# 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**

Innovation

Works

**Programs** 

OTT Salary and Fringe Benefits

IP Assessments and Patent Cost

Income Sharing
Distribution
(Inventors, Dept.)

Tech Development & Commercialization Funding

## **Revenue Streams**

Upfront and Annual License Fees

Licensee Funded Technology Development OTT Budgeted Funds

Royalties on Sales

Equity Portfolio Cash Out

State Programs for Commercialization Funding (TEDCO/MII)

**Operations** 

OTT

Fullding