



MANURE-TO-ENERGY SUMMIT

Supporting Technology Deployment with Economically & Environmentally Sound Policy

Discovery to Deployment



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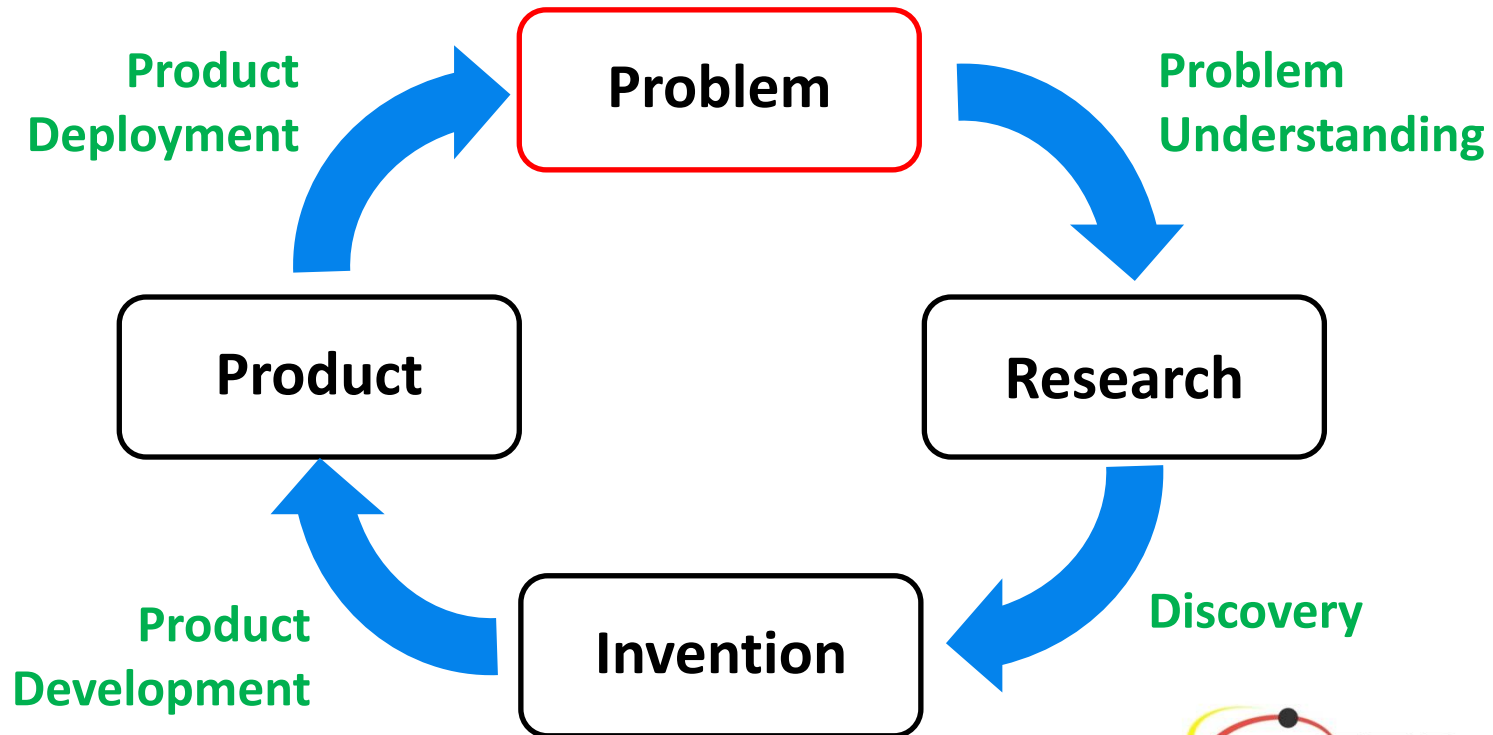
Maryland Technology Development Corporation (TEDCO)

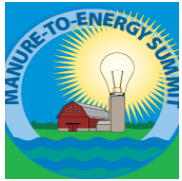
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The Process





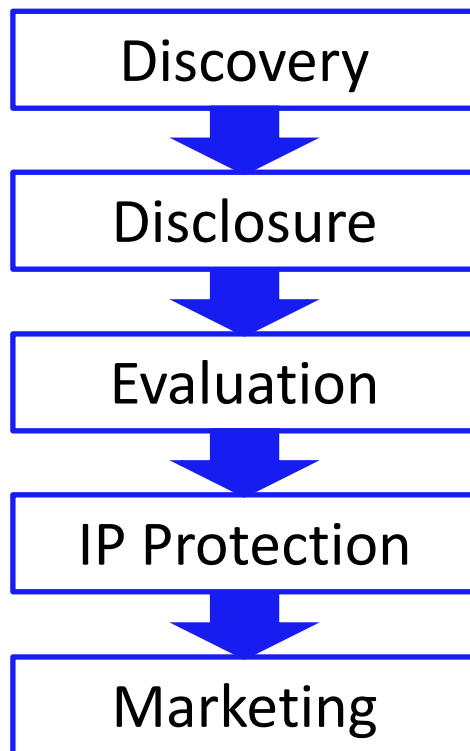
Problem to Research



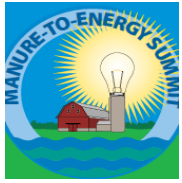
- ❖ **Communication dilemma**
- ❖ **Industry Research Drivers**
 - Commercial opportunity
 - Large market leading to profits
- ❖ **Academic Research Drivers**
 - Funding availability
 - Investigator Interest



Research to Invention



- ❖ Basic versus Applied Research
- ❖ Faculty interest in commercialization
- ❖ Publications create a bar to patenting
- ❖ Recognition of a discovery's application
- ❖ Limited patent budgets
- ❖ Challenges with finding a commercialization partner



Invention to Product

- ❖ **Completing a license agreement**
- ❖ **Product development – time and financing**
- ❖ **Funding broad patent coverage**
- ❖ **Development risk – engineering challenges**
- ❖ **Application risk – selecting the right niche**
- ❖ **Quickest path to revenues, not biggest problem**





Product to Problem



- ❖ Company effectiveness at marketing
- ❖ Adoption Challenges
- ❖ Value Proposition
- ❖ Regulatory Issues – New Problems?
- ❖ Product effectiveness at addressing the problem



Beating the Odds

\$2.4 Billion Academic **Research**

912 **Invention** Disclosures

188 License Agreements

49 **Products**

1 Big Success

Based on AUTM Annual Licensing Survey - 2009



Conclusion

- ❖ **There are significant challenges to deploying new product solutions resulting from research discoveries in the laboratory.**
- ❖ **Policies created to address the greater challenges associated with the use of manure and its consequences on the Bay should consider the “Odds”.**