



SNS COLLEGE OF TECHNOLOGY

Re-accredited by NAAC with A+ grade, Accredited by NBA(CSE, IT, ECE, EEE & Mechanical)
Approved by AICTE, New Delhi, Recognized by UGC, Affiliated to Anna University, Chennai

Department of Computer Applications

Technology Commercialization

COURSE : 23CAT608- ENTREPRENEURSHIP DEVELOPMENT

UNIT II : PROJECT PLANNING

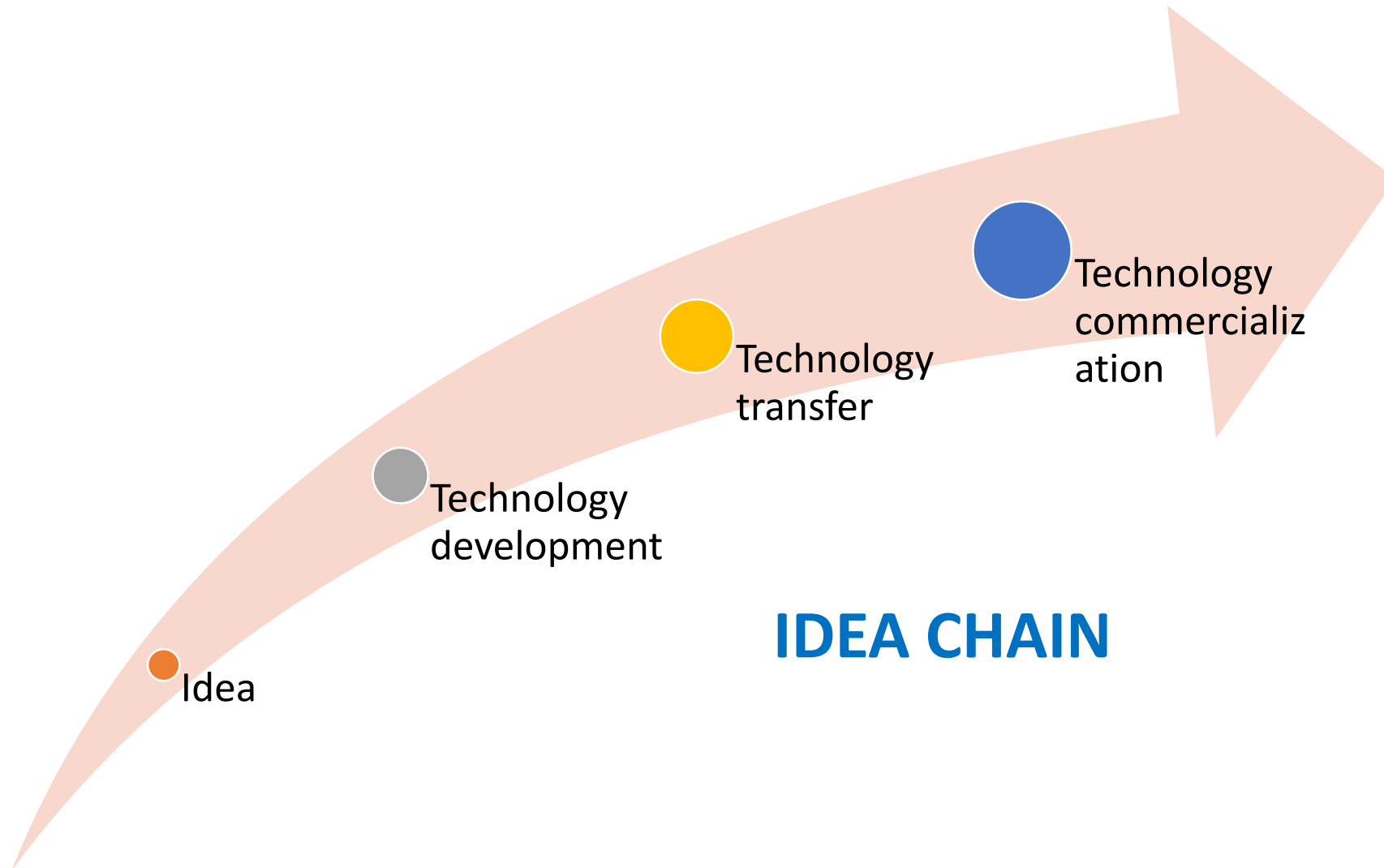
CLASS : I MCA / II SEMESTER

Technology commercialization



moving a specific “finished technology” to market, but may involve commercializing an earlier stage development.

