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Commercialization Information services:

a proof of concept project with a university entrepreneurship incubator

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Rebranding "Library"

Things

- Buildings
- Books
- Databases
- Study spaces

Human Capital

- Subject experts
- Instructors
- Consultants
- Information experts

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Commercializing university innovation: What is it? Why does it matter?

“He who receives an idea from me, receives instruction himself without lessening mine; as he who lights his taper at mine, receives light without darkening me.” -- Thomas Jefferson

- University technology transfer and technology licensing
- Commercialization to “de-risk” inventions
- Only a few “blockbuster” inventions bring in significant revenue (e.g., Stanford and Google)
- Technology transfer aligns with overarching mission of research, education, and service to the public (public good)
- Raises profile of the institution

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Bayh-Dole Act and university Technology Transfer

Landmark Law Helped Universities Lead the Way

The Bayh-Dole Act fundamentally changed the nation's system of technology transfer by enabling universities to retain title to inventions and take the lead in patenting and licensing groundbreaking discoveries.

Enacted on December 12, 1980, the Bayh-Dole Act (P.L. 96-517, Patent and Trademark Act Amendments of 1980) created a uniform patent policy among the many federal agencies that fund research, enabling small businesses and non-profit organizations, including universities, to retain title to inventions made under federally-funded research programs. This legislation was co-sponsored by Senators Birch Bayh (D-IN) and Robert Dole (R-KS). The Bayh-Dole Act was especially instrumental in encouraging universities to participate in technology transfer activities.

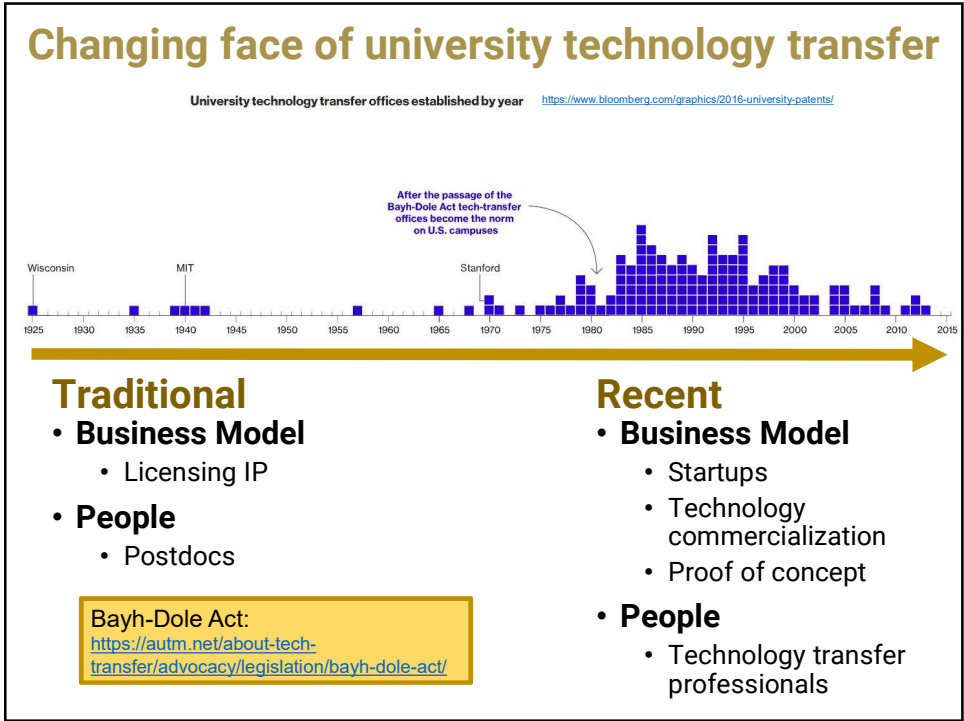
The Act is "perhaps the most inspired piece of legislation to be enacted in America over the past half-century," according to The Economist. In "Innovation's Golden Goose," an opinion piece published in the Dec. 12, 2002, edition, the respected publication states, "Together with amendments in 1984 and augmentation in 1986, this unlocked all the inventions and discoveries that had been made in laboratories throughout the United States with the help of taxpayers' money. More than anything, this single policy measure helped to reverse America's precipitous slide into industrial irrelevance."

