



May 7th 2014

Strengths and Weaknesses of the Japanese Approach to Technology Transfer

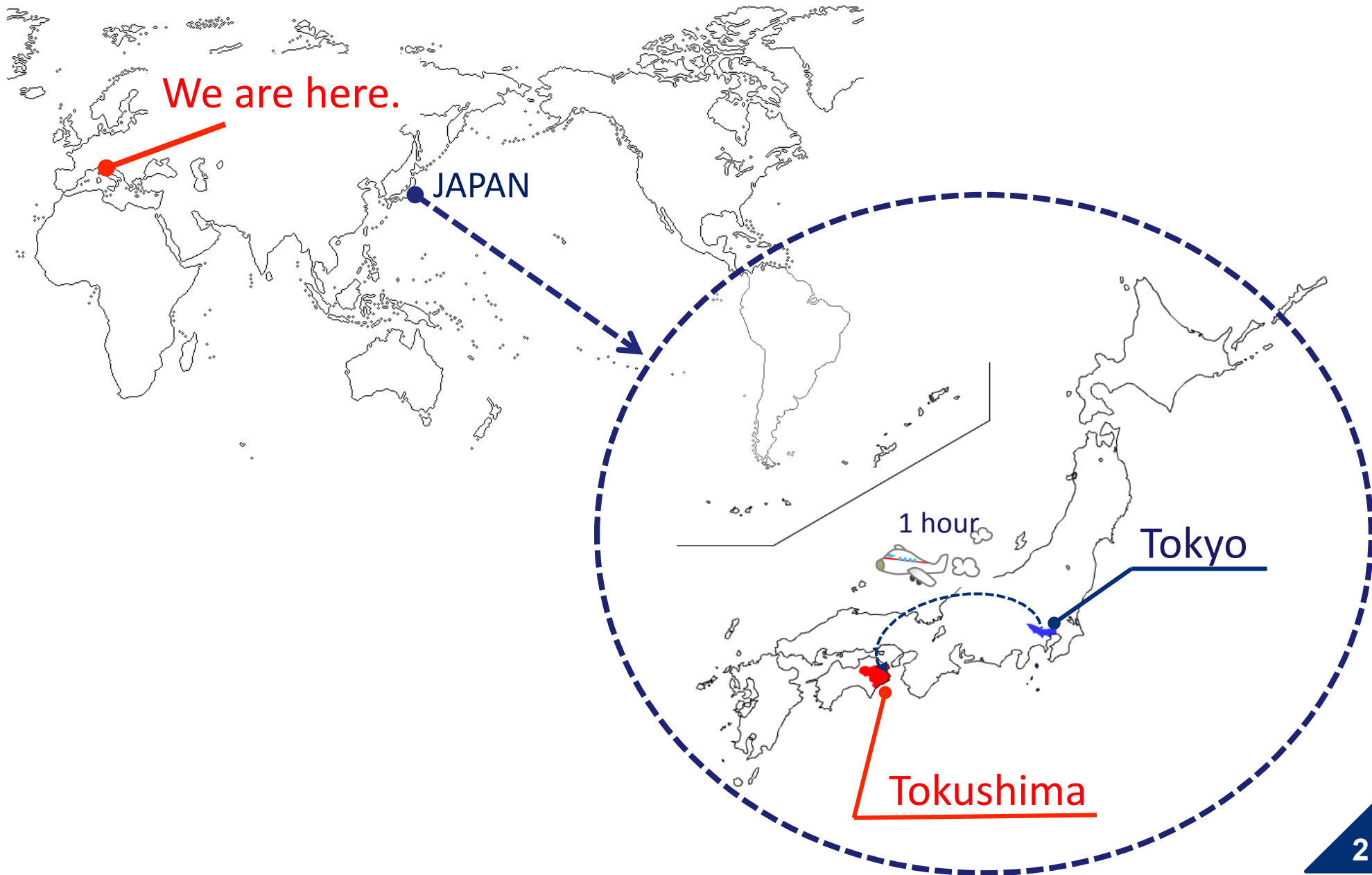
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Department for Promotion of Industry- Academia-Government Collaboration,

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JAPAN

Where are we?



