

A Bird's Eye View on KTT

Tom Hockaday
technology transfer innovation

Tom Hockaday

University Technology Transfer career

- 1989-1993 University College London
- 1993-2000 Bristol University
- 2000-2016 Oxford University
- 2016 - Technology Transfer Innovation
(independent consultant)

Terminology

- TT Technology Transfer
- 3rd Thing (arm, leg, mission)
- KT Knowledge Transfer
- *KTT what you call it!*
- KE Knowledge Exchange
- WE Wider Engagement
- SSHA Social Sciences Humanities Arts - Co-creation
- EU Valorization, Maturation
- KEC Knowledge Exchange & Commercialisation
- Impact from the UK REF2014 benefits
- KM Knowledge Mobilization

University & Business Interactions

- Educated workforce
- Advisory Boards
- Lectures
- Exchanges
- Collaborative Research
- Contract Research
- Donations

- Consulting
- Licensing technology
- Spin-out company formation
- Student entrepreneurship

Contents

1. 'Sometimes the commercial route is the best ...'
2. 'What' then 'How'
3. Hier ist Ihre Rechnung
4. What is happening in the UK ?

1. Sometimes ...

- Sometimes the commercial route is the best way to deliver benefits from university research results
- Not always
- Not only
- When:
 - The Researchers want to
 - Research funding is unavailable
 - Someone wants to make money

Sometimes



2. 'What' then 'How'

- Q1. – WHAT do you want to achieve?
- Q2. – HOW can you achieve it?

'What' then 'How'

- Q1. – WHAT do you want to achieve?
- Make money, be profitable within N years
- Transfer as much technology as you can
- Help the university create impact
- Attract the most entrepreneurial researchers

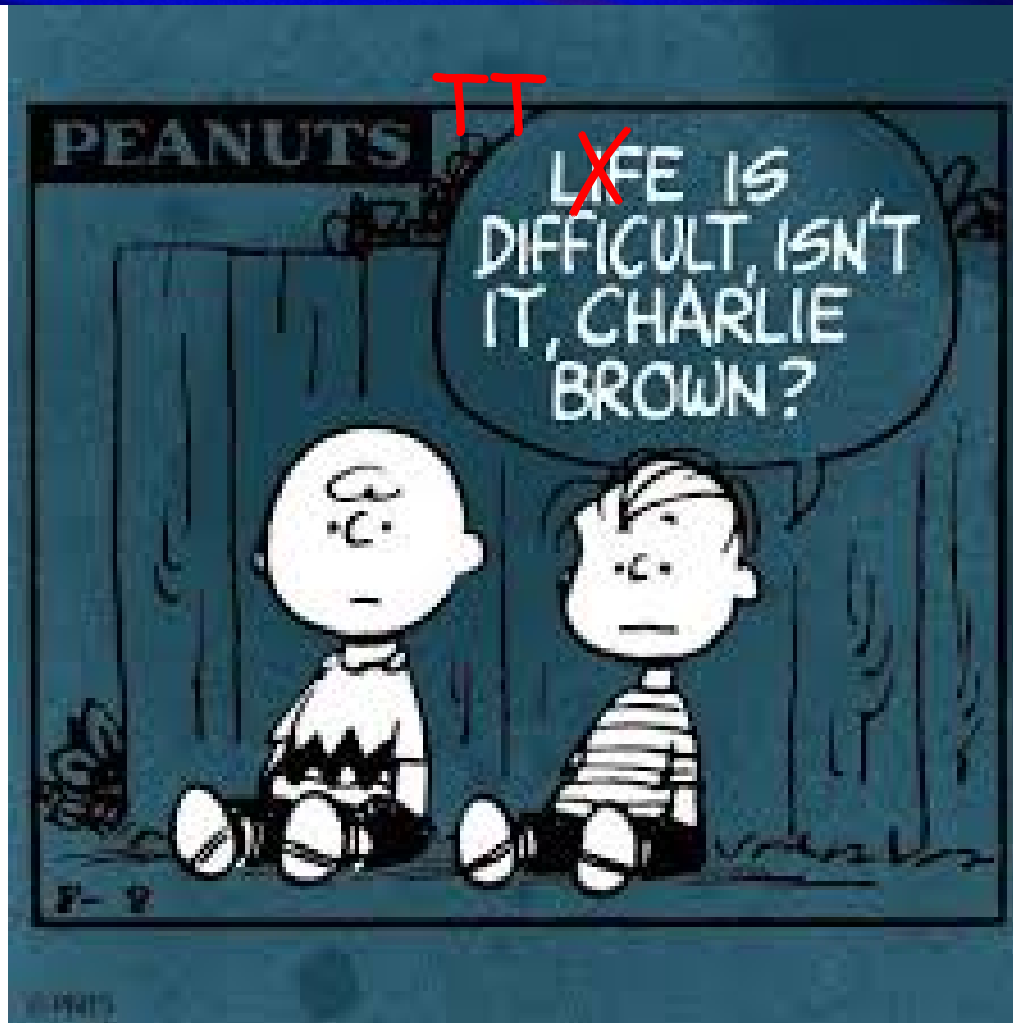
'What' then 'How'

