

# TECHNOLOGY COMMERCIALISATION SERVICES

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# TECHNOLOGY COMMERCIALISATION JOURNEY

## Stage 1 Free Plug&Transfer Program

*Showcase and present the portfolio of technologies on Innoget network*

## Stage 2 Technology Validation Report

*Initial market validation, deeper and fast analysis of IP position and market potential and selection of the technologies for further commercialisation*

## Stage 3 IP/Technology Valuation Program

*Value proposition definition , prioritise the applications in the market .  
Present technologies in front of potential partners .  
Propose the most efficient routes to market ( spin out, license sale, start up , industry partner ).*



# Stage 1 Plug&Transfer Program

*Free of charge*

- Present your portfolio in front of industry members matching your research areas of expertise
- Connect with 12.000 companies around the world
- Automatically import your technology portfolio
- Download visual PDF file leaflet with your technology portfolio
- Access 500+ market needs posted on the platform
- Dedicated account support

A screenshot of the Airable Research Lab website. The header includes the Airable logo, navigation icons (Home, My Activity, My Network, Messages, Notifications, Resources), and a search bar. Below the header, there are filters for 'About', 'Category', and 'Research Area', along with a 'Download Leaflet' button. The main content area displays a grid of technology listings, each with a thumbnail image, a title, a brief description, and 'Read more' and 'Contact' buttons. The listings include: 'Soy-Based Shrinkage Reducing Additive', 'Soy-Based Wet Patch Roof Leak Repair', 'Carbonated Soy-Based Products That Transform Carbon Dioxide', 'Carbonated Soy-Based Products That Transform Carbon Dioxide', 'Soy-Based Paste Wax to Replace Carnauba', 'SAXETHANE: Urethane Modified Soy Fatty Acid Ester', 'SOY-BASED SURFACTANTS', and 'EnzoMeal™ - A Sustainable Food Source for Farm-Raised Fish'.


A screenshot of the Airable Research Lab LinkedIn profile page. The profile header shows the Airable Research Lab logo, the name 'Airable Research Lab, Business Line Of Ohio Soybean Council', and a 'Follow' button. Below the header, there is a bio: 'If your organization is looking into bio-based alternatives to its products and services, Airable Research Lab wants to talk to you.' The page features several sections: 'Opportunities (15)', 'Technology Portfolio (15)', 'News (1)', 'About', 'Jobs', 'Members (1)', and 'Events'. A 'Latest Open Innovation Opportunities' section highlights a 'Technology Offers (15)' card. A post by Barry McGraw is visible, featuring a technology listing for 'Soy-Based Shrinkage Reducing Additive'. A 'RELATED PAGES' section includes a link to the 'Airable Research Lab, business line of Ohio Soybean Council Technology Profile'. The footer contains links for 'About', 'Help center', 'Innovation Blog', 'Privacy Policy', 'Terms & Conditions', and the copyright notice '© 2022 Innoget'.



# Digital Leaflet

Airable Research Lab, business line of Ohio Soybean Council

Leaflet containing the technologies available for licensing, collaboration and co-development at Airable Research Lab, business line of Ohio Soybean Council.



Airable Research Lab, business line of Ohio Soybean Council

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Airable Research Lab, business line of Ohio Soybean Council

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Airable Research Lab, business line of Ohio Soybean Council

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Airable Research Lab, business line of Ohio Soybean Council

## High Oleic Soybean Oil Hand Sanitizer

- Airable Research Lab, business line of Ohio Soybean Council
- From United States
- Knowhow and Research output

### Summary of the technology

With the onset of COVID-19, the importance of disinfection prompted our team to develop a hand sanitizer made from high oleic soybeans. Proper cleansing requires a two-pronged approach: destroying germs and keeping skin hydrated. Our sanitizer does both. Where Airable's blend surpasses its competitors is in the use of high oleic soybean oil. Its emollient properties are derived from oleic acid, whose structure is very similar to the structure of the oils in our skin. The soybean oil is 60%-75% oleic acid, so sanitizers that contain high levels of the oil are also effective moisturizers.



