



## COMMERCIALISATION OF RESEARCH OUTPUTS

**2019**

22-24 MARCH  
ISTANBUL



# MEET THE TRANIERS



**Fazilet Vardar Sukan**

Raising Awareness  
About IPR and  
Creating Policy and  
Directives at Universities



**Serhat Dalkılıç**

Managing Invention  
Disclosure Process



**Özlem Sevinç Tigin**

Managing Invention  
Protection Process



**Aysun Beyazkılıç Koç**

Preparing  
Commercialization  
Action Plan



**Bilgin Yazlık**

Working for the  
Marketing of  
Technology



**Mustafa Çakır**

Acceleration Of  
Commercialization  
Through Licensing  
And Spin – Off Creation

22 March 2019

## University Administrations and Enhancing Awareness (Fazilet Vardar Sukan)

- Preparation and application of policy and directive documents
- Creating Awareness Amongst Academics
- Patent comprehension for academics
- Commercialization strategies and technology readiness levels
- Supporting forming new projects for low technology readiness level inventions with industrial compaieso

22 March 2019

## Managing Invention Disclosure Process (Serhat Dalkılıç)

- Detailing information given in the invention disclosure form in order to ease the patent application
- Invention disclosure
- Analyzing patentability of invention
- Determining the technology readiness level of the invention and commercialization potential
- Preparing invention valuation report

23 March 2019

## Managing Invention Protection Process (Özlem Sevinç Tigin)

- Determining protection type and method according to results of invention valuation report
  - Protecting IP through Patents
  - Protecting IP as «know-how»
- Collaboration with the solution partners during the protection application
  - Patent Attorneys
  - Other TTO's and/or companies for joint Ips
- Managing the IP Contract Process
  - Setting up a Memorandum of Understanding (MoU) signed between inventors
  - Setting up an IP Transfer agreement between inventors and university
  - Management of IP contracts in multi-beneficiary projects of academicians and industry
  - Rights and liabilities on IP between inventor, university and industrial company
- Starting the patent applications process
  - Advantages and disadvantages of local or galobal protection
  - Quality vs Quantity of Parents

23 March 2019

## Preparing Commercialization Action Plan (Aysun Beyazkılıç Koç)

- Conducting market research of the invention
  - The Method of Market Opportunity Analysis (MOA)
  - The Preparation of MOA Report
- Defining customer segment
  - Segmentation targeting and positioning of invention
  - Value proposition of the invention
- Valuation of the invention
  - Patent valuation process
  - The components of the valuation pyramid
  - The qualitative methods of valuation
  - The analytical methods of valuation (Cost, Market, Income, Others)
- Commercialization plan according to specifications of the invention
  - Constituting commercialization action plan

24 March 2019

## Working for the Marketing of Technology (Bilgin Yazlık)

- Technical And Commercial Details of The Invention
  - Content preparation
  - Visual preparation
  - Marketing and Communication Methods (Exhibitions, Social Media, Press, Conferences)
- Identification of appropriate companies to introduce the Technologies
- Introducing the Technologies to relevant companies
  - Activities specific for companies
  - Pitching techniques to attract investors
- Contacting companies in order to organize one to one meetings

24 March 2019

## Acceleration of Commercialization Through Licensing And Spin-Off Creation (Mustafa Çakır)

- Basics of IP Commercialization
  - Basics of Licensing
  - Basics of Spin-off Creation
- Essential Elements of Licensing Agreements,
- Licensing Models for joint R&D Projects Between Companies and Universities
  - Creating Term-Sheet Documents
  - Defining Royalty Rates based on Technology Valuation
  - Licensing agreements and terms
  - Option agreements for technology commercialization
- Licensing Models and Equity Management for Spin-offs
  - Express licensing models
  - Equity sharing between university and spin-off
- How to create and manage «acceleration» activities in order to introduce the Technologies included in the portfolio to companies and investors
- Negotiation Strategies for Better Licensing
  - Technical and/or legal consultancy about negotiation/agreement period with companies and/or investors
  - Carrying Out Licensing Negotiation Processes with Companies and/or Investors

## **Fazilet VARDAR-SUKAN, RTTP, EuKTS**

**Director of Sunum  
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She is a chemical engineer with a Ph.D. In Biochemical Engineering. She has 20 years experience in University-Industry collaborations and has over 50 publications in Research&Development%Innovation Management.

