



OXENTIA

Oxford's Global  
Innovation Consultancy



# Evolving Technology Transfer Models

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# Oxford University Innovation Ltd

*A private company 100% owned by the University of Oxford*



## Licensing & Ventures

*Transferring technology through  
Licensing, Ventures, IP and Patents,  
Material Sales, Clinical Outcomes,  
Startup Incubator, Oxford University  
Hospitals NHS Foundation Trust*

## Consulting Services

*Supporting researchers and external  
partners to benefit from academic  
expertise and technical services*

## Funding, Investment and Management

*Supporting ventures from concept to  
maturity through Seed Funds, Oxford  
Angels Network, Spinout Equity  
Management*

## Oxentia

*Offering consultancy and  
training in Technology  
Commercialisation and  
Innovation Management to clients  
worldwide*



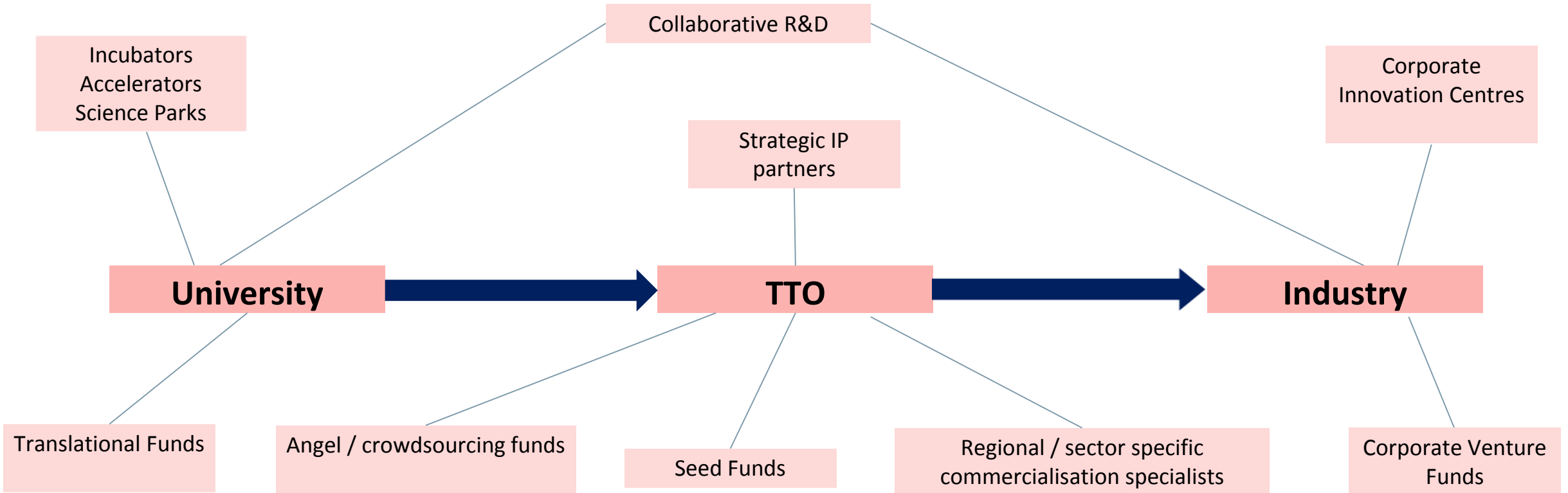
# How the basic model has evolved

## TT model of the 1990s

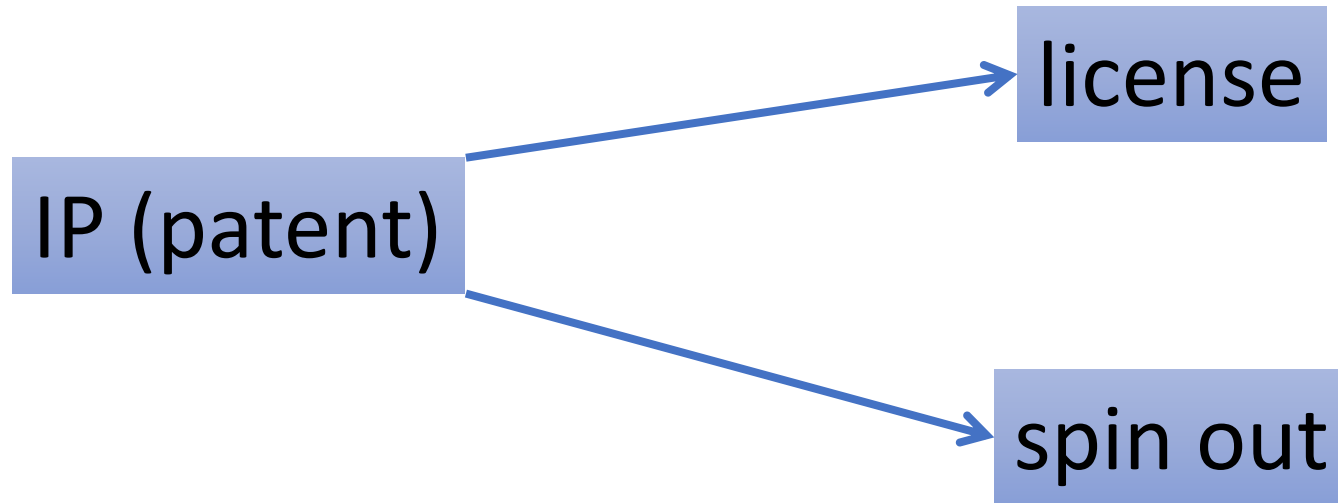


# How the basic model has evolved

## The current model



# Conventional thinking – licensing vs spin out



# A new way of thinking – ‘incubation vehicles’



Market/(impact)  
opportunity

**Incubation vehicle**

Mass market adoption

Research collaboration

Corporate licensing

Spin-out / start-up

Exit via trade sale/ IPO

# Generic Evolution Model

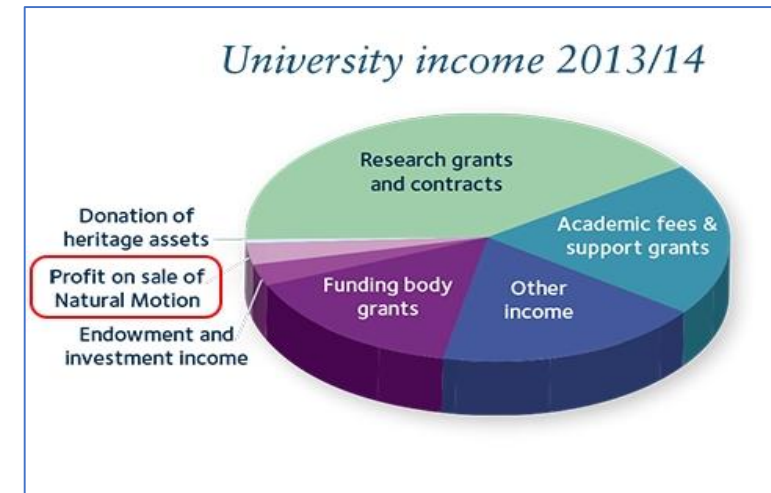


# It's not all about patents...



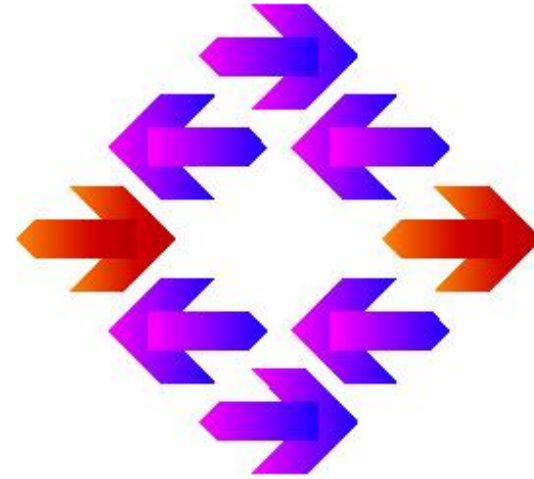
Some may say, this is what it's about. Largest exit recorded:

