



RUTGERS
Office for Research

Innovation Ventures

Helping students commercialize Rutgers Technologies

**Shemila Sultana, Wenjuan Zhu
and Eusebio (EZ) Pires**

Reach out to us for any questions and if you would want us to come talk to any RU faculty, staff, postdocs and students:

innovate@research.rutgers.edu

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Innovation Ventures FY2022

The mission of **Innovation Ventures** is to partner with the **Rutgers community** to **encourage** deliberate innovation, **protect and leverage** Rutgers intellectual property, **foster** collaboration with industry, and **enable** entrepreneurship.



From Ideas



to Impact

Rutgers Innovation Ventures

Innovation Ventures

Life Sciences



Fred Banti

Associate Director



Shemaila Sultana

Assistant Director



Ryan Escolin

Licensing Manager



Alex Turo

Licensing Manager

Physical Sciences/Engineering & Agriculture



Deborah Perez Fernandez
Acting Executive Director



Lisa Lyu
Assistant Director



Maricely Ramirez-Hernandez
Licensing Manager

Software & Creative Works



Andrea Dick
Associate Director



Wenjuan Zhu
Licensing Manager

New Ventures & Commercialization Funding



Yair Harel
Executive Director



Dan Benderly
Associate Director



Mark DeGuzman
Manager



Pragati Sharma
Associate Director



Manisha Bajpai
Manager

Intellectual Property



Sharon Fudge
Intellectual Property
Manager



Alex Pechhold
Patent Prosecution
Manager



Jane Callahan
Sr. Patent
Administrator



Lin Tong
Patent Information
Specialist



Deborah Perez Fernandez
Acting Exec Director

Marketing & BD



Eusebio Pires
Sr. Manager
Technology Marketing & Business Development



Jose Dominguez
Business Specialist
Inteum Database Manager



Gayle Chong-Barber
Senior Administrative Assistant

Finance & Compliance



Wael Hanna
Director



Yong Zhang
Assistant Director



Bassam Rafayel
Accounting Specialist



Arsany Zaki
Accounting Assistant



Christine Chow
Business Specialist



Eriny Shenouda
Accounting Assistant



Intellectual Property Policies

Our Innovation Ventures Team is dedicated to helping you **transition your technologies**
and copyrighted materials from **IDEA** to **IMPACT**

Intellectual property is protected by:

Patent

Protects innovations
(content)

Copyright ©

Protects expression
(style)

Trademark ® ™

Protects brand

Trade Secret

Protects proprietary
business information

Under Rutgers Patent Policy, University holds the rights to intellectual property invented by faculty & staff, pays for patenting costs & fees, markets and negotiates licenses & distributes licensing income to:

(a) Inventor(s): **35%**

(b) Research/Academic Unit(s): **30%**

(c) Innovation Ventures: **30%**

(d) TechAdvance Commercialization Fund: **5%**

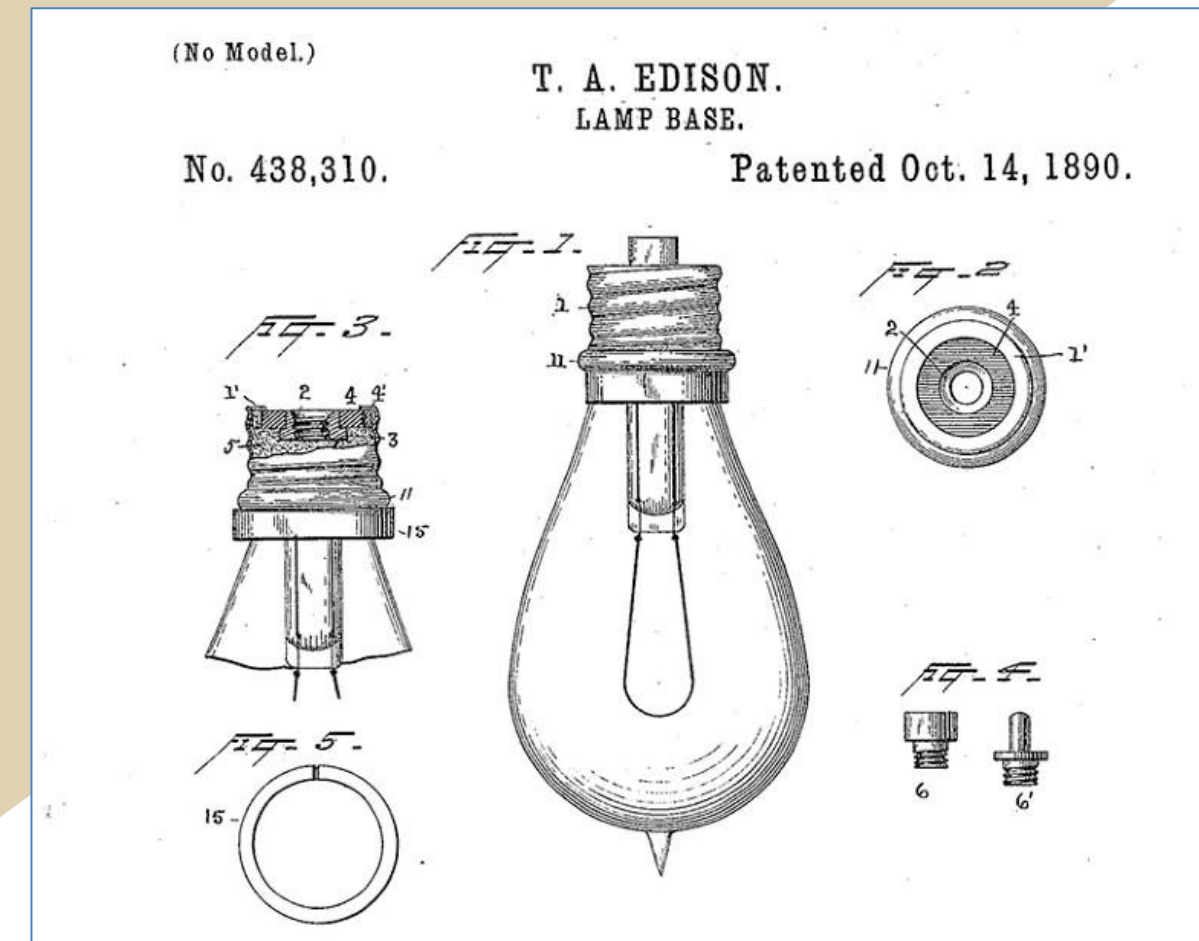
Patent Policy for Students

Rutgers University encourages its students to be entrepreneurial and to seek out new and innovative solutions to existing challenges.

Once you file a disclosure and TTO submits a provisional patent application- students can present research at conferences, thesis defense and publish in peer-reviewed journals.

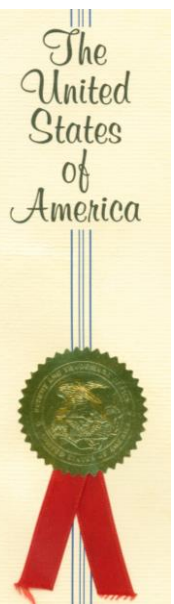
Rutgers will disclaim ownership for all student innovations/intellectual property unless it is conceived or reduced to practice:

- (a) under a sponsored research agreement or other agreement with a third party;
- (b) within the scope of faculty supervised graduate thesis or dissertation work;
- (c) within the scope of the student's employment with the University; or
- (d) with the significant use of University resources. The "significant use of University resources" refers to the use of University facilities that are not commonly available to all students.



Patenting your bright ideas can be a great way to start moving into entrepreneurship. Credit: U.S. Patent Office

<https://www.nature.com/articles/d41586-021-03438-x>



Brineura

- Developed by Rutgers professors **Peter Lobel** and **David Sleat** (Biochem & Mol Bio) in partnership with BioMarin.
- A life-changing enzyme replacement therapy (ERT) that slows the progression of a form of Batten disease in children.
- The first FDA approved ERT administered directly to the brain.
- Licensing revenue was funneled into seeding the Tech**Advance** Commercialization funding program!