Personal Background



CCTEC CORNELL CENTER FOR TECHNOLOGY
ENTERPRISE AND COMMERCIALIZATION

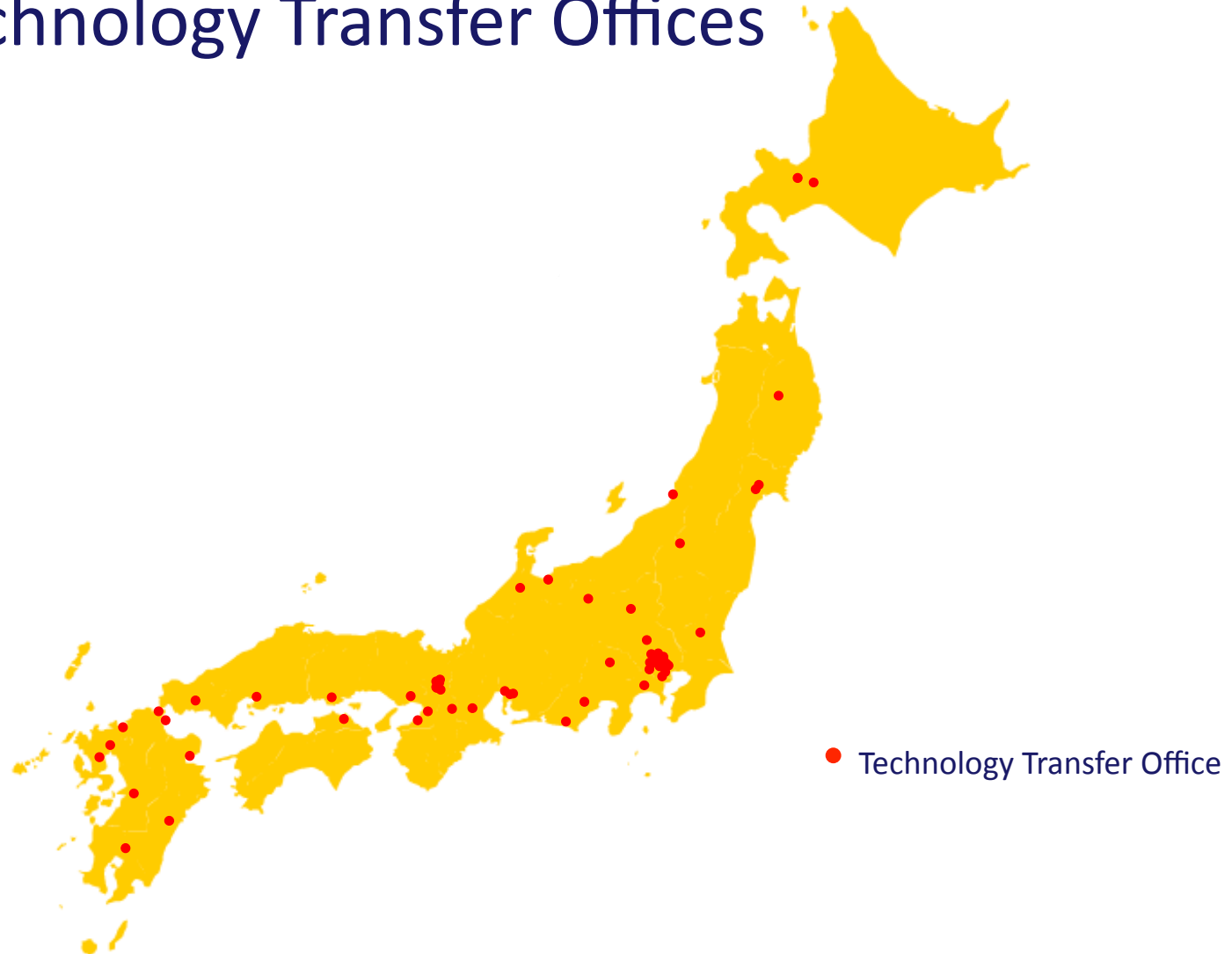
where INNOVATIONS
mean BUSINESS





The Japanese Bayh-Dole law

- Enacted in 1998
- 96 Technology Transfer Offices





Question

Q. How many profitable technology transfer offices (TTOs) are there in Japan?

A: 3

B: 30

C: 50

D: 96



Profitable and Successful TTOs in Japan

- Kansai TLO, Office of Technology Transfer, Kyoto University
- CASTI, Office of Technology Transfer, The University of Tokyo
- Tech-Manage, Office of Technology Transfer, Osaka University

Why are these technology transfer offices (TTO) profitable and successful?

- Existing TTOs inside the University
- Existing TTOs outside the University



Inside



Outside

Ranking of Licensing Revenue of Japanese Universities

“Outside” is bigger than “Inside”.

| No. | Organization | In/Out | Licensing Revenue [\$] |
|-----|-------------------------------|--------|------------------------|
| 1 | Kyoto University | Out | 2,242,910 |
| 2 | The University of Tokyo | Out | 1,385,490 |
| 3 | Osaka University | Out | 762,440 |
| 4 | Nihon University | In | 413,990 |
| 5 | Hokkaido University | Out | 411,170 |
| 6 | Tokyo institute of Technology | Out | 343,010 |
| 7 | Tohoku University | Out | 336,460 |
| 8 | Kyushu University | Out | 334,300 |
| 9 | Keio University | In | 316,940 |
| 10 | Kochi University | Out | 229,940 |

FY2012 大学等における産学連携等実施状況について,
Ministry of Education, Culture, Sports, Science and Technology



Advantages of “Outside”

