

Technology Transfer & Commercialization in Georgia through International Cooperation

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Vic Korsun, STCU Deputy Executive Director

vic.korsun@stcu.int

www.stcu.int

www.TechProfiles.org

What Georgia should be:

- **A country that is successful in the world.**
 - Economically and Scientifically
 - Culturally, Educationally, and Athletically
- **A country that is productive, creating new jobs for its people, and making progress.**
- **A country building a prosperous middle class.**
- **A country that seeks quality of life for its people.**

Encouraging Foreign Investors to Invest in Georgia Creates New Jobs!

- For example, if a foreign investor invests \$250,000 into starting a new high-tech company in Georgia, that's 25 new jobs in georgia!
- **If he invests \$1 million, you can see what happens.**
- If there are a thousand investors investing \$1 million each, *that's not chicken-feed!*

What is the value of a Start-Up Company?

- Investment dollars flow into Georgia.
- Start-ups can spread the wealth quickly, creating a prosperous middle class.

**New high technology jobs created!
In Georgia! Today!**

Creating New High-Tech Jobs in Georgia!

- The most under-utilized sector of Georgia is its scientists.
- **Without them, you are working with one hand tied behind your back! Where would Japan be if they did that? China? India?**
- **How can you get on this map without your scientists?**
- **For 20 years Georgian scientists have been under-utilized. Scientists can power Georgia's economic engine into the future!**
- **Georgian scientists need to be supported and encouraged to create new high-tech jobs for Georgia!**

What is Technology Transfer

1. Patenting & licensing
2. Marketing Analysis and Comparing yourself with your competitors
3. Creating new Start-Up companies.

Let's Look at Tech Transfer in US:

- At universities,
- At US National Labs,
 - Dept. of Defense
 - Dept. of Energy
 - National Institutes of Health
- At companies.

Tech Transfer is a major creator of new jobs in the US!

**Small businesses and large companies
are vital economic players.**

**But the principal sources of
innovation and job creation are new,
young and growing companies.**

**Entrepreneurs and their companies are
responsible for nearly all of new jobs in
the U.S.**

Jobs Growth in US

- **TWO-THIRDS OF NEW JOBS IN INDUSTRIALISED ECONOMIES ARE GENERATED BY FIRMS THAT HAVE LESS THAN 50 PEOPLE.**
- **GOVERNMENTS DO NOT CREATE GROWTH**
- **ONLY COMPANIES CREATE GROWTH.**
- **IF YOU WANT GROWTH THEN STIMULATE ENTREPRENEURSHIP IN GEORGIA.**

P. Malmgren, president, Asset Management Co.

How did this happen in the US?

**It happened practically overnight
when the US saw that it was not
able to compete with Japan!**

Bayh Dole Act in US

- Enacted on December 12, 1980
 - (P.L. 96-517, Patent and Trademark Act Amendments of 1980)
- **Created a new patent policy among the many federal agencies that fund research**
- Enabled small businesses and non-profit organizations, including universities, to own inventions developed by US Government funding

The Bayh-Dole Act immediately encouraged universities to participate in technology transfer activities.

Bayh Dole Act in US: 3 Key Elements

Universities and National Labs:

1. Become owners of R&D inventions funded by the US Government.
2. Have a responsibility to commercialize their R&D results
 - a) Through licensing & spin-off companies.
3. Must share royalties from licenses and spin-off companies with inventors.

What could Bayh-Dole mean for Georgia?

- **It can let 1000's of scientists create spin-off companies.**
- It can let institutes and universities make extra money and invest in R&D.

It gives them incentives to be more creative and productive.

Entrepreneurs are Welcome in Georgia



Acknowledge that
Competition is Good!

**It's a way for a country to
grow! It inspires
creativity.**

Learn who your
competitors are!

One thing I do know is that
Georgians are immensely creative!
But your creativity needs to be
productive.

**Embrace your competition
instead of fear it. I know that you
can compete!**

Promotion and advertising

- **Georgian psychology is not self-promoting**
 - *Georgians would rather do good work and have others recognize them for it.*

This is an unproductive attitude in today's competitive and global world!

- **No one will recognize you! at least not quickly.**
- The world is too competitive today – *You must have good products and your must promote and advertise yourself!*

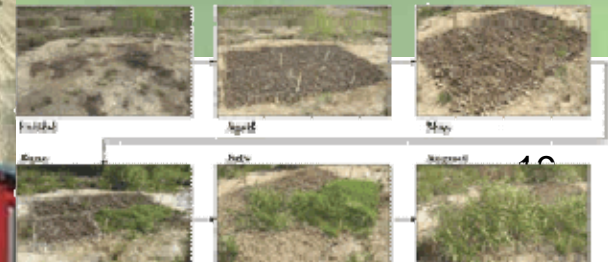
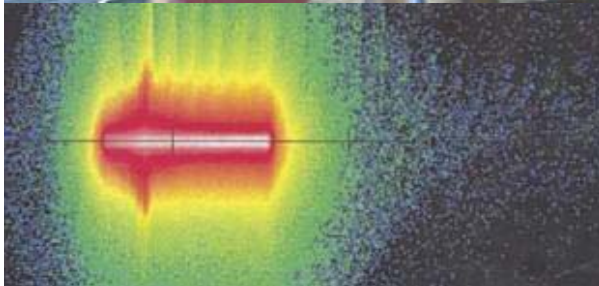
Change is an important part in the development of modern countries!

- Today you should learn from others
- Understand that changes are the normal process in modern life
- Following successful examples from others is essential for advancing your development strategy.
 - Use new concepts to improve Georgia's economy

***Technology Transfer is new for you.
Look how it can work for Georgia.***

Show the world, what you can do here!

With Georgian Technologies!



International Patent Support Criteria

- Technical Merits
- Commercialization Potential

Technical Merits

- New and Unique
- Non-Obvious
- No Prior Art
- Useful

Commercialization Potential

Evolutionary Improvement (50% better)

- It has Good Licensing Potential
- A company has been Identified for Licensing
- Many Competitors Identified
- Comparison with International Competitors
(How much Better)

Competitive Matrix

<u>Important product or technology characteristics</u>	My company or institute's product	Name of Competitor #1	Name of Competitor #2, etc.
Key Characteristic (a)			
Key Characteristic (b)			
Key Characteristic (c)			
Price			

Commercialization Potential

Revolutionary (10-100 times better)

It has Good Start-up Potential:

- Company Formed and Partner Identified
- Serious Discussions On-going with Partner
- Joint Venture Possible
- Investor Identified and Presentations Made

Allow Georgian scientists to
compete for Georgian
Government support based on
objective criteria,

Not based on who you know!



**Let's All Work
Together Towards
a Knowledge Economy
for Georgia
Through
International Partnering**

**I believe that a better future
for Georgia is possible, and
you can get there from here!**

How can you get there from here?

If you think of science, I want you to think of JOBS!

You get there through jobs and Tech Transfer.

If you only get 2 things from my talks today, then it should be:

- 1. Change, while there is time and the chance to do so.**
- 2. Science means Jobs, through Tech Transfer!**

Focus on Success!