Commercialization Funding

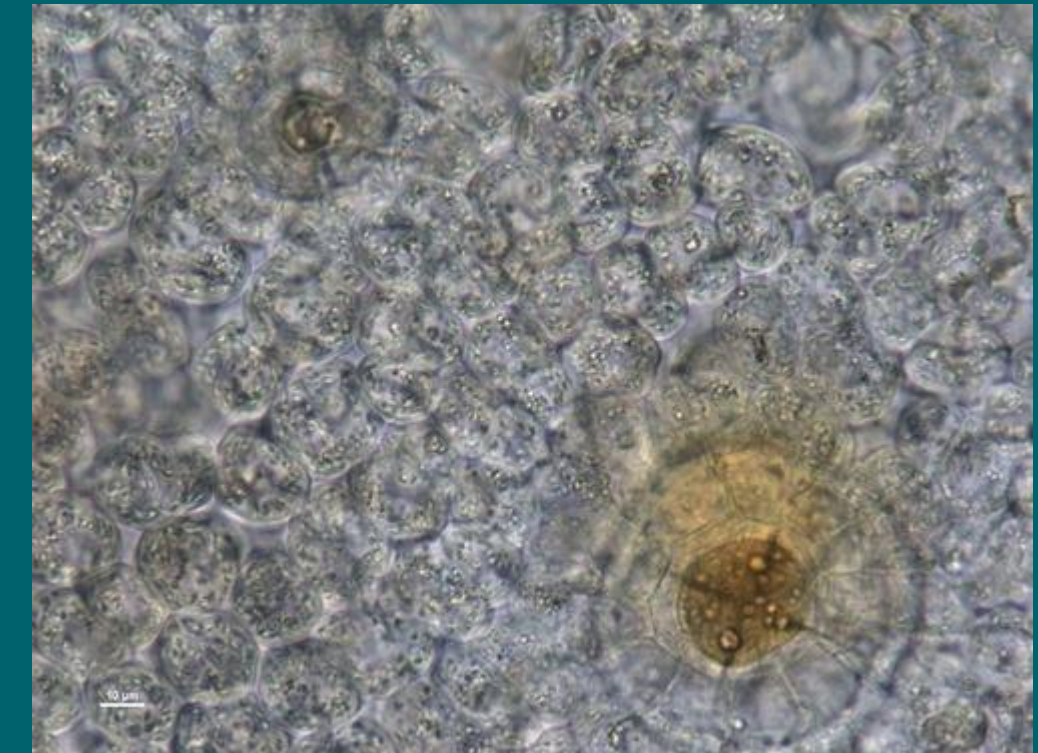
- Tech**Advance**[®] is an early-stage-technology fund that provides funding to advance promising technologies toward commercialization (\$25,000 to \$75,000).
- Health**Advance**[®] Fund provides commercialization funding to assist the development of early-stage life sciences technologies (\$50,000 to \$150,000).

Visikol

- Student-led innovation. **Michael Johnson** developed technology in **James Simon's** lab, Department of Plant Biology, SEBS.
- Tissue clearing reagents for use in imaging, processing, and image analysis of a wide range of tissues.
- Licensed to Visikol, a Rutgers start-up company offering contract research services in advanced imaging and image analysis, 3D cell culture models and AI-enhanced digital pathology.
- Recently acquired by Cellink.



Visikol® MOUNT™



Visikol MOUNT is a formulation of Visikol for Plant Biology that is designed to dry in order to form permanent mounts for microscopy slides.

New Ventures



- Sometimes the better path to commercialization for a technology is through forming a startup around the innovation.
- New Ventures team can assist with building a startup through:
 - Providing seed funding (Genesis Seed Fund up to \$40,000 with a \$30,000 match obtained by founders).
 - Developing the business model;
 - Introducing to investors and helping with the pitch deck;
 - Introducing startup to service providers (e.g. lawyers);
 - Identifying and approaching business founders (EIR program);
 - Developing IP strategy;
 - Accessing and applying to non-dilutive funding sources (e.g. QED);

Marketing & Business Development



Services:

Marketing materials-

- ❖ Non-confidential flyers/1-pagers
- ❖ Non-confidential deck (to R&D/BD team)
- ❖ Promotional materials for social media

Business Development-

- ❖ Identify and establish industry leads
- ❖ Facilitate partnerships/collaborative interactions
- ❖ Road to Commercialization symposiums (Spring, Summer and Fall)