- Effective management
- Short-term decision-making
- Easy recruit external staff



“Outside” TTOs are
profitable and successful in Japan

- Emphasis on marketing
- Associates frequently visit companies
- Produce business

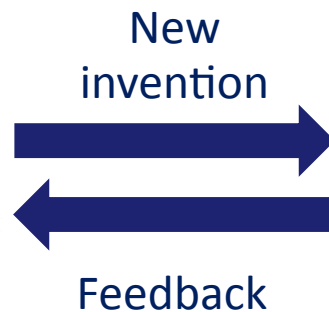
Marketing Method #1

How to Find Potential Customers

- an important rule : 3 plays / day
- grasp potential needs of customers
- give the inventor some feedback



Researcher
(Inventor)



Associate



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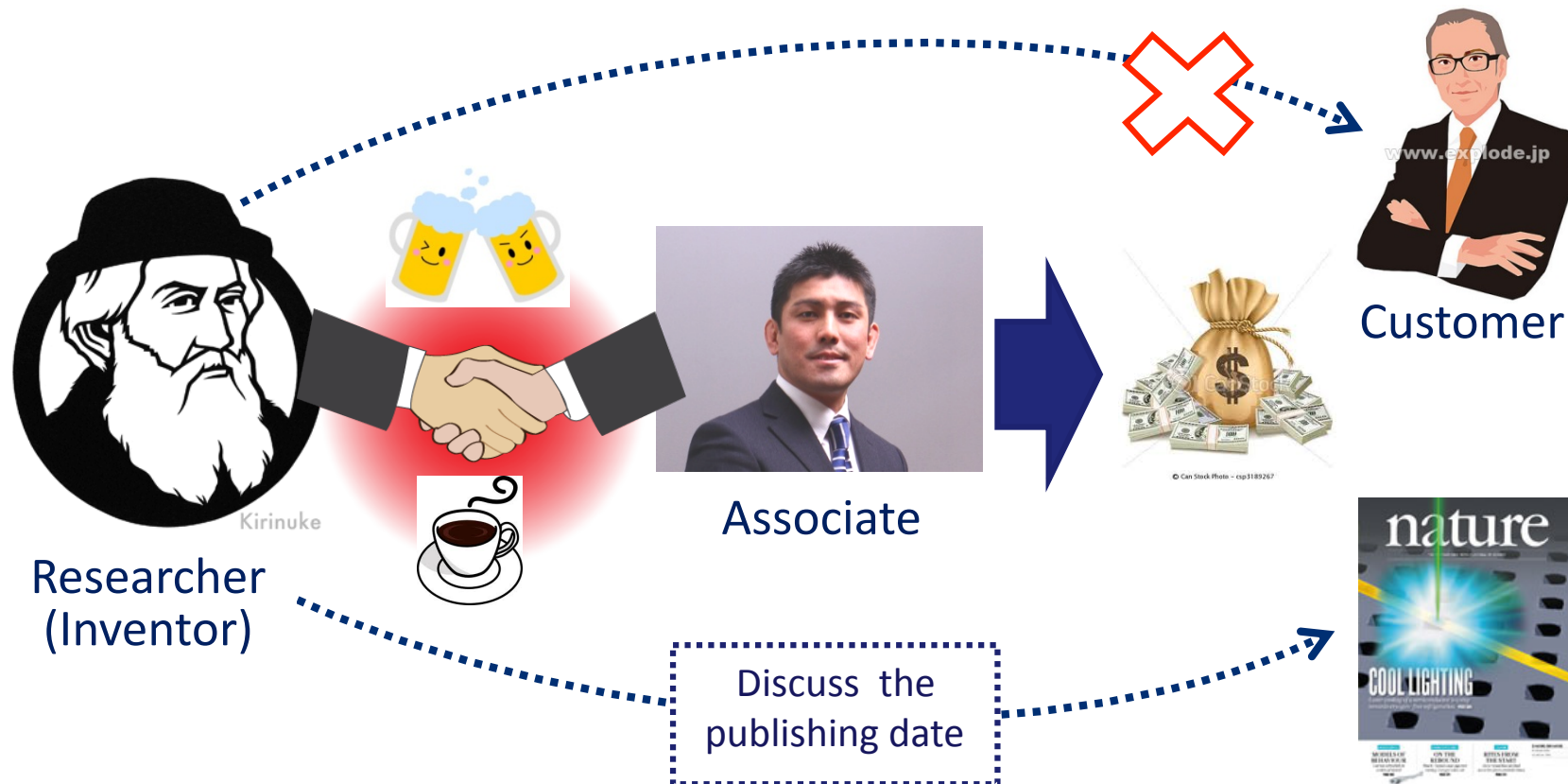


Customer

Marketing Method #2

Visit a Researcher Everyday - to find new inventions -

- chat over coffee or beer
- discuss the progress of the researcher's research
- become the researcher's agent after establishing trust

