Strategic Canvas: MSU Office of Technology Transfer

**Key Partners**
- Colleges, Schools, Departments & Centers
- University Leadership & Board of Regents
- State of Maryland
- Business Community
- Investment Community
- Baltimore City and Local Community

**Key Activities**
- Tech Transfer Best Practices
- OTT: Identify, Assess, Protect, Market & License
- Research & Technology Development

**Key Resources**
- OTT Staff and Operations
- State/MSU Budget Allocation
- Recurring Source of Innovations

**Value Proposition**
- Commercialization of Innovations
- Enhance Impact & Image of University
- Economic Dev. & Public Benefit of Innovation
- New Products & Services for Existing Businesses
- Source of New Businesses
- High-Tech Jobs & Revitalization

**Customer Relationships**
- Experienced Tech Transfer Staff
- Tech Licensing Opportunities
- Tech Investment Opportunities

**Channels**
- Business & Industry Contacts
- Web-Based Marketing
- Professional Organizations (AUTM, LES)

**Customer Segments**
- Faculty, Staff and Students
- Existing Companies
- Regional Entrepreneurs
- Governor and Legislature
- TEDCO, MD Dept of Commerce
- Investors (e.g., Angels, VC Firms)

**Cost Structure**
- OTT Salary and Fringe Benefits
- IP Assessments and Patent Cost
- Income Sharing Distribution (Inventors, Dept.)
- OTT Operations
- Innovation Works Programs
- Tech Development & Commercialization Funding

**Revenue Streams**
- Upfront and Annual License Fees
- Licensee Funded Technology Development
- Royalties on Sales
- Equity Portfolio Cash Out
- State Programs for Commercialization Funding (TEDCO/MII)

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