Impact



Idea

Innovation Disclosure

innovatorportal.rutgers.edu

NOI Evaluation

Patent Application

Invention Marketing

License OR Startup OR
Sponsored Research

Alliance Management

Our Process

Fellowship programs

Rutgers Office for Research, Innovation Ventures offers many fellowships for Masters, PhD, and postdoctoral fellows to explore career opportunities in:

- Intellectual Property
- Technology Transfer
- Commercialization Funding
- Start-ups
- Marketing and Business Development
- Alliance Management



Technology Transfer Fellowship Program

- Started in 2009 (2009-2021 “internship”)
- Have trained more than 100 interns
- Through this program, interns/fellows will learn
 - the necessary steps to protect and commercialize the results of scientific research
 - how to evaluate an Invention Disclosure, prepare Non-Confidential Summaries, and identify and reach out to prospective licensees
 - business terms of various agreements that govern Technology Transfer in universities



START YOUR CAREER WITH US!

INNOVATION VENTURES SENIOR FELLOWSHIP PROGRAMS

Innovation Ventures, the technology transfer office of Rutgers University, invites **Rutgers graduate students (Masters and PhD)** and **postdoctoral fellows** to apply for any or all of our three paid **Senior Fellowship Programs**, which begin **Summer-Fall 2022**.

COMMERCIALIZATION FUNDING:

- **What:** Learn the process related to TechAdvance and HealthAdvance, early-stage technology funding programs that accelerate the commercialization of Rutgers researchers' inventions.
- **Requirements:** Minimum 8-10 hours/week
- **Deadline to apply:** May 30, 2022

NEW VENTURES:

- **What:** Participate in all aspects of supporting start-ups based on Rutgers innovations, including working with the licensing team to better understand the IP and commercial markets around technologies and identify startup opportunities
- **Requirements:** Minimum 10 hours/week (could be full-time during the Summer)
- **Deadline to apply:** May 30, 2022

TECHNOLOGY MARKETING & BUSINESS DEVELOPMENT:

- **What:** Learn and implement our marketing processes, and work with several stakeholders towards the successful partnership around a technology. Interact with industry, participate in business development meetings and promote Rutgers technologies.
- **Requirements:** Minimum 10 hours/week
- **Deadline to apply:** May 30, 2022

<https://research.rutgers.edu/researcher-support/innovate/internship-opportunities>



Technology Marketing and Business Development

WHO SHOULD APPLY

Rutgers Masters, PhD, and Post-Doctoral candidates to apply for a 1-year Senior Fellowship Program beginning Summer 2023

PROGRAM REQUIREMENTS

- Must be currently enrolled in Rutgers Masters or PhD program with an expected graduation date of December 2024 (or later) or is a current Post-Doctoral candidate at Rutgers.
- Background in STEM, Agriculture, Social/Behavioral Sciences, Law, or Business.
- Commitment of minimum of 10 hours/week (or up to 20 hours/week). Ability to work onsite and remotely.
- For PhD candidates: Completed coursework necessary for the degree and passed the applicable qualifying exams for PhD candidacy. Must be in good academic standing and get approval from academic advisor.
- Team player, good communication skills and has a passion for marketing and business development.



TM&BD PROGRAM DETAILS

- Interact with the Licensing Team to better understand the IP around the technology.
- Get trained on Minuet (Minuet™ *is a new enterprise ecosystem from Inteum Company to help manage intellectual property portfolio*).
- Prepare Marketing 1-pager documents, export the contents our online Tech Publisher site.
- Get trained on Data Analytics and Consulting tools to identify potential industry partners.
- Communicate with industry and promote Rutgers technologies.
- Participate in business development meetings with potential partners.
- Coordinate Innovation Ventures Road to Commercialization Symposium Series and other promotional events.
- Participate in the Innovation Ventures Technology Transfer Fellowship education series held late summer-early Fall. Topics include marketing of technologies, interacting with industry, and the basics of IP.
- Train the in-coming Senior Fellows.



New Ventures

WHO SHOULD APPLY

Rutgers Masters, PhD, and Post-Doctoral candidates to apply for a 1-year Senior Fellowship Program beginning Summer 2023

PROGRAM REQUIREMENTS

- Must be currently enrolled in Rutgers MBA, Masters or PhD program with an expected graduation date of December 2024 (or later) or is a current Post-Doctoral candidate at Rutgers.
- Background in one of the following areas: STEM, Social/Behavioral Sciences, Law, or Business.
- Commitment of minimum of 10 hours/week (could be full time over summer). Ability to work onsite and remotely.
- For PhD candidates: Completed coursework necessary for the degree and passed the applicable qualifying exams for PhD candidacy. Must be in good academic standing and get approval from academic advisor.
- Team player, good communication skills and has a passion for marketing and business development.



