

LICENSING LOCATOR



**TECHNOLOGY
CATALYSTS**

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Access to emerging technologies through technology transfer and strategic alliance is vital for growth, particularly in times of budgetary constraints and cutbacks. Licensing, joint ventures, alliances, and acquisitions are employed by companies to conserve human and financial resources related to the development of next-generation technologies and products. The Licensing Locator™ service provides a unique and valuable resource for the identification and preliminary assessment of technologies and/or products that are available for commercial exploitation.

The Licensing Locator offers clients the means and an adjunct staff to conduct an organized global search for technologies available for license, cross-license, joint venture, or acquisition in areas of specific interest and at a particular stage of development. The Licensing Locator also reports on those technologies identified during the global search but not available for strategic alliance —an important source of competitive intelligence for clients. Emphasis is placed on the identification of technology opportunities which fit a Client Search Request Profile generated in confidential discussions with the client. Each year, over 350,000 new technologies are scanned by Technology Catalysts International's (TCI's) trained research staff in its search for strategic alliance opportunities.

Through the Licensing Locator, clients can identify strategic alliance opportunities at almost any desired stage of development and from many types of organizations. Special emphasis is placed on identifying opportunities from small- to medium-sized privately-held companies, business and science incubators, and research centers around the world. Opportunities may also develop through contacts with universities, government research centers and institutions, and large companies.

TCI provides services to a diverse group of clients with a wide range of interests in new products and technologies. Our clients are principally involved in the chemical, pharmaceutical, and consumer product industries. Their interests include:

- Adhesives and coatings
- Advanced materials
- Agricultural and veterinary chemicals
- Biocides
- Biomedical materials, devices, and technologies
- Bioremediation
- Biotechnology
- Catalysts
- Ceramics
- Chiral chemistry
- Composites
- Consumer and household products
- Degradable polymers and plastic recycling
- Diagnostic and healthcare devices and technologies
- Drug delivery technologies and devices
- Electronic materials and devices
- Environmental and pollution control technologies
- Ethical pharmaceuticals
- Fiber technologies
- Food additives, ingredients, and products
- Fuel cell technologies
- Gases and gas processing
- Intermediates and additives
- Lubricants and specialty fluids
- Membranes and separation technologies
- Nanoparticles
- Optical materials and devices
- OTC pharmaceuticals
- Packaging
- Petrochemical technologies
- Plastics and polymers
- Polymer processing
- Process control systems
- Pulp, paper, and printing chemicals and processes

Client Confidentiality

Client confidentiality is a critical element in the Licensing Locator program. At all times during the technology search and in all internal and external correspondence, the identity of the client is strictly confidential. A client's identity will be released to outside parties only with prior written authorization. By maintaining client anonymity, Technology Catalysts is able to provide the highest quality information on strategic alliance opportunities without alerting competitors.

Development of Client Search Request Profile

Since the needs of each client are individual in nature and priority, a kick-off meeting is held to develop the Client Search Request Profile to be used by Technology Catalysts in its global search. In the development of this profile, discussions are held to establish the base standard for the stage of development, geographic availability, and type of alliance desired for each technological area of interest. Clients may request an unlimited number of search requests and criteria to be used in a global technology search. After the initial kick-off meeting, the Client Search Request Profile is prepared for review and modification, as necessary, to ensure accuracy and that the proper priorities and search evaluation criteria are in place.

The Licensing Locator is a dynamic process; the client has the flexibility to modify the Client Search Request Profile at any time during the subscription period to allow for changes in priorities and development needs.

Feedback

Feedback and communication with the client is an integral component of a successful Licensing Locator program. After the completion of each report, the client will be contacted by the researcher(s) to discuss the results of previous reports and the objectives for future reports. During these feedback discussions, clients may choose to redirect or re-prioritize the search effort based on changing needs and interests. In general, the feedback sessions are conducted by telephone. On-site feedback meetings are held at the client's expense.

Technology Search

After the Client Search Request Profile has been reviewed by the client, TCI's experienced research staff initiates the search for technology opportunities that meet the criteria. Contact via telephone, face-to-face meeting, facsimile, or correspondence allows our researchers to personally approach and interview the key decision maker within each organization. Through this contact, non-confidential information that is not readily available is obtained. This information includes stage of development, patent status, commercial development plans, and competitive advantages of the technology. Further, this contact enables TCI to identify the specific objectives of each company in establishing strategic alliances for its technology.

In our search for new technology, TCI personally contacts organizations in countries throughout the world. Licensing Locator clients can request that the technology search be global or limited to specific geographic areas, depending upon their individual requirements.

Sources of Technology

The type of source used is dependent upon factors such as the technology area, level of development, and product markets. Typically, TCI personally contacts and interviews strategic alliance decision makers from the following sources:

- Corporate licensing and business executives
- SBIR winners and losers
- Start-up companies
- Corporate technology groups
- Not-for-profit institutions
- Research institutions
- Regional companies and products
- Conglomerates with non-core businesses
- Organizations with orphan technologies
- Government agencies
- Small business programs
- Major corporations
- Individual inventors
- Incubator programs
- University research

In addition, through attendance at leading trade shows, scientific conferences and symposia, and review of scientific publications from around the world, Technology Catalysts continually identifies, monitors, and assesses cutting-edge technological developments of interest to clients.

Client Specific Reports

For each technology opportunity, a concise summary is prepared including full contact information, relevant patent and commercial data, test results, stage of development, practical and potential applications, and competitive advantages. These summaries are organized on a periodic basis into one of three proprietary reports sent to the client during the subscription year. Each report also contains a listing of those technologies that are not available for license, joint venture, or acquisition. When possible, specific reasons as to the unavailability of technology are provided for competitive intelligence and insight into company plans and development activities.

After delivery of each report, TCI's researchers continue to accumulate opportunities and develop new product leads that match the Client Search Request Profile. The Licensing Locator is not a static service; new profiles can be added, and profile descriptions can be changed to provide a sharper focus.

Advantages

- Identification of technologies and/or products available for strategic alliance from global sources.
- All opportunities are developed through direct contact with the technology originator, developer, or representative.
- Opportunities are identified and pursued based on matching each technology with the Client Search Request Profile.
- Client anonymity is maintained at all times during the global technology search and subsequent reporting.
- Unlimited search requests and criteria are permitted in the preparation of the Client Search Request Profile.

- Small- to medium-sized privately-held companies and start-up companies located in technology incubators and science parks are contacted.
- Opportunities are provided without added brokerage fees or commissions, thus ensuring objectivity.
- Contacts are made with key decision makers at technology developers and provided with each opportunity.
- Continual communication between the client and TCI ensures that the technology search is accurately focused, prioritized, and successful.
- Competitive intelligence on technologies not available for license or strategic alliance is provided.
- All three proprietary reports are prepared by experienced technology transfer professionals.

TCI is a multinational consulting company specializing in technology licensing and assessment, small company acquisitions, technical and business research, and competitive intelligence. Fields covered include pharmaceuticals, drug delivery, chemicals, advanced materials, advanced processes, and consumer products such as food, cosmetics, toiletries, and packaging. Offices are located in the US, Canada, UK, Germany, the Czech Republic, Italy, Israel, Argentina, Brazil, Japan, China, Korea, and India.