Technology commercialization



Technology Development

- Process of Idea into product
- It can be tagged as IPR

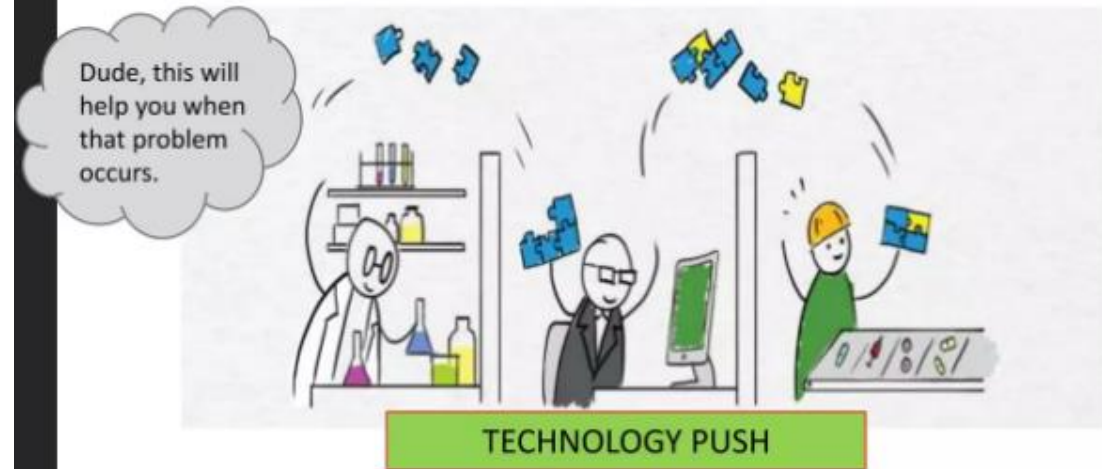
Technology transfer

❑ Transferring

- Technology
- Knowledge
- Skill
- Methods of manufacturing