see

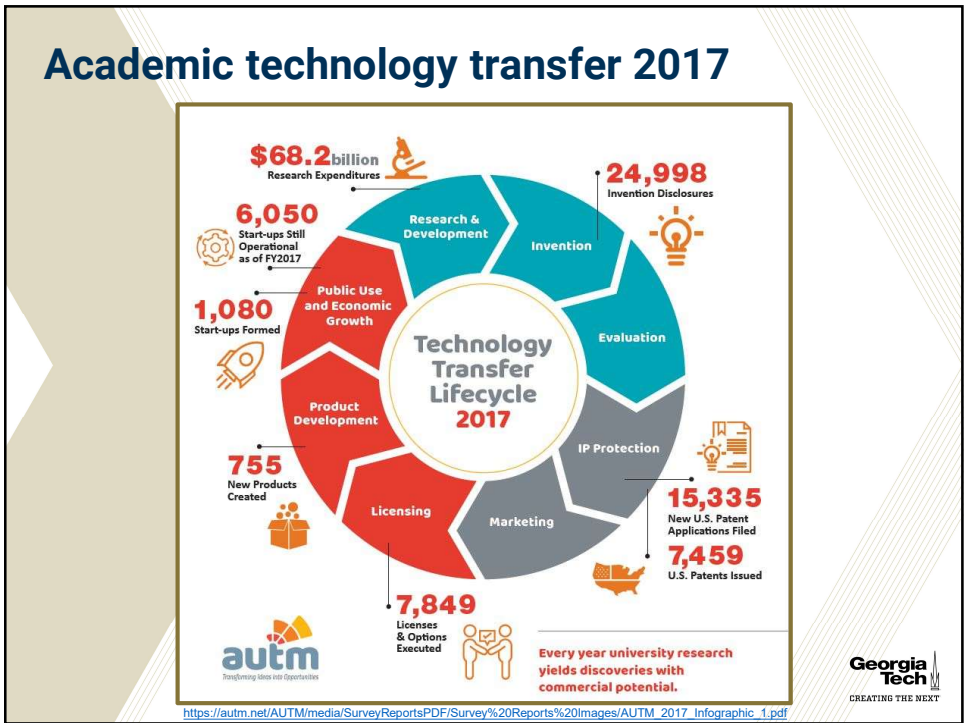
Bayh-Dole Act:

