

# THE BUSINESS OF IDEAS

It all begins with a big idea -- born of years of research -- and a passion to turn that innovation into a marketable product or service. But how do you make the always challenging transition from concept to commercialization?

Enter the University of Toronto Innovations Foundation (UTIF), founded by the University of Toronto (UofT) in 1980 to commercialize innovations developed by UofT researchers and our healthcare partners.

Over the last quarter century, we have evaluated thousands of better ideas, known formally as disclosures, and taken the best of the best to many of the biggest names in the business world. As a result, we have an unmatched understanding of what stakeholders (inventor, university, business partner) need to create a licensing agreement or start-up company, the most common business models used to commercialize inventions.

## Seeking the best of the best

This year we have more than 100 clients, including many repeat customers who valued our support and returned with a novel solution to an existing problem or their next great idea.

What about start-up costs – a potentially formidable barrier to success? We write the cheques *and* accept the risk that we may not recover some or all of our investment. In exchange, we receive a share of the revenue and/or equity, based on the strategy and mix of services that we deliver to maximize the potential of your disclosure.

## Expert support from start to finish

Only UTIF, located in the MaRS Discovery District, offers inventors the opportunity to work with an experienced project manager who is part of the UofT family *and* has a unique blend of



MaRS Centre Heritage Building  
101 College Street, Suite 320

business and academic experience. This means the inventor is supported by a project manager who has a strong background in one or more of the following areas – physical sciences, life sciences and IT – and will be equally comfortable working on the business side of the project.

Better still, we have access to complementary opportunities, products and IP that could expand the potential and growth of your disclosure.

The commercialization process can take a year or more. But inventors are free to continue their academic career because the project manager handles all of the key steps in the commercialization process: evaluation, protection (patent, trademark, etc), licensing, financing, and business plan development.

## Tap into our Network

A key factor in the successful development of any innovation is the ability to identify partners willing to provide the financing, manufacturing and marketing muscle required to make your project a success.

We can help because we work daily with the partners inventors need to attract: entrepreneurs, business people and investors, including “Angels” (business or private individuals who agree to fund the development of an innovation) seed capital companies and private individuals. We know how they think. We know what they need to get involved. And, most important, we know how to put your project on their radar

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screen. That helps explain why some of the biggest corporations in the commercialization industry – Sigma, Siemens and Aventis – seek out UTIF.

## Services, Support & Value Added

Each disclosure requires a unique blend of services to maximize the potential for success and meet the needs of the three key stakeholders: the inventors, the University of Toronto (or other partner) and the business partner. What you receive depends on the strategy developed by the Innovations Foundation to maximize the potential of your disclosure.

### IP Management and Patent Protection

- payment of all IP protection expenses during initial phases
- IP assessment – patentability, prior art, competition etc
- liaison with patent agents
- increasing the strength and breadth of the protection
- development of IP strategy: which countries, alignment with business strategy, etc.
- resources for IP litigation if necessary and appropriate

### Commercialization Strategy and Planning

- to license or to spin-out?
- assessment of size of opportunity
- assessment of all possible business applications

### Licensing Strategy and Planning

- scoping and review of industry supply chains
- identification of licensee(s)



### Business Strategy and Planning

- development of preliminary business strategy
- development of an advisory team to access market and business expertise
- development of business plan and communication materials

### Project Execution

- establishment and negotiation of legal agreements: licensing, incorporation, shareholders etc,
- establishment of required banking and

accounting procedures

- interim administration of business
- management of licenses and contracts
- strategic alliances and partnerships
- sourcing of all relevant governmental match-funding: NSERC (I2I), OCE, IRAP, SR&ED, etc.

### Sales and Marketing

- development of appropriate marketing and sales collateral for initial sales
- identification of key strategic clients
- securing early license or sales contracts and relationships
- closing of sales, contract finalization and management
- application for vendor status (i.e. for government contracts), which may require the supply of financial history

### WHAT'S YOUR BIG IDEA?

Discover what the UTIF can do for you by contacting one of the following members of our management team.

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All inquiries will be kept in the strictest confidence.