❑ Drivers for Technology transfer

- Market pull
- Technology Push



Technology commercialization

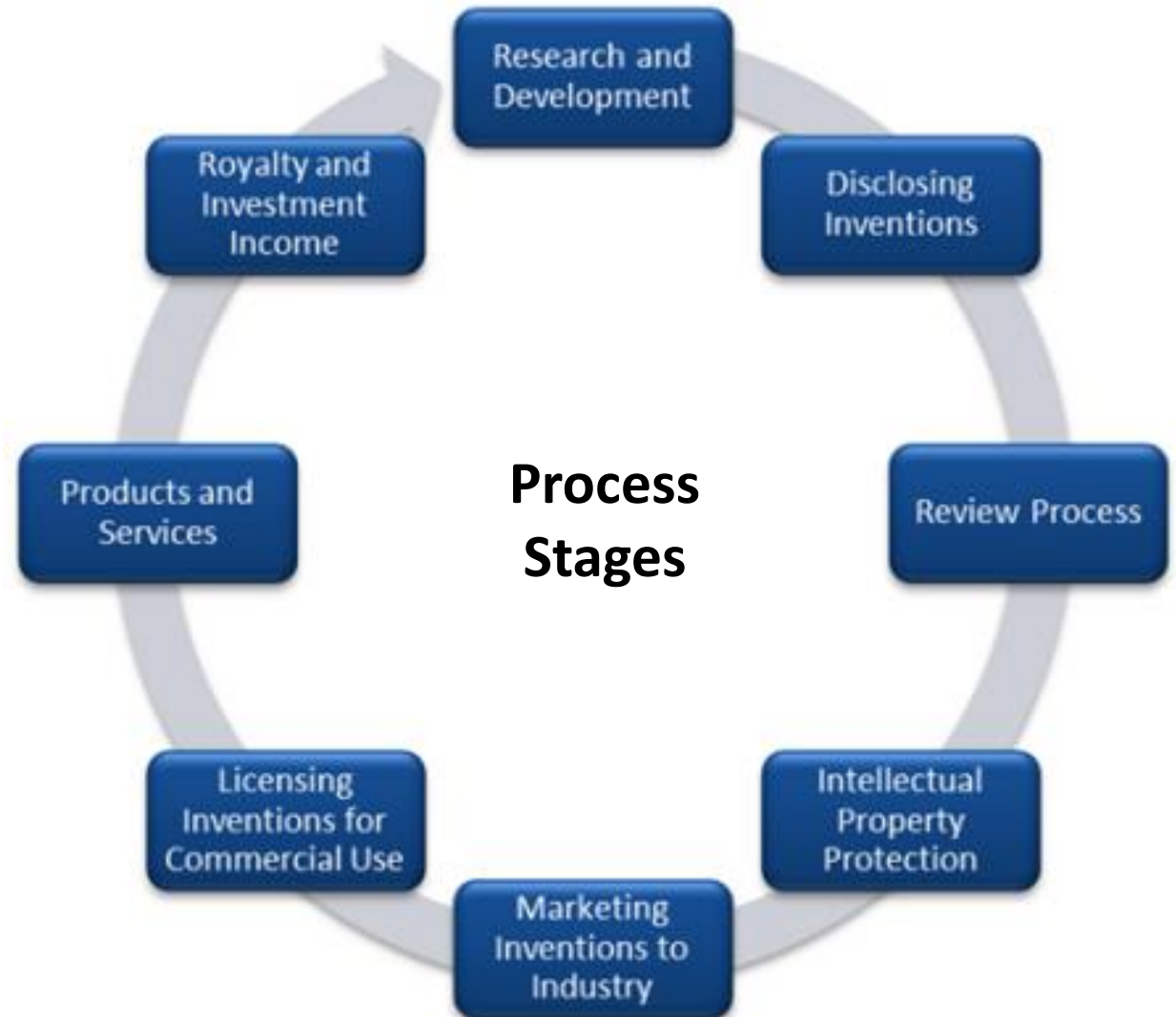


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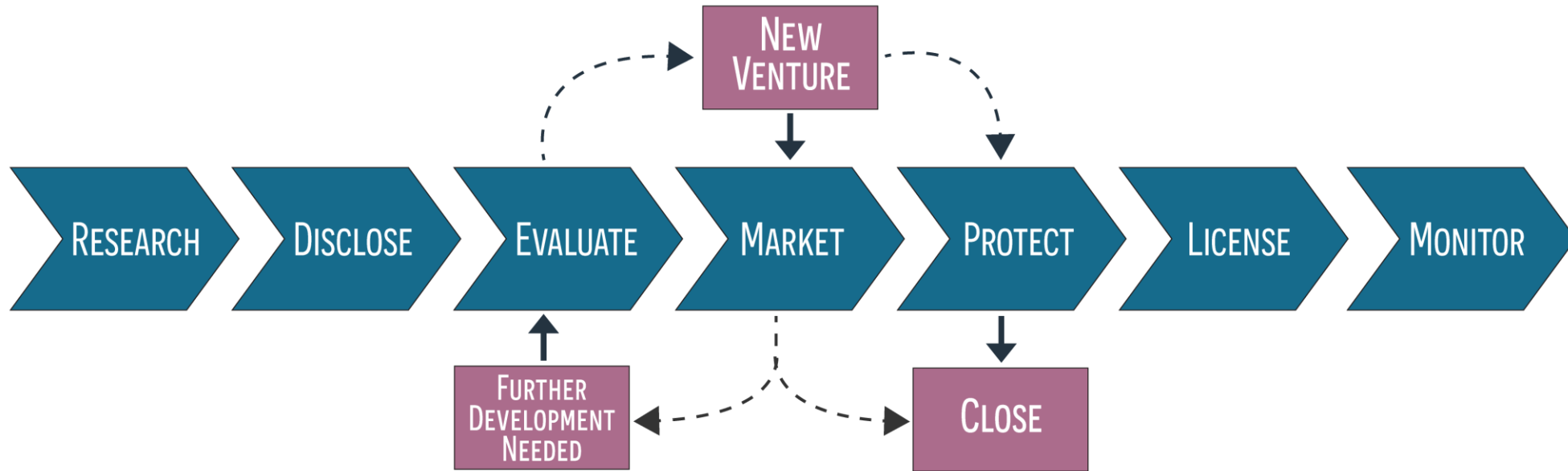
Technology commercialization