<https://autm.net/about-tech-transfer/advocacy/legislation/bayh-dole-act/>

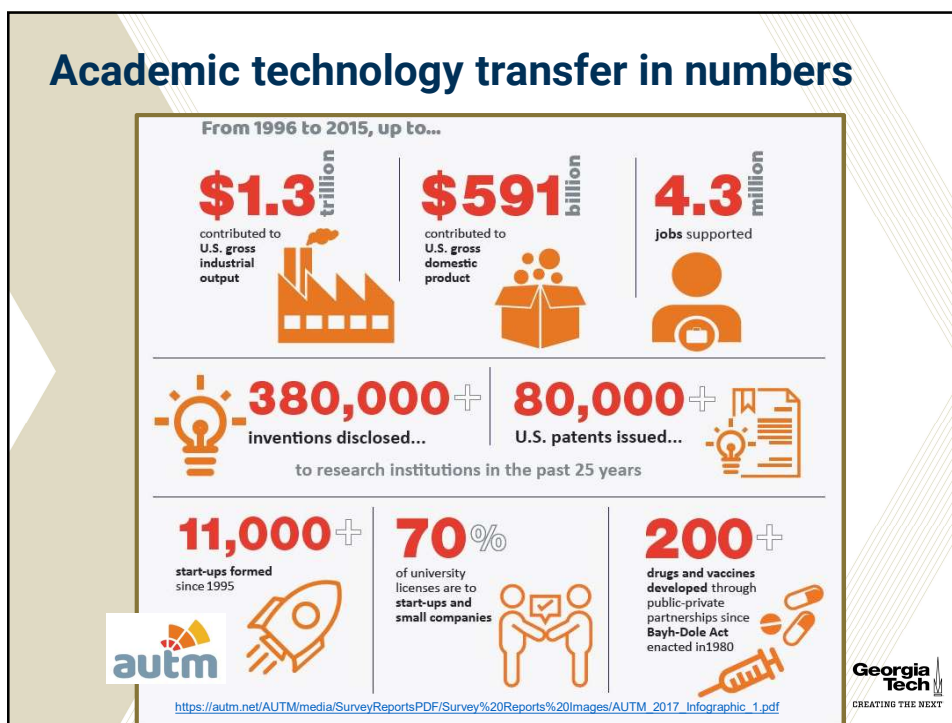
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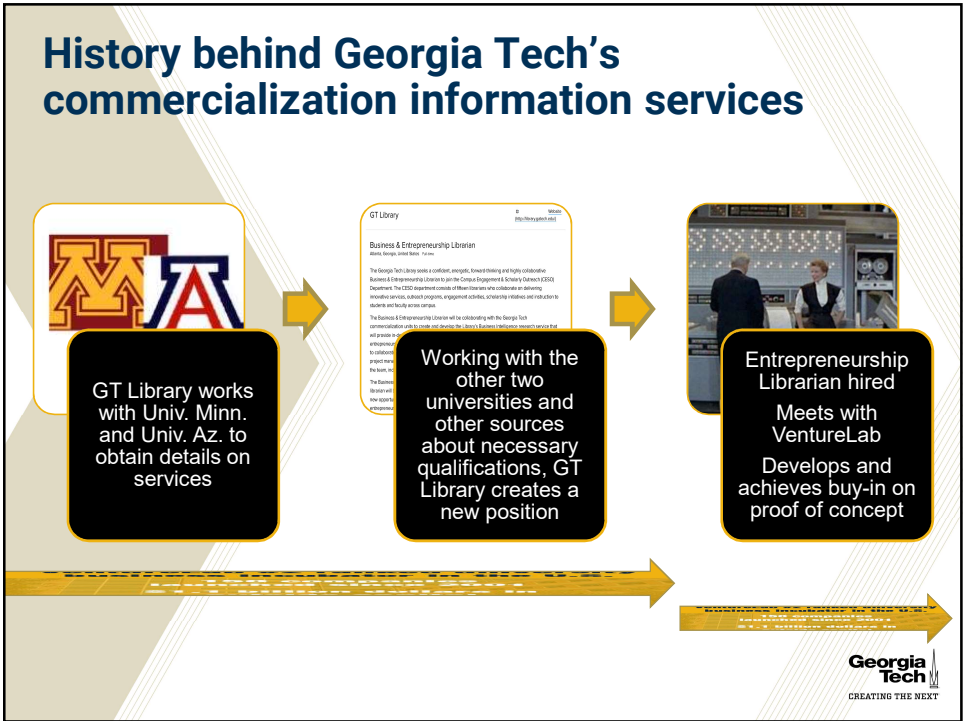
Library as valued partner to entrepreneurs, inventors, and other innovators

- Georgia Tech Library as **Human Capital**
 - Subject matter experts in biomedical engineering, business, mechanical engineering, chemical engineering
 - Patent prior-art search expert
 - Intellectual property business strategy consultant
 - Information search strategists
 - Information database evaluation and acquisition
 - Instruction mission and expertise

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Purpose of proof of concept

- **Explore the value** of a partnership between Georgia Tech commercialization units and the Library
- **Knowledge** gained will position Library to build and expand the partnership.
- **Identify and evaluate** the expertise, databases, and other Library resources to determine what adds value to VentureLab's mission
- **Going forward**, to provide the foundation for adjustments and expansion of the Library's contribution to the joint initiative
- **First iteration** of a iterative service development