She is the vice-president of USIMP and represents Turkey on ATTP General Board, AUTM International Committee, ASTP-NAAC, EuKTS Board and is a member of EPO Academic Advisory Committee. Currently, she is the Director of Sabanci University SUNUM Nanotechnology Research Center.

## **Serhat DALKILIÇ**

**Erciyes Technopark / Erciyes TTO, Kayseri  
IP Coordinator  
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Serhat DALKILIÇ is RTTP certificated Technology Transfer Expert and the Coordinator of IP Department at Erciyes Technology Transfer Office. He has been working at TTO more than 6 years and he is IPR Department Coordinator since the establishment of TTO in 2012.

He has BSc and MSc Degrees in Civil Engineering from Erciyes University. He received decent trainings about IP since 2012 and improved capability of IP business with these trainings. He is an European IPR Helpdesk Ambassador for Turkey.

He has experience in unusual and innovative licensing methods and strategies. He is an IP Trainer and he provides training for students, Academics, R&D Staff and Sector Professionals.

## **Özlem Sevinç TİĞİN, RTTP**

**IP&Commercialisation Coordinator,  
ARINKOM TTO, Eskişehir;  
Vice-President of TTP Association  
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She is a ceramic engineer. She has been working at University more than 8 years and she is IP and Commercialization Coordinator since the establishment of TTO in 2013.

She has been working at ARINKOM TTO as Intellectual Properties and Commercialisation Coordinator since 2013; in the same time, she took place as a member of Intellectual Properties Evaluation Council.

Özlem Tigin is IP and Commercialisation Coordinator at Anadolu University Technology Transfer Office (ARINKOM TTO), RTTP certificated Technology Transfer Expert and vice president of Technology Transfer Professionals Association.

**Aysun BEYAZKILIÇ KOÇ, RTTP  
Deputy Manager/Strategic Projects, İTÜNOVA  
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She has a BSc degree in Mathematical Engineering and an MSc degree in Management Engineering from Istanbul Technical University. She made a comparative evaluation study on Intellectual Property valuation methods as her master's thesis. She's still carrying out a project related to IP valuation methods funded by the ITU Scientific Research Project Department.

She has been working at ITUNOVA TTO since its establishment in 2013. At ITUNOVA TTO, her main responsibilities are University-Industry/Government collaboration, project management, and IP Commercialization as the Deputy Manager of Strategic Projects. She is also RTTP certified. Previously, she had experience as a researcher in a project consultancy company.

## **Bilgin YAZLIK, RTTP, PMP**

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Bilgin YAZLIK is RTTP and PMP certificated Technology Transfer Expert and the Director of Erciyes Technology Transfer Office. He has been working at Erciyes Technopark more than 14 years and he is Director of Erciyes TTO since the establishment in 2012.

He has BSc and MSc Degrees in Electrical and Electronic Engineering from Erciyes University. He received decent trainings about IP since 2012 and improved capability of IP business with these trainings.

He has worked with more than 500 start-up beyond their incubation period. He is managing more than 50 IP and established 3 IP license.

## **Mustafa ÇAKIR, RTTP, EuKTS**

**IP and Licensing Expert, Sabanci University TTO,  
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He is an industrial engineer with 10 years experience in University- Industry collaborations, IP and Licensing. He has been involved in R&D&I related capacity building EU projects between 2008-2016 as part of his responsibilities at EGE University EBILTEM-TTO IPR and Licensing Unit Manager.

He was the Project expert in EPO led Project for disseminating IP in Universities, in house Project coordinator for TTO-Turkey and Progress TT projects as well as senior tech transfer specialist in Enterprise Europe Network (Ebic-EGE)

Currently he is a Patent Attorney and IP Management and Licensing expert at Sabanci University TTO. He is also IP Help Desk Ambassador, LES International Vice-chair for external.