

Models for Technology Transfer Breakout Session Report

MODERATORS:

RAMESH KOLLURU

Director, Center for Business & Information Technologies
University of Louisiana Lafayette

KENNETH R. WALSH

Director, Center for Innovation
University of New Orleans

Partnerships for Innovation Workshop

March 30 – April 1, 2008



National Science Foundation
WHERE DISCOVERIES BEGIN



THE UNIVERSITY of
NEW ORLEANS

In a word, how would you describe the technology transfer model at your institution?

On the pessimistic side some said...

- Muddled
- Difficult
- Abomination
- Heresy
- Eliminate-the-Attorney



National Science Foundation
WHERE DISCOVERIES BEGIN

On the optimistic side some said...

- Effective
- Hopeful
- Dynamic
- Optimistic
- Supercalafragilisticexpialladoshus



National Science Foundation
WHERE DISCOVERIES BEGIN

Tech Transfer Models

- **Need to be aligned with university mission**
 - Benefits, in addition to cash, can be:
 - ✦ Economic development
 - ✦ jobs
 - ✦ enhances teaching
 - ✦ outreach
 - ✦ gets research used
 - ✦ should be consider 4th leg with teaching, research, and service



National Science Foundation
WHERE DISCOVERIES BEGIN

Tech Transfer Models

- **Counter to faculty incentive**
 - Key questions included:
 - ✦ What should be the inventor/ university ownership split?
 - ✦ Can patents be included in tenure review?



National Science Foundation
WHERE DISCOVERIES BEGIN

Tech Transfer Models

- **Methods**

- Push vs. pull
 - ✦ Does the University push its expertise or pull industry needs?
- Proactive vs. reactive
 - ✦ Does the tech transfer office wait for opportunities or does it make opportunities?
- Student involvement
- Culture (California failure is badge of courage)
- Fire in the belly
 - ✦ Without an individual with “Fire in the Belly” it won’t happen



National Science Foundation
WHERE DISCOVERIES BEGIN