Bringing UC Intellectual Property to Market
Tech-Transfer: Two Paths

Path Option 1: IP too raw to commercialize. C4E courses build prototypes, business plans and initial team formation.

Path Option 2: IP deemed ready-for-market. No need to go through C4E academic business modeling.

New business model and team seek assistance from Startup Lab.

Company Creation:
- IP License
- Funding
- Staffing

C4E Center for Entrepreneurship (UCSC)

NewCorp

Startup Lab
Students from different departments form teams that create business models for a chosen IP.
C4E Academic Program

- Undergrad Minor and Graduate Designated Emphasis
- Minor requirements: 25 upper division units
  - Can “augment” existing classes
  - Labs are eligible credits
  - Biz Competition as “Senior Project”
  - Satisfies DC requirement
- Graduate DE similar approval process and function
C4E + Business Management

All Courses are either required or electives within the BME Major. Blue courses are certified by C4E.

**Years 1-2**
- Econ 100A/B: Intermediate Micro/Macro Economics
- Econ 1,2: Intro to Micro/Macro Economics

**Years 2-3**
- Econ 115: Intro to Management Sciences
- Econ 138: Econ of Tech Management & Innov.
- Econ 169: Econ and Law
- Econ 113: Intro to Econometrics

**Year 4**
- Econ 195 (Ind. Study): Business Design Competition
- Econ 138: Econ of Tech Management & Innov.
- Econ 161A: Marketing
- Econ 161B: Market Research
- Econ 139A: Economics of E-commerce
- Econ 139B: E-commerce Strategies
- Econ 136: Bus. Strategy

Applied Math & Statistics 5: Statistics

Econ 10A/B: Accounting 1&2
Econ 11A/B: Math Methods
Launching NewCorp

- Patent(s) licensed from UC Regents to NewCorp (Not Startup Lab). Ownership of IP does not change.
- Principal Investigator (PI) receives shares and/or options in NewCorp, and receives salary and/or stipend, depending on level of participation*
- (C4E academic team joins NewCorp as salaried employees including stock and/or incentive options)
- EIR Also receives equity
Cash Distribution at Exit

- Equity converts to cash
- The Startup Lab returns its proceeds to original co-inventors, their departments, their labs, and their research
Startup Lab Services

- Market Assessment, Diligence, Business Planning
  - C4E Program and Industry Collaboration

- Corporate Management
  - legal, tax, accounting, office leasing, etc.
  - Fees covered by Startup Lab (if not offered pro-bono)
  - coordinate with campus counsel to assure UC compliance,
    PIs time-management, separation of research and commercialization, etc.

- Funding Advisement, Management
  - Ensure company is properly and optimally represented
  - Protects against inadvertent signing away future positions (e.g., Facebook)
  - royalties and other future income is not diverted surreptitiously, or suffer from other investor shenanigans.
Startup Lab Services

Team Building
- Assist in seeking, vetting and recommending candidates for executive level positions

Return on Equity
- Startup Lab commits 100% of the proceeds from its equity in the company back to co-inventors, their departments, and research via UC-regulated formulas.

Incubator Space
- Works with Dean of SoE to use space within Baskin. As the new PBSci building comes online, more space will also become available.
- Works with campus counsel to ensure compliance with UC and SBIR (et al) regulations
Advantageous Licensing Terms

- UCOP has agreed to a pro-forma template for companies working with Startup Lab to assure quick and beneficial licensing terms
- Startup Lab is engaging in the first license agreement now, which will serve as the template.
Bringing UC Intellectual Property to Market