

# TECHNOLOGY COMMERCIALIZATION

**City of Toronto  
Knowledge Forum on Business  
Incubation  
3 November 2010**

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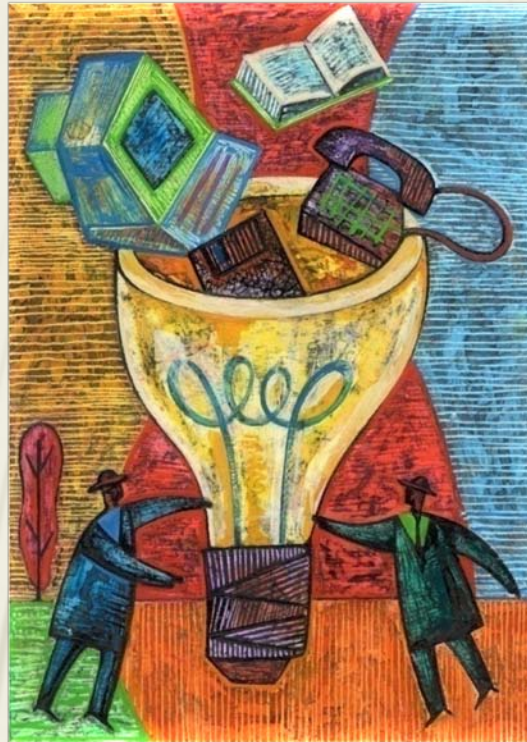


# PRESENTER

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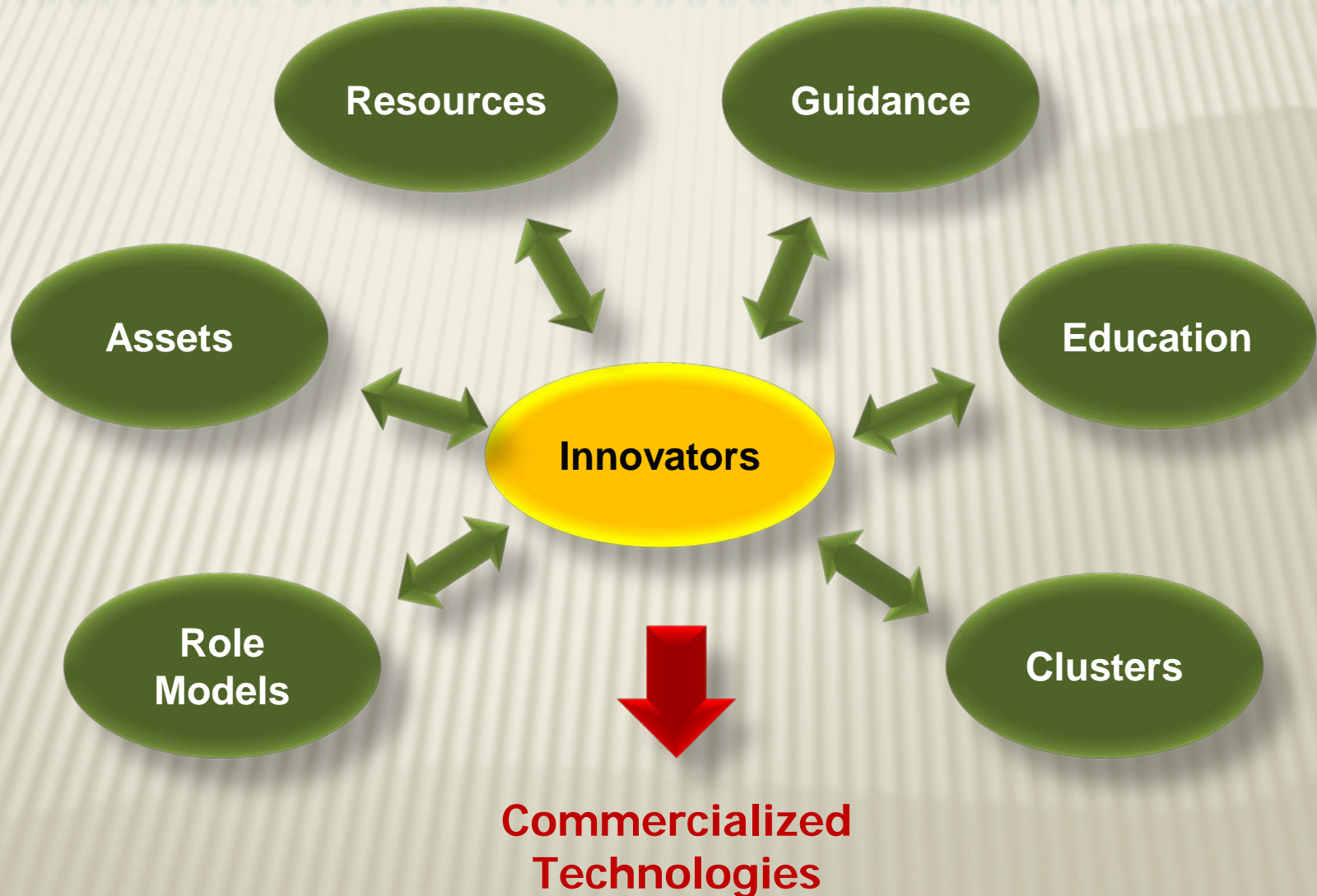
# COMMERCIALIZATION & INCUBATION IN AN ACADEMIC ENVIRONMENT ...