Chemical Structure of Natural Skin Oil



Chemical Structure of Oleic Acid

Airable Research Lab, business line of Ohio Soybean Council

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# Stage 1 Plug&Transfer Program

*Free of charge / 24 hours*

The image shows a YouTube video player thumbnail. At the top left is the Innoget logo and the title 'Plug&Transfer for technology transfer offices - from Innoget'. At the top right is a 'Share' icon. The main content features a world map with three percentages: 32% over North America, 44% over Europe, and 22% over Asia. A red play button is centered over the map. Below the map, the text reads 'For you to excel in technology commercialization'. At the bottom right, there is an orange button with the Innoget logo, 'plug&transfer', and 'FREE ACCESS', with a hand cursor icon pointing to it. Below the button, it says 'from Innoget'. At the bottom left, it says 'Watch on YouTube' with the YouTube logo.

Plug&Transfer for technology transfer offices - from Innoget

Share

32% 44% 22%

For you to excel in technology commercialization

plug&transfer  
FREE ACCESS

from Innoget

Watch on YouTube



# Stage 2

## Technology Validation Report

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### IP POSITION

- Clear and thought out of taxonomy search strategies using objective interpretations of the technology and associate keywords
- Google and Google Scholar searches - approach 3 to 5 searches
- Discussion of other IP rights if relevant
- Summary and rating of overall IP position

*Cost x Technology or package*  
*15 days of elaboration*

### TECHNOLOGY ANALYSIS

- Features and benefits
- Innovative aspects
- Semantic mapping - where does the technology fits with current tech
- PatentScope landscape - technology trends in the last 10 years

