning to further develop this partnership for 2015 and beyond



The UNN Tech Transfer Department is currently organizing two new “KITE” program sessions for 2015:

- March-April, 2015: 4-6 new Hi-Tech projects to be prepared for the EURECA II Innovation Corridor
- Oct-Nov, 2015: 4-6 new Hi-Tech projects to be prepared for the EURECA II Innovation Corridor

The scientific areas include: physics, chemistry, biology



Structure of project “packaging”

№	performer	action	Week # 1					Week # 2					Week # 3					Week # 4					Week # 5					Week # 6					Week # 7					Week # 8									
			1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	POC manager	Preliminary consultation	1	2	3	4	5																																								
2	POC Manager	Plan of organizing project development			1	2	3																																								
3	POC marketing Analyst	Market express analyses			1	2	3	1	2	3	4	5	1	2	3	4	5																														
4	POC Manager, POC Marketing specialist, POC Expert in Financial Analysis	Scenario of project business model commercialization for a certain market																1	2	3	4	5																									
5	POC Marketing Analyst	Market research and project contacts listing																1	2	3	4	5	1	2	3	4	5	1	2	3	4	5															
6	POC Manager	Brief project presentation																1	2	3	4	5																									
7	POC Expert in Financial Analysis	Project financial model																1	2	3	4	5	1	2	3	4	5	1	2	3	4	5															
8	POC Manager, POC Marketing specialist, POC Expert in Financial Analysis	Checking& bringing into line project materials																																				1	2	3	4	5					
9	POC Manager, POC Marketing specialist, POC Expert in Financial Analysis	Extended project presentation																																													
10	POC Manager, POC Marketing specialist, POC Expert in Financial Analysis	Express business plan																																													



EURECA Program I - Pilot Training Program (2010 – 2012)
EURECA Program II - Innovation Corridor (2013 – 2015)
EURECA Program II Extension – NN Bio Medical HUB (2015-2017)

The Technology Commercialization Center and its partners pre-screen and package projects for further development in the Maryland State University Mtech Venture Accelerator

Lobachevsky State University of Nizhni Novgorod
NATIONAL RESEARCH UNIVERSITY

Technology Commercialization Center
LOBACHEVSKY UNIVERSITY

MARCHMONT-UNN
Venture LAB
FROM IDEAS TO GLOBAL MARKETS



ЭВРИКА EURECA

EURECA PROGRAM IS BEING IMPLEMENTED WITH THE SUPPORT OF THE US-RUSSIA FOUNDATION FOR ECONOMIC ADVANCEMENT AND THE RULE OF LAW (USRF)

USRF NEW EURASIA FOUNDATION AMERICAN COUNCILS ITMO STATE UNIVERSITY

UNIVERSITY OF MARYLAND

PURDUE UNIVERSITY



EURECA II US-Russia Innovation Corridor Program

2013 - 2015 Results: 22 projects packaged

FALL 2013:

SPRING 2014:

FALL 2014:

SPRING 2015:



RFIC design center

Lobachevsky University – the Center of the Nizhgorodsky Bio-Medical Cluster

Institute of “Living Systems”



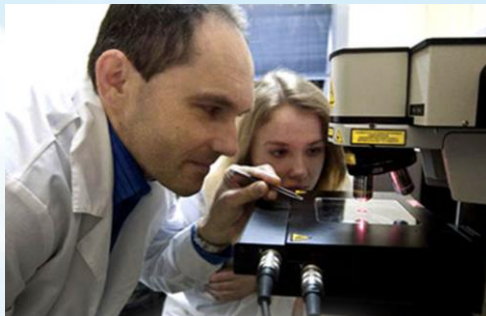
1. **Biological Clinic** with SPF vivarium:
 - Group of biological testing
 - SPF vivarium
2. Laboratory “**Optical neuroimaging**”
3. Laboratory “**Molecular neurobiology**”
4. Laboratory “**Electroneurophysiology**”
5. Laboratory “**Cell neurobiotechnologies**”
6. Group of “**Data processing and analysis**”
7. **Engineering group**

New Bio-medical Innovation Park



Cutting edge labs headed by world leading researches

Optical Theranostics



**New drugs and
principles for
anti-TNF
therapy of
autoimmune
disorders**

IPOCA

International Proof of Concept Center Association

founding members:



Massachusetts Institute of Technology,
Cambridge, Ma, USA



Skolkovo Institute of Science and Technology

Skoltech Institute of Science & Technology,
Moscow, Russia



Masdar Institute of Science & Technology,
United Arab Emirates



ITMO – Information Technologies of
Mechanical Optics, Saint Petersburg, Russia



Lobachevsky State University
of Nizhny Novgorod, Russia



Goals & Objectives:

- Increasing the economic effect from investments into fundamental sciences;
- Acceleration of systemic technology commercialization process;
- Development of young innovation entrepreneurship potential in Russia;
- Improving links between business and academia in developing new technology solutions to industrial problems.

International POC Partners



THANK YOU!

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