- **NaturalMotion**, an OUI spin-out from 2001, was bought by Zynga for **\$527m** in 2014
- Technology came from **Torsten Reil**, a researcher in Zoology, offering real-time simulation of nervous systems and biomechanics
- **OUI worked with Reil** to protect his IP, develop a business plan, and introduce investors
- **£33.6m** profit returned to the University





# It's not all about patents...



## EasyAccessIP

We offer the majority of our research discoveries, inventions and Intellectual Property to companies and individuals for free. Providing technologies and inventions at zero cost to our industry partners results in more university research translating into products and services that benefit the economy, communities and improve our quality of life. We do this because we know that brilliant research discoveries from university research can only have a positive impact, when moved from our labs, into use.

<http://easyaccessip.com/>

# It's not all about patents...



## Danes step away from patenting in favour of 'open science'

Aarhus University has signed up companies to fund fundamental research in what it calls a 'patent-free playground'

August 10, 2017

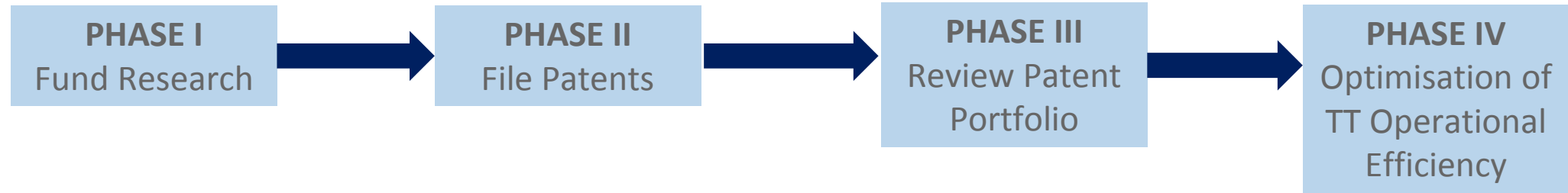
Denmark's top-ranked higher education institution is to shift away from patenting research conducted in partnership with the private sector to pursue an open science model.

Aarhus University's new initiative, called [Open Science](#), does not allow either the university or the companies involved to patent any discoveries made during the research process and, at the end, the results are disclosed to everyone – even other firms – in what it calls a "patent-free playground".



<https://www.timeshighereducation.com/news/danes-step-away-patenting-favour-open-science>

# Generic Evolution Model



Are we all evolving towards hub models?

# Are we all evolving to hub models?



Oxentia has Technology Transfer Partnerships with several UK organisations



# Are we all evolving to hub models?



The UK government is supporting a collaborative TT model

## **Collaborating to commercialise: Funding for universities to deliver the Industrial Strategy**

HEFCE is launching the Connecting Capability Fund, with guidance on the allocation of £100 million to support university collaborations in research commercialisation.

All activities that link academic expertise with businesses are in scope. This includes technology transfer (licensing intellectual property and establishing spin- off companies) and all forms of academic partnering with business, such as collaborative research, contract research, consultancy and advice, including those linked with regional economic development or physical equipment and facilities.