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Reasons to start with a proof of concept

- **Risk management**
 - Avoid overextending Library resources
 - Set expectations with client
 - Prevent errors resulting from designing service in an evidence vacuum
- **Evidence** to determine requirements for successful service
- **Determine value** of service – go/no go decisions

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Proof of concept plan

- **Limited target group**
- **Services based on Library's strengths**
- Develop picture of current VentureLab goals, processes and procedures ("as is")
- Research similar library/commercialization unit partnerships
- Perform needs analysis ("to be")
- Determine Library's ability to provide services
- Design service delivery model
- Develop evaluation criteria
- Deliver service: training and guidance for target groups
- Ongoing evaluation of results
- Final evaluation of proof of concept
- Decision on continuing or expanding service ("go/no go")

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Evaluation

This evaluation will provide evidence on whether Library services add value to VentureLab

- The nature of that value
- Whether the library is the most qualified to provide the valued service
- The capacity of Library experts to meet the service demands.

Library leadership makes the decision--based on the evidence from proof of concept--whether to move to proposed next iteration of CIS, or to end program.

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CONCEPT USER STORY - COMMERCIALIZATION INFORMATION SERVICES PROOF OF CONCEPT - INITIATION FOR ASSIGNMENT

As an (type of user)	As an entrepreneurship librarian
I want to (perform a task)	I want to initiate a proof of concept/pilot with the life sciences commercialization group in VentureLab.
So that I can (achieve a goal)	So that I can use the knowledge gained from the proof of concept to determine how the Library can effectively add value to Georgia Tech commercialization units, entrepreneurs, and inventors. Information and knowledge as an output of this proof of concept include: human capital (expertise) and information tool (database) needs, and the prioritization of resources based on the services and expertise that have demonstrated value. The use of the proof of concept is also a way to manage risk by establishing factual evidence. Starting with a manageable scope avoids failure resulting from over-promising Library services in the absence of facts. Based on the findings of the proof of concept, the Library can more accurately plan and execute an expansion of services to all of VentureLab and then to other commercialization units.

Created for the Library by Isabella Marqués de Castilla, Kimberly Sheldon, Donna Riley (September 21, 2018)

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CONCEPT USER STORY - COMMERCIALIZATION INFORMATION SERVICES PROOF OF CONCEPT - INITIATION FOR ASSIGNMENT

As a (type of user)	As a principal at VentureLab
I want to (perform a task)	I want to assist Georgia Tech entrepreneurs by providing the best tools, resources and advice to increase their chance of success in receiving commercialization grant awards and GT financed invention patenting. Resources required include experts from the Library to teach patent prior-art searching, market and competitive intelligence information retrieval strategies, identifying target acquiring companies and venture capital firms, and the like.
So that I can (achieve a goal)	So that I can expand opportunities for revenue to GT and increase innovation amongst faculty, staff, and students using library experts, resources, and services.

