### Innovation Advancement Program

Sandra Day O'Connor College of Law Arizona State University

http://law.asu.edu/iap

### What Is the IAP?

- A partnership between two new and innovative student groups that provide essential services to Arizona's innovators, entrepreneurs, small businesses, and technology transfer professionals
  - Innovation Advancement Legal Clinic
    - Rule 38 certified law students only
    - Guidance provided by an experienced attorney, the "Counsel in Residence"
  - Innovation Advancement Consulting
    - Business, science, engineering, other non-law students, and interested law students
    - Guidance provided by an experienced professional, the "Entrepreneur In Residence"

### Goals of the IAP

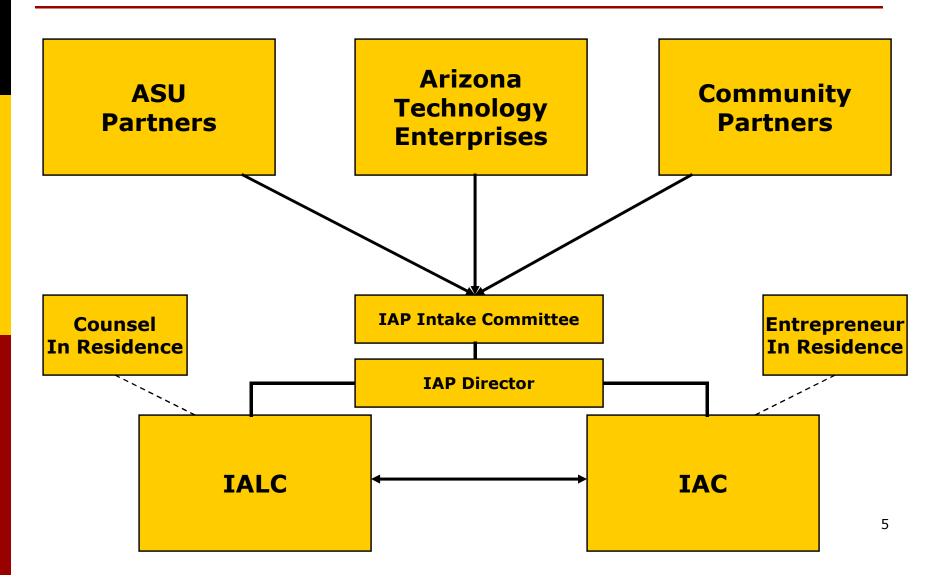
- Benefit Entrepreneurs and Tech Transfer Professionals
  - Low cost services
  - Education through interaction
  - Networking
- Benefit Students
  - Learn entrepreneurial concepts and processes by analyzing others' ventures/ideas
  - Multidisciplinary interactions
  - Seminar Series/Classroom Topics
- Benefit Arizona
  - Percolate "fundable" high growth Innovation Advancement
  - Supply services to the entrepreneurial "hub" at SkySong
  - Increase the number of graduating students with specialized training

### What Services Are Provided?

- Innovation Advancement Legal Clinic
  - Business Formation
  - NDA/CA/MTA Creation
  - Prior Art Searches/Patent Landscapes
  - Intellectual Property Audits
  - Licensing Agreements and IP Assignments
  - TM/Copyright Consulting
  - Employment Agreements focused on IP Protection
  - Patent Education/Training

- Innovation Advancement Consulting
  - Technology Assessments
  - Market Research and Analysis
  - Financial Model Creation
  - Ownership Structures
  - SWOT/Porter's Five Forces Analyses
  - Strategy Formation
  - Staffing Analyses
  - Implementation Plans
  - Supply Chain Assessment

# Referral/Project Flow



### IAP Student Benefits

- Learn the technology commercialization process
  - Technology Assessments
  - Patent/Prior Art Searches
  - Market Assessments
  - Commercialization Strategies
  - Business Planning
  - Capital Markets and Formation
  - Work With Experienced Professionals
- Exposure to students from other areas of the university
  - Law
  - "The Sciences" (Chemistry, Biology, Physics)
  - Engineering
  - Business
- Attend a lecture series regarding tech transfer issues
  - IP valuations
  - IP due diligence
  - Venture Capital Markets
  - Business Agreements and Structures
  - Crowdfunding
  - Many more!

## Requirements

- Each participant will be asked to spend 15 -20 (law) or 10-12 (others) hours per week on their IAP project(s)
  - Update progress weekly to IAP Director
- One hour each week will be spent in a IAP team meeting
  - Wednesdays noon-1pm ATTENDANCE REQUIRED
- Each participant will be asked to hold four 'office hours' each week
  - The student sets their own 'office hours'
  - Must be during regular business hours (8am to 5pm)
  - Office located at SkySong
- Remaining time is flexible
  - Work at home, on campus, wherever!
- Credits earned through your department/school
  - Law = 6 (15-20 hours/wk + 2 hr in classroom)
  - MBA = 4
  - Everyone else = 3

### Who should be interested?

- Not for every student
- Helpful to students interested in
  - Entrepreneurship
  - Private Equity/Venture Capital/Investment Banking
  - Corporate or Patent Law
  - Intellectual Asset Management or Consulting
  - Business Development with a Technology-based Firm
  - Research and Development
  - Intellectual Asset Procurement or Licensing
  - Product Design

## Projected Impacts

- □ ~15 students each semester
  - 8-10 new law students (6 credits)
  - 5-8 non-law students (business, engineering, science)
- 12-18 new clients each semester
  - Mix of legal and corporate work
  - Mix of IP vs. corporate work, market research vs. strategy
  - Mix of various technologies
  - Mix of socioeconomic status and backgrounds
- Increase the depth of viable technology companies in AZ
  - Form 6 new companies each semester
  - "From ideas to businesses" via consulting services
  - Better educated and prepared group of entrepreneurs/ innovators



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