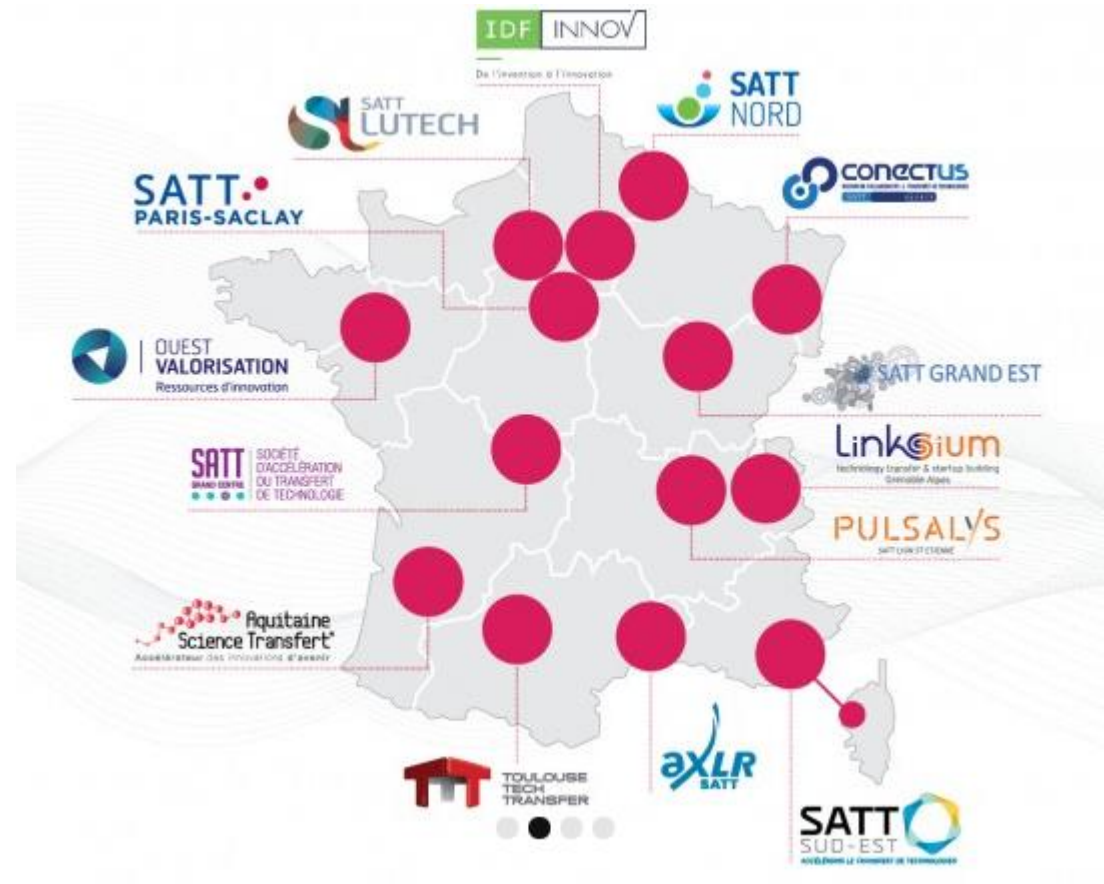
<http://www.hefce.ac.uk/ke/ccf/>

<http://www.hefce.ac.uk/ke/ccf/faq/>

# Are we all evolving to hub models?



France has implemented SATTs: Sociétés d'Accélération du Transfert de Technologies



<http://www.satt.fr/>



# Some thoughts



- 'The Great Misalignment' between academia and industry still exists and we need new incubation vehicles where both parties can work together to develop early stage opportunities
- Future commercialisation from academia will not be so patent-led
- Successful tech transfer partnerships are long-term relationships built on trust and knowledge sharing



*'Offer the broadest range of commercialisation support, with more focus on identifying market opportunities and realising impact rather than being so patent-led.'*

**Innovation Management**

**Technology Scouting**

**Innovation Ecosystem  
Development**

**Translational Funding  
Impact Reviews**

**KEC Partnerships**

**Policy and benchmarking  
studies**

**Technology & Market Due  
Diligence**

**Technology Transfer  
Training**

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