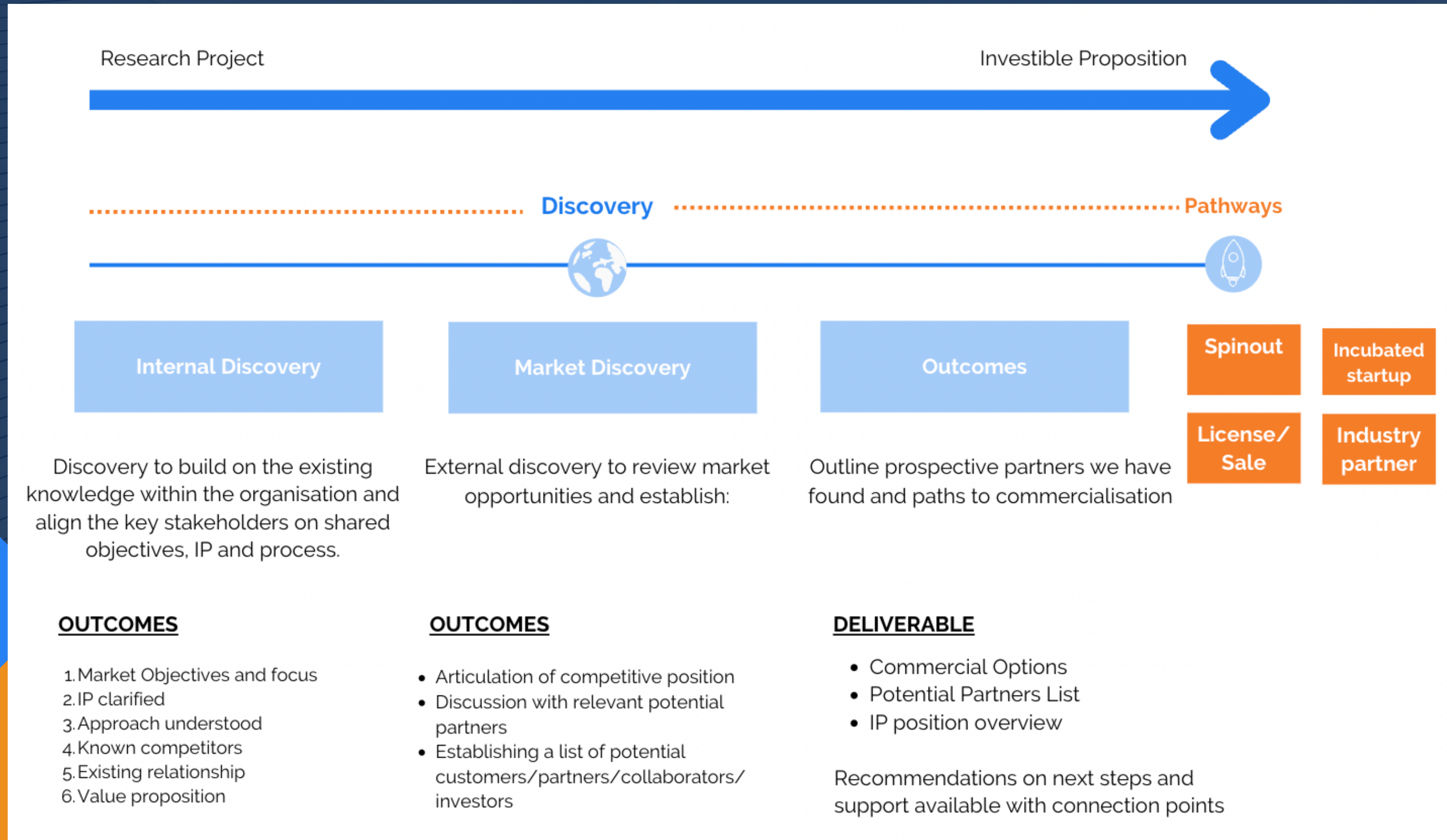
### MARKET ANALYSIS

- Industry reports - pool publicly available data to understand the relevant industries (typically 4 industries reports summarizing top level info)
- Competitive landscape and examples of product/service (typically 4 to 6 examples, depending on landscape)
- SWOT
- Summary of market and opportunity
- Industry partners & associates information (typically includes 5 to 6 potential partners including a contact person if available)



12 weeks program  
Cost x Technology

# Stage 3 IP/ Technology Valuation Program





# Usecase: Atmo Biosciences



## Gas-sensing ingestible capsules

Challenge: RMIT University had a patented technology and the university wished to establish a new high technology company to launch the sensing capsule into the biomedical market.

We needed to identify the correct commercial partners around the world. Secure patent rights and raise capital to allow the technology to be launched and grow. Ensure the university stakeholders were united to focus on the success of the technology.