- Q2. – HOW can you achieve it?
- Build a TTO that fits your objectives ('What')
- Set a Budget
 - Expenditure
 - Income
- Lead, manage, hire good people

'What' then 'How'

- Q2. – HOW can you achieve it?
- Build a TTO that fits your objectives ('What')
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This is difficult

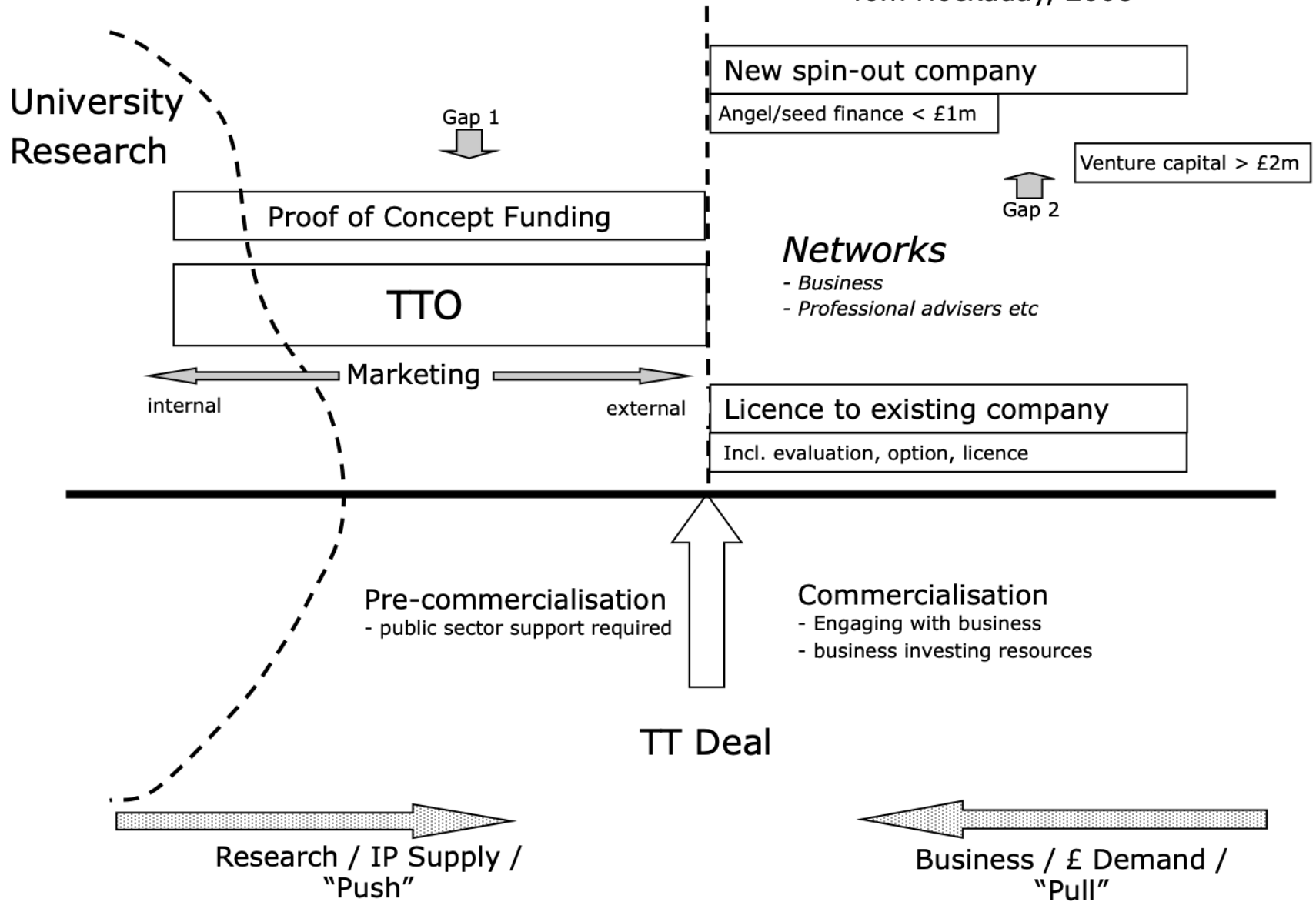




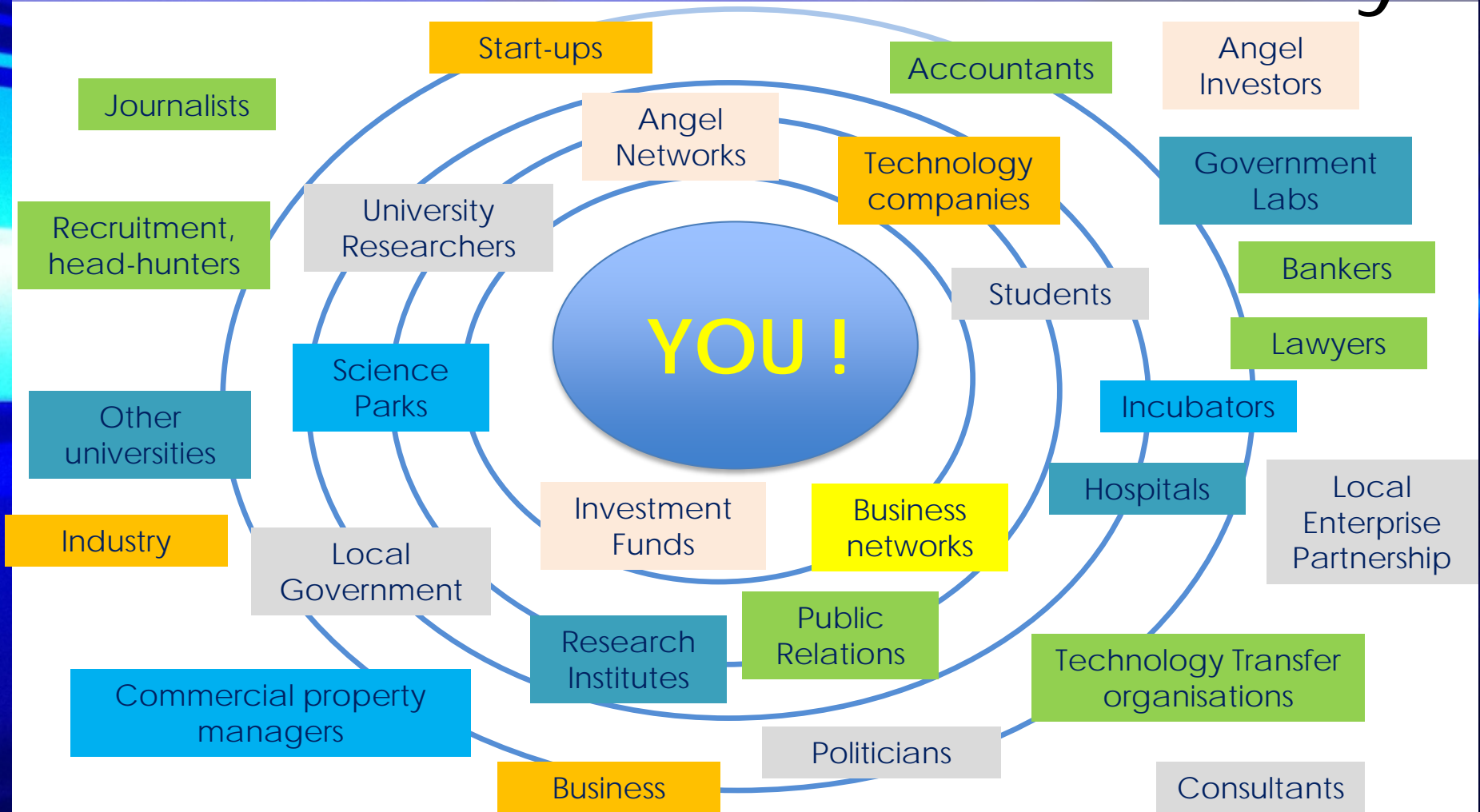


THE UNIVERSITY TECHNOLOGY TRANSFER LANDSCAPE

Tom Hockaday, 2008



The Innovation Community



Things beginning with P

- People
- Patent Budget
- Policies
- Proof-of-Concept
- Promotion (PR)
- Processes and Procedures
- Project Management
- Paperwork
- Performance measurement

Help

- *The TTO helps researchers who want help to commercialise the results of their research*
- The researchers decide what is help

3. Hier ist Ihre Rechnung

- Vice-Rector: “What ! We have to pay !”
- Rector: “That university over there makes €m from this”
- TTO: “But ... you said you wanted impact ... you never said it was about the money ...”
 - *TTO Director exits stage left to write resignation letter*

Hier ist Ihre Rechnung

- How are you going to pay for it
- Be realistic
- ‘Universities should be as generous as they can afford to be’
- How do you pay for the library, the swimming pool?

Incentives and Rewards

- Royalties
- Spin-outs
- If universities get less - who gets more?
- *Clue: not the investors*

The UK scene

- The land of the acronym
- UVF University Venture Funds
- REF Research Excellence Framework
- KEF Knowledge Exchange Framework

The UK scene

- **University Venture Funds**
- 2000 - University Challenge Seed Funds
 - £30m for England
- 2015 - Oxford Sciences Innovation
 - £600m for Oxford
- IP group, Cambridge Innovation Capital, Syncona, Parkwalk

The UK scene

- **Research Excellence Framework**
 - 2014 – Impact 20%
 - 2021 – Impact increased to 25%
 - Case Studies, Research outputs to benefits
 - Social, Cultural, Policy, Economic
- **Knowledge Exchange Framework**
 - Quantitative indicators,
 - all type of knowledge exchange, incl. teaching

TECHNOLOGY TRANSFER INNOVATION

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Tom Hockaday

Tom Hockaday is a leading expert in university technology transfer leadership, management and activities. He led the technology transfer activities at the University of Oxford for ten years from 2006 to 2016, having started at Oxford in 2000.

Tom has over 27 years experience in this field.

Tom Hockaday is an independent private consultant, working with a number of clients in the university technology transfer sector.

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