



# Technology Ventures Services Group

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**Professor Eric Menkhous**

Sandra Day O'Connor College of Law  
Arizona State University

# What Is the TVSG?

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

# What Opportunities Are Addressed By The TVSG?

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- Local Innovators, Entrepreneurs, and Small Businesses
  - Arizona, specifically the Phoenix area, has significant community of innovators, entrepreneurs, and small businesses. However, these innovators are often lacking the skills and expertise necessary to form and run a successful enterprise. Additionally, they lack the funding necessary to hire competent professionals to fill in their knowledge gaps.
- Professionals and Service Providers
  - Local professionals and service providers are often contacted by persons or companies seeking their advice but lacking the resources to pay for the services they will receive. There is a need to refer these potential future clients to a resource that can develop ideas into businesses.
- Students
  - Arizona State University students are learning the skills and obtaining the necessary expertise necessary for successful innovation and small business in classroom settings every day. However, students lack experiential learning opportunities through which they can put what they've learned in the classroom to work in "real life" situations.

# What Services Are Provided?

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## □ Technology Ventures Legal Clinic

- Business Formation
- NDA/CA/MTA Creation
- Prior Art Searches/Patent Landscapes\*
- Intellectual Property Audits
- Patent Infringement Analysis\*
- Licensing Agreements and IP Assignments
- TM/Copyright Consulting
- Employment Agreements focused on IP Protection
- Patent Drafting Consulting\*
- Patent Education/Training\*

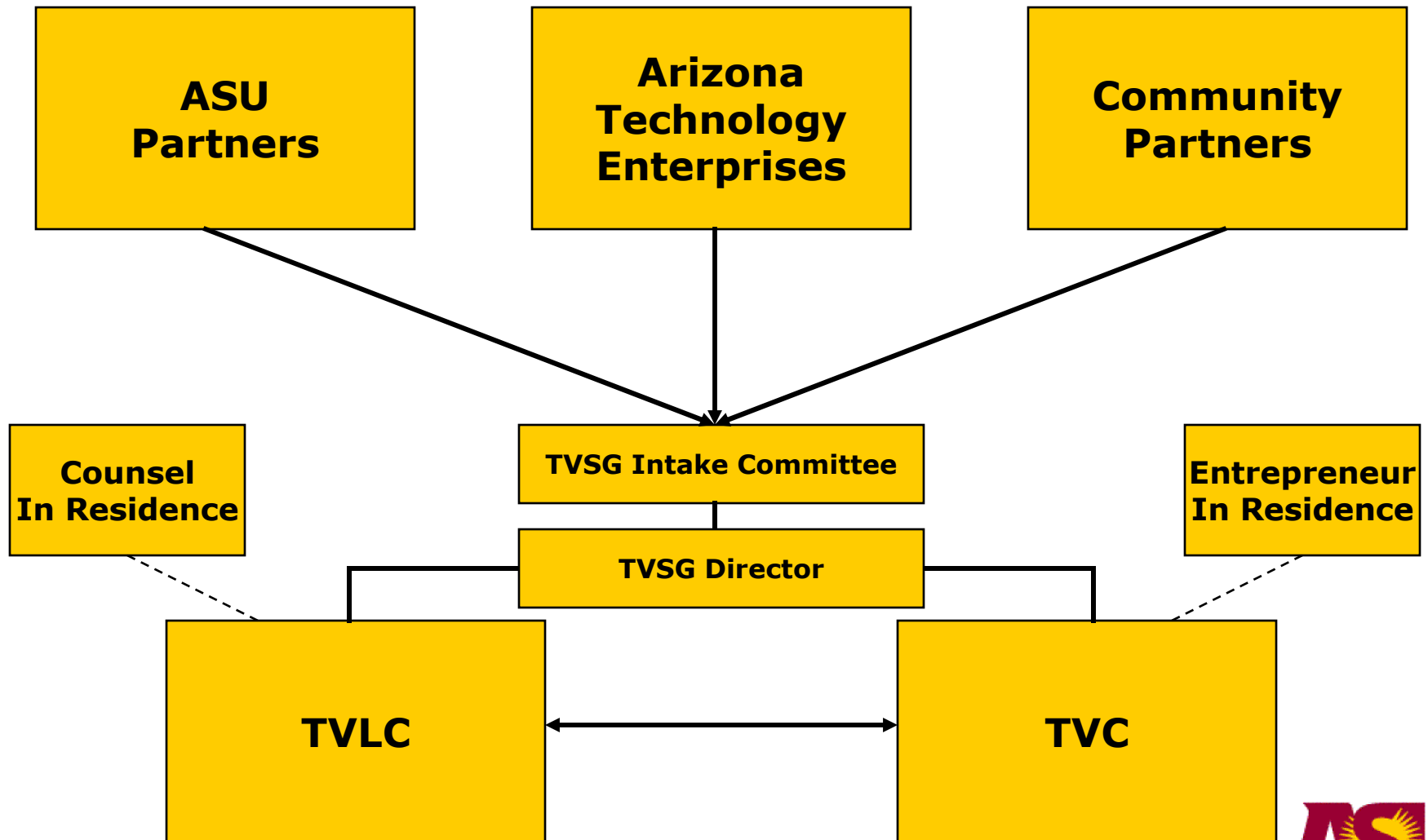
\*Possible through the Steven G. Lisa Foundation Patent Law Fellows Program

