

APPENDIX E: CONSULTATION SERVICE

Consultation Service:

The consultation service excludes any kind of technical work and could include economic analysis and start-up viability assessment and business plan generation.

Economic analysis:

While university inventions are early stage (TRL 3-5), there is an increasing need where companies/potential licensees like to know the cost of a product/technology before deciding to license university intellectual property. A company would only license if the cost is lower than existing products/technologies. So in this category, a consultant would need to estimate the manufacturing cost of a scaled-up developed product/technology which is based on current stage invention. The analysis should consider the elements that constitute the subject invention while estimating the cost (e.g., chemical and material ingredients, process used, electronics or other parts used). The deliverable should include a monetary value for the manufacturing cost and details of how the analysis was done by the consultant.

Start-up viability assessment and Business Plan generation

A university's invention usually takes several commercialization paths depending on the technology and its position in the targeted market (R&D collaboration with a company, license of IP to an established company, forming a start-up). A start-up formation is usually decided based on several factors including technology being breakthrough (not incremental), availability of investments, team, technology's potential to compete in the market and start-up's ability to get return of investment after few years.

In this type of service, a consultant is expected to assess whether forming a start-up for the given invention is a viable option when compared to other commercialization paths. The assessment needs to exclude the factor of investments. The deliverable should include go/no-go decision on start-up detailing about the several factors considered. If it is a viable option than the consultant should provide a business plan detailing manufacturing costs, potential customers, return-on-investment, details of sellable product / service, financial planning, budgeting and marketing.