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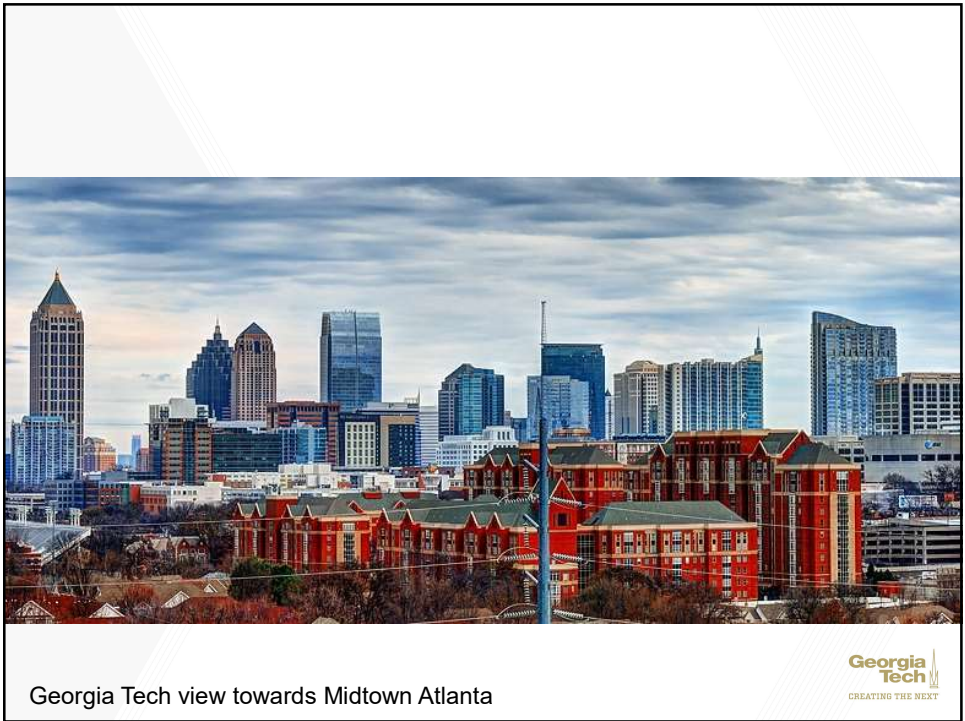
As a (type of user)	As a university inventor and/or entrepreneur
I want to (perform a task)	I want to know how to find and analyze market intelligence, competitive intelligence, patent prior-art
So that I can (achieve a goal)	So that I can successfully make the case to GT Industry Engagement to patent my invention and/or apply for and be approved for a commercialization grant via GRA, NSF, I-Corps, Coulter, SBIR STTR, or the like with the help of library experts, resources, and services.

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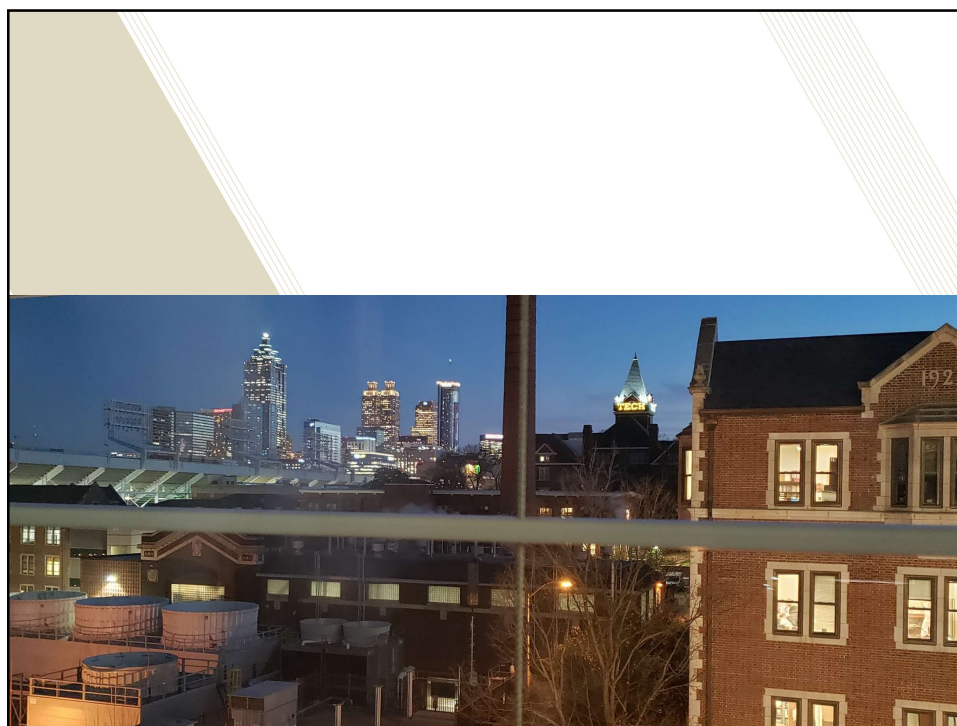
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