## □ Technology Ventures 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



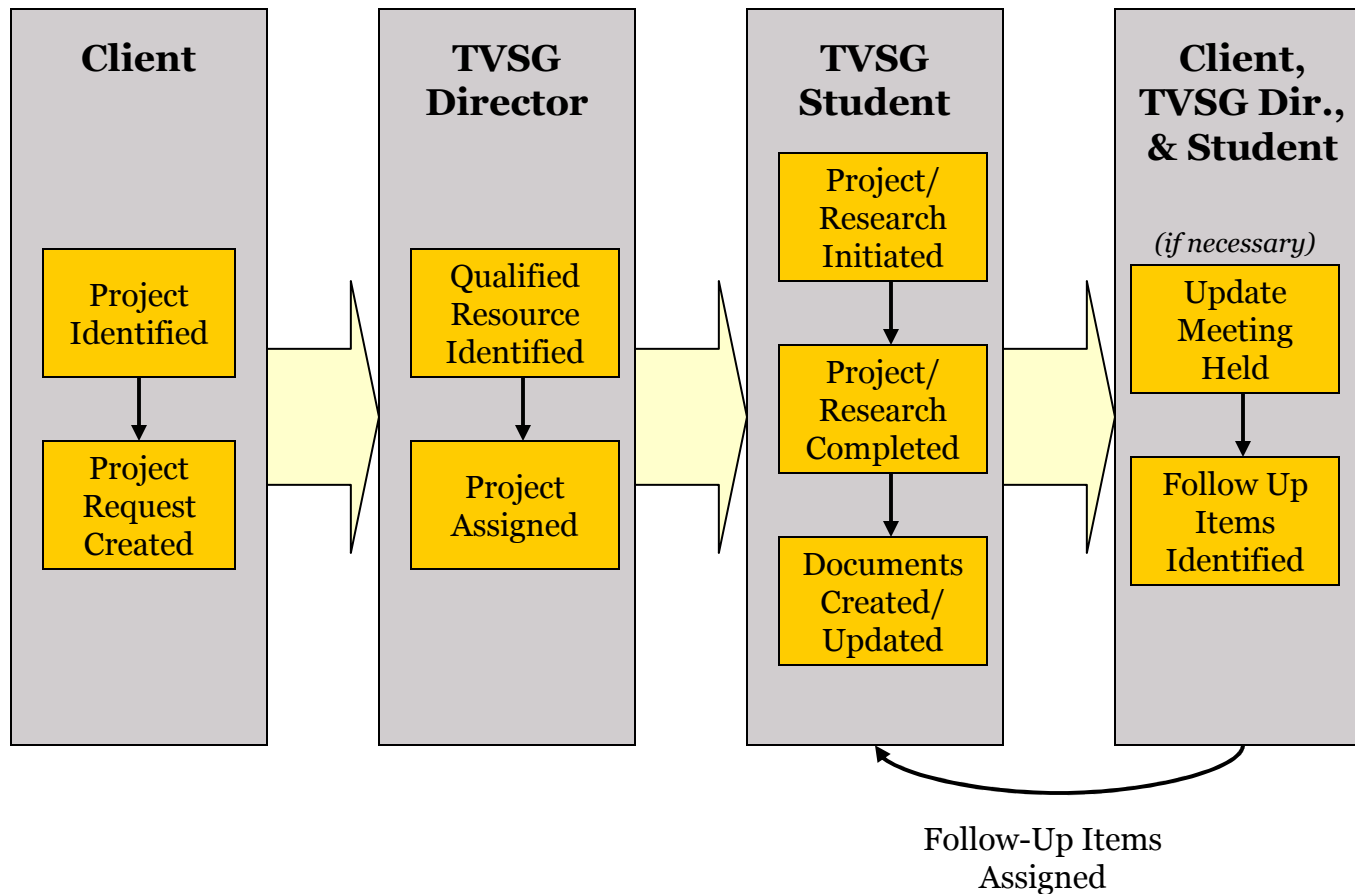
# Referral/Project Flow



# TVSG Basic Process Flow

## Requested Projects

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# TVSG Student Benefits

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- 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
  - Sell vs. License vs. Joint Venture
  - Many more!

# Requirements

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- ❑ Each participant will be asked to spend 15 -20 (law) or 10-12 (others) hours per week on their TVSG project(s)
  - Update progress weekly to TVC Director
- ❑ One hour each week will be spent in a TVSG team meeting
  - Mondays 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?

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- Not for every student
- Helpful to students interested in
  - Technology 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



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# Questions?

**Eric Menkhus**

**480.727.8856**

**[eric.menkhus@asu.edu](mailto:eric.menkhus@asu.edu)**

**<http://law.asu.edu/techventures>**



# Still Interested?

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- Fill out and send a TVSG Application Form to Eric Menkhus, TVSG Director
  - [eric.menkhus@asu.edu](mailto:eric.menkhus@asu.edu)
- Interview with Eric
- If chosen, work with your department to sign up for the associated course
- Attend the orientation session, which will be scheduled for the Friday (pm) and Saturday (am) before the semester officially begins