NV PROGRAM DETAILS

Senior New Ventures Fellows will participate in all aspects of supporting start-ups based on Rutgers innovations, including:

- Map and understand the innovation ecosystem specifically as it relates to University innovations, including incubators, accelerators, and investors
- Interact with the Licensing Team to better understand the IP and commercial markets around technologies and identify startup opportunities
- Support founder teams to develop business and financial models and pitch decks, including for investors and SBIR audiences
- Maintain a database of startups based on Rutgers innovations
- Participate in the Innovation Ventures Technology Transfer Fellowship education series held late summer-early Fall. Topics include marketing of technologies, interacting with industry, and the basics of IP.
- Train the in-coming Senior Fellows.



Commercialization funding

WHO SHOULD APPLY

Rutgers Masters, PhD, and Post-Doctoral candidates to apply for a 1-year Senior Fellowship Program beginning Summer 2023

PROGRAM REQUIREMENTS

- Must be currently enrolled in Rutgers Masters or PhD program with an expected graduation date of December 2024 (or later) or is a current Post-Doctoral candidate at Rutgers
- Background in STEM, Social/Behavioral Sciences, Law or Business
- Commitment of 8-10 hours per week with the ability to work onsite and remotely
- For PhD candidates: Completed coursework necessary for the degree and has passed applicable qualifying exams for PhD candidacy. Must be in good academic standing and get approval from academic advisor
- Team player with a passion for translational research projects



CF PROGRAM DETAILS

- Learn the various steps and processes in the funding mechanism and assist the IVCF team/ program manager in screening applications and ensuring they align with funding requirements, especially around Intellectual Property (IP), Conflict of Interests, and other disclosures. Identify potential industry reviewers to match the application and capture the details emerging from the review process towards making an effective funding decision meeting.
- Train to use the commercialization fund application submission and reviewing platforms, including updating data/tracking applications in various stages of the pre-award, review, funding and post-award process.
- Participate in outreach, training programs.
- Interact with the Licensing Team to better understand the IP around the technology and/or licensing deals/terms associated with technology.
- Participate in the lecture series organized by the Licensing team, as well as the Innovation Ventures Fellowship education series held in the Fall. Topics for the former include marketing of technologies, interacting with industry, and the basics of IP and New Ventures or Start ups.
- Train the incoming fellows.

Technology Transfer Fellowship Program (Legacy Internship Program)

Innovation Ventures Technology Transfer Fellowship Program is divided into 2 parts:

Part 1: Educational workshop series (2 months): It will begin with several lecture-style sessions on intellectual property law, contracts/agreements relevant for academic tech transfer, technical writing, marketing and licensing. After each session, assignments will be given. Participants will be expected to reach a certain level of expertise to carry out basic technology evaluation and marketing independently with minor supervision.

Part 2: Opportunity to work with assigned Licensing Manager (10 months): Hands on training in various aspects of Technology Transfer processes.

Upon completion of the program (2+10months), fellows will receive a certificate and a flat fellowship award (\$2500-\$3500), subject to university policies and department criteria.



What is Required?

- Minimum of 1 year commitment to the program
- Ability to dedicate 5-8 hours/week
 - 2 to 3 hours for attending lectures or meeting with the Innovation Ventures staff remotely,
 - Additional 3 to 5 hours to be spent carrying out projects
- Approval from your PI or Advisor



Fellowship Program Schedule

Part I: lecture series

1. Meet & Greet; Introduction to Innovation Ventures & the Fellowship Program
2. Patents + Copyright and Trademark
3. Technology Assessment & Assignments
4. Technology Assessment Presentation & Review
5. Marketing & BD
6. Marketing Assignments Presentation & Review
7. Agreements + Academic Startup Companies

Part II: working with licensing manager on projects

Individual meetings with assigned LM





Questions

Reach out to us for any questions:
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shemila.sultana@rutgers.edu
wenjuan.zhu@rutgers.edu