❑ Transferring to others by exchanging something

- Technology
- Knowledge
- Skill
- Methods of manufacturing

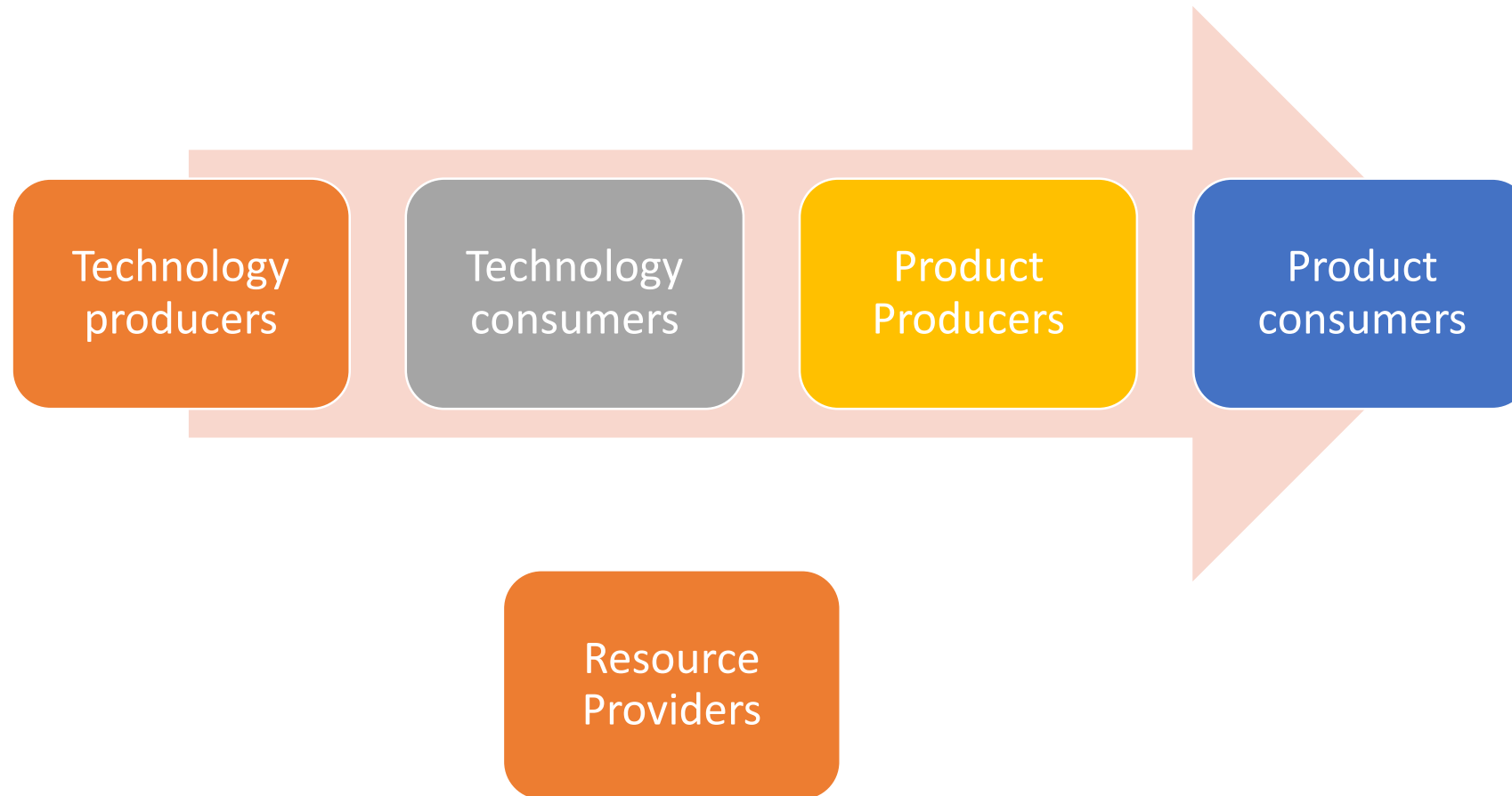


Technology commercialization – Process Model

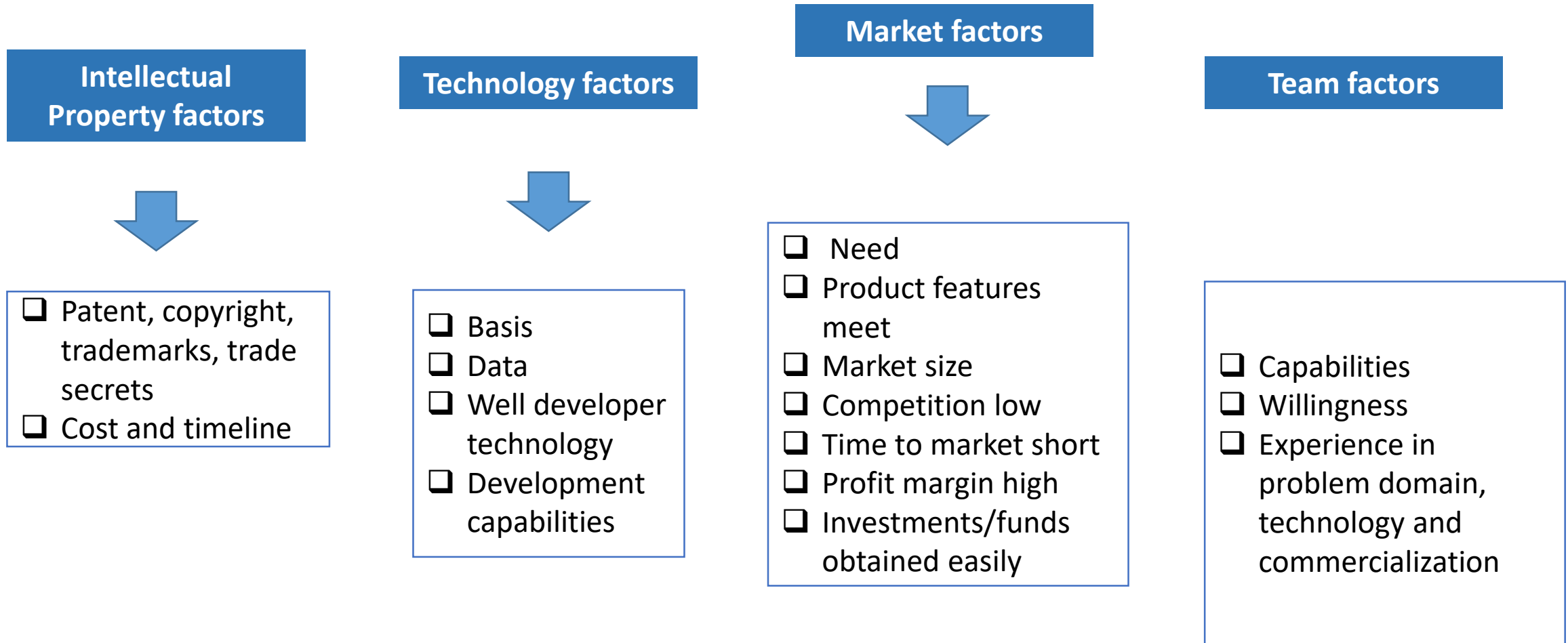


Vanderbilt University's
Commercialization Process

Technology commercialization Stakeholders



Technology commercialization Evaluation factors



Technology commercialization – Best Practices

Securing funds

Regulatory Issues

Intellectual property

Market Research

Distribution Channels

- Weakness in the commercialization process
- Challenges of the business environment
- Weak organizational structure
- Inefficient project management
- Ineffective cooperation with non-governmental sectors
- Failure to collaborate with stakeholders and conflicting political behaviors

Challenges in Technology commercialization

- Build Relationships with Industry Partners. ...
- Develop a Clear IP Policy. ...
- Simplify the Licensing Process. ...
- Patent Portfolio Analytics is an Active Process. ...
- Invest in Digital Infrastructure. ...
- Transitioning Research into the Marketplace