Campus Partnership
UA Libraries + TLA
Case Study

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Outline

1. Introduction
2. What is Tech transfer
3. Library and Tech Launch AZ partnership
4. What we learned
5. Future directions
6. Q&A
Who Are We?

Business Minds
- Jason Dewland, MBA
- Cindy Elliott, MA

Health Sciences Minds
- Sandy Kramer, MS & MA
- Jennifer Martin, MA
What is Tech Transfer?

TECHNOLOGY TRANSFER

PROCESS

Disclosure

Evaluation

Intellectual Property Protection

Marketing

Licensing

Product Development

Public Use and Financial Returns

Discovery
Tech Transfer Impact

Plasmid rescue system for flu vaccine
Natural enzyme helps farmers feed world
Building better earthquake defense

818 new start ups in 2013
73% of all startups stay in state where created
An unlikely pair, yet it works.

TLA Business Intelligence Unit formed in 2014.
Library + Tech Launch AZ

- Literature search
- Patent search
- Market data
- Competing tech
- Possible markets
- Find partnerships
- Id Opportunities
Library + Tech Launch AZ

WHEN THE GOING GETS TOUGH
THE TOUGH GET A LIBRARIAN

Collaboration
Communication
Subject Expertise
Curiosity
Fearlessness
Partnership
Library + Tech Launch AZ

The Business Intelligence Unit Team: Jasan Dewland, JoAnn MacMaster, Jennifer Martin, Jan Watson, John Jackson and Cindy Elliot (Photo credit: Tech Launch Arizona)

Collaboration Represents a New Model for Gathering Business Intelligence

Tucson, AZ - With a focus on creating economic impact and bringing the inventions of the UA to the world, Tech Launch Arizona has teamed up with the University of Arizona’s University Libraries to gather information to help researchers and faculty members make smart, well-informed business decisions. The new Business Intelligence Unit (BIU) brings together high-quality market and commercialization decision support for UA individuals and teams working toward protecting and patenting inventions, developing effective commercialization plans and starting companies.
What We Learned

Stay flexible
Be ok with rapid change
Ambiguity is the norm
Negotiate effort
Go with your strengths
Future Opportunities

Assessment
Capacity
Workflows
Resource allocation
Impact
Study of impact
Start a conversation with SLA
Thanks! Q&A

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Photo: Paul O’Mara