

Building a TT Business Plan

Designing a TT Business Plan for Black Box University

Track 3: Session 3

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About Black Box University (BBU): Just the Facts

- It is located in a rural environment, some distance from a major industrial city
- Its research base is the highest of any university in the country. Industry funds 50%
- Some of its faculty are entrepreneurial, most are interested only in “outside the box” research and publishing
- BBU has no IP policy
- BBU has agreed to support technology transfer (fixed budget) for 3 years, then it must be self-sustaining
- TT Finders, Inc., a commercial tech broker is interested in managing BBU’s innovation portfolio

The “Designers” Challenges

- By Subgroup analysis and Proposal
 1. Overcoming the physical environment
 2. Dealing with the funding base
 3. Turning faculty researchers into inventors and entrepreneurs
 4. Developing an IP Policy
 5. Building long-term sustainability
 6. Placing the TT activity at home, an affiliated organization or out-sourcing to TT Finders