# INNOVATION TO COMMERCIALIZATION ...

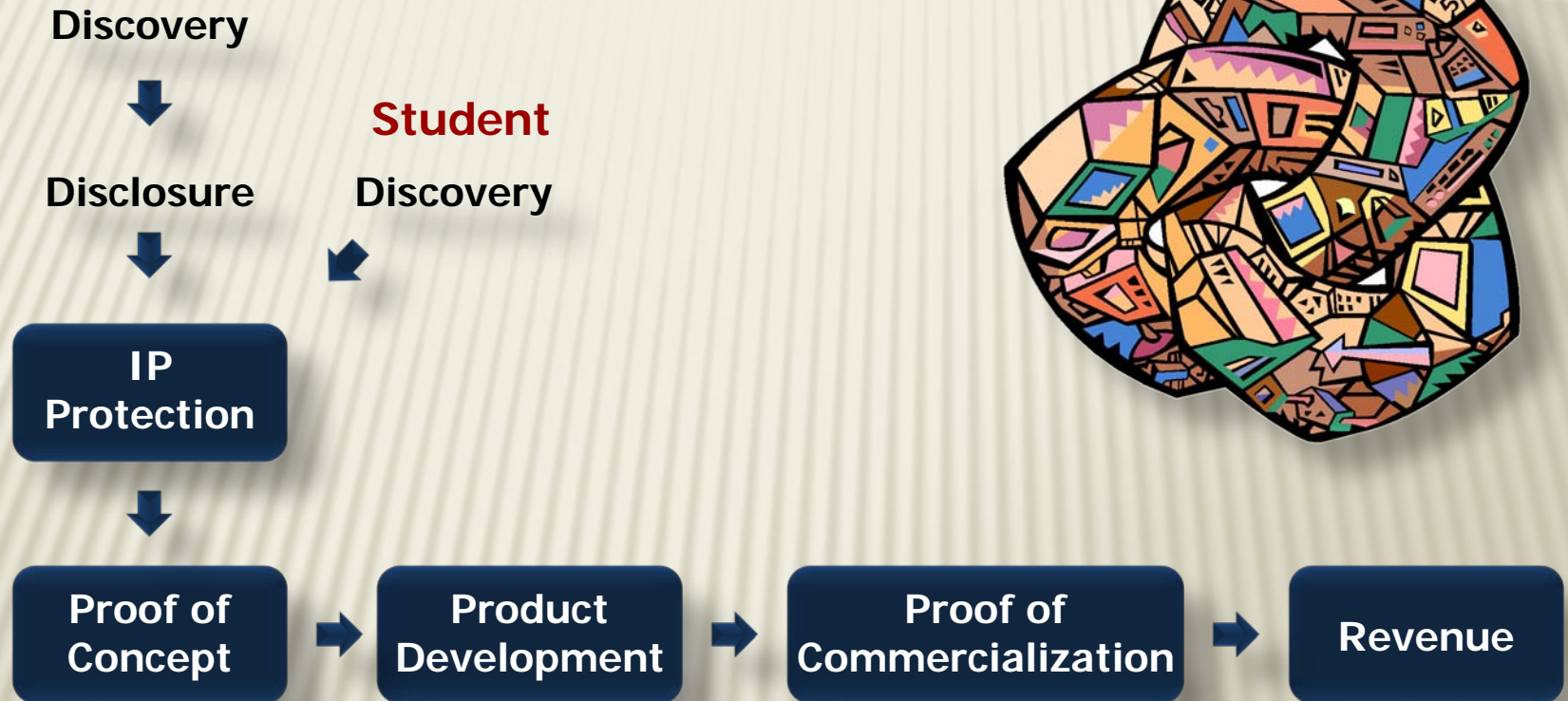


# COMPONENTS OF COMMERCIALIZATION ...



# THE COMMERCIALIZATION PROCESS ...

## Faculty/Student PI





# INCUBATION & COMMERCIALIZATION ...

**Faculty/  
Student PI**

Discovery



Disclosure



**IP  
Protection**



**Proof of  
Concept**

**Student  
Discovery**



## Business Incubation Support



**Product  
Development**



**Proof of  
Commercialization**



**Revenue**

# BUSINESS INCUBATION SUPPORT...

## Product Development

Negotiating IP Rights/Fees

Business Planning

Prototyping

Seed Funding

## Proof of Commercialization

Product Scaling

Financial Margins

Market Testing

Venture Funding

## Revenue

Manufacturing Assistance

Marketing & Distribution

HR

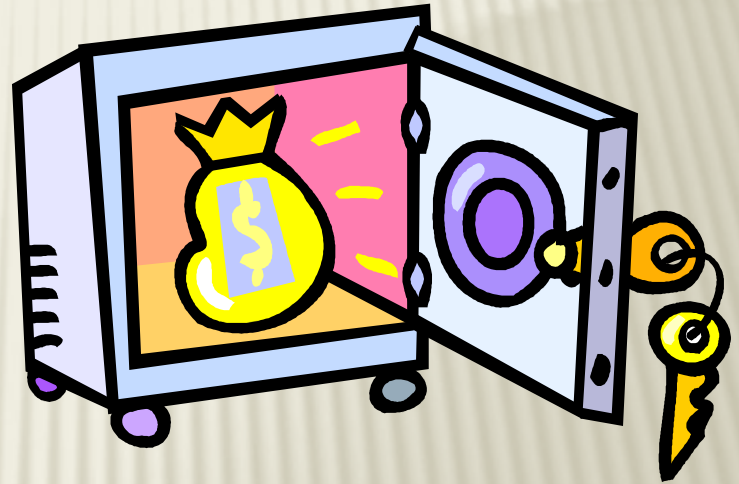
Venture/Debt Funding



# KEY FACTORS TO CONSIDER

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- × Leadership
- × Understanding
- × Culture
- × Ecosystem
- × Execution
- × Outcomes & Expectations



# ENVIRONMENTAL BUSINESS CLUSTER

- × **Commercialization partners**
  - + CA Energy Commission (CEC)
  - + Citi Foundation
  - + San Jose
- × **Allocation per client serviced**
- × **Approach**
- × **Sources of deal flow**
  - + CEC
  - + Clean Tech Open
- × **Performance**
  - + 10x increase in commercialization
  - + 2008 NBIA Incubator of the Year , Forbes top 10



# POWERHOUSE VENTURES

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- × **Support three universities**
  - + Univ. of Canterbury, Christchurch Polytechnic Institute & Lincoln University
- × **Researcher education & interaction**
- × **Technology mining**
- × **Additional Value**
  - + Market assessment/potential customer input – product refinement
  - + Education & coaching
  - + Access to seed stage financing
- × **Performance**
  - + 45 graduates (2 university spin-outs, 3 student start-ups between summer of 2007 and summer 2008)
  - + 2009 Asian Pacific Incubator of the Year