### What did we do:

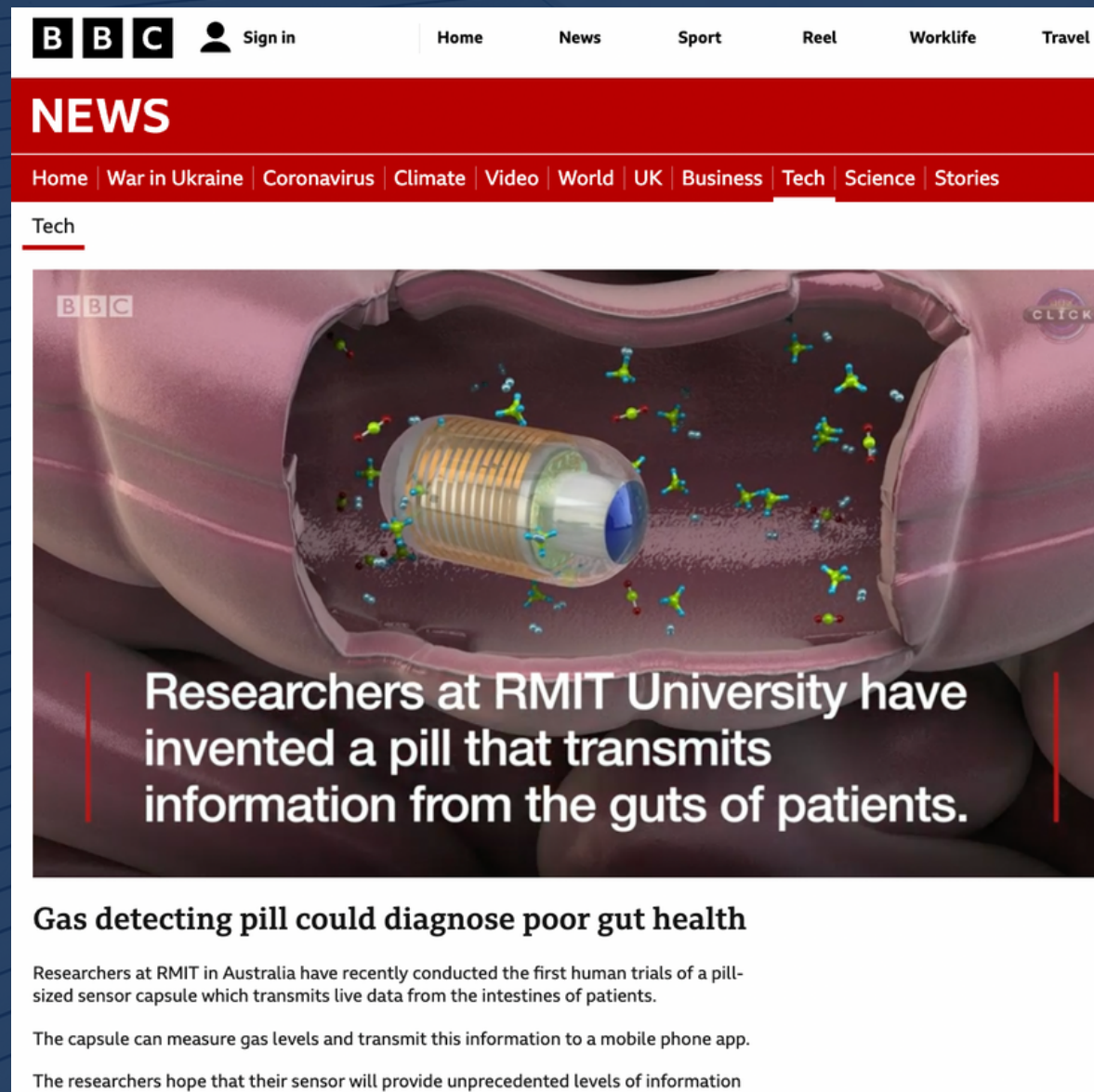
- Assessed the market to identify the correct commercial partners.
- Establish the team to complete the technology development, capital raising, marketing and distribution into the highly complex biomedical industry.
- Gain medical approvals and certification from Federal Drug Administration in the United States and the Therapeutic and Drugs Administration Australia.
- Complete the patenting process by securing patents in relevant global markets.
- Arrange internal university approvals for transferring the technology.

**Outcome:** Atmo Biosciences has launched into the world and is in third round of capital raising. The product is currently being manufactured preparing for sales and trialed in clinical medical sites around the world.





# Usecase: Atmo Biosciences



The screenshot shows the BBC News website interface. At the top, there are navigation links for Home, News, Sport, Reel, Worklife, and Travel. Below this is a red banner with the word 'NEWS' in white. Underneath the banner, there are more navigation links: Home, War in Ukraine, Coronavirus, Climate, Video, World, UK, Business, Tech, Science, and Stories. The 'Tech' link is highlighted. The main content area features a large image of a human gut with a pill inside, surrounded by colorful molecular models. The text on the page reads: 'Researchers at RMIT University have invented a pill that transmits information from the guts of patients.' Below the image, the headline is 'Gas detecting pill could diagnose poor gut health'. The sub-headline reads: 'Researchers at RMIT in Australia have recently conducted the first human trials of a pill-sized sensor capsule which transmits live data from the intestines of patients.' The body text continues: 'The capsule can measure gas levels and transmit this information to a mobile phone app. The researchers hope that their sensor will provide unprecedented levels of information'.



## AUSTRALIAN FINANCIAL REVIEW

Gut health medtech Atmo Biosciences raises \$9.6m

23 September 2021

**Atmo raises AU\$9.6M to progress ingestible capsule for analyzing the gut microbiome**

By Tamra Sami Sep. 24, 2021



*Cost x Webinar*

## OPEN INNOVATION WEBINAR FEATURES



Webinar Description and Structure



Webinar Scripts Definition  
(Moderator, Speaker, Attendees,  
Platform Organizer)



Webinar Logistics (Zoom platform  
management, Attendees registration,  
List of Attendees and Session  
Recording)



Marketing and Communication



PowerPoint Guidance for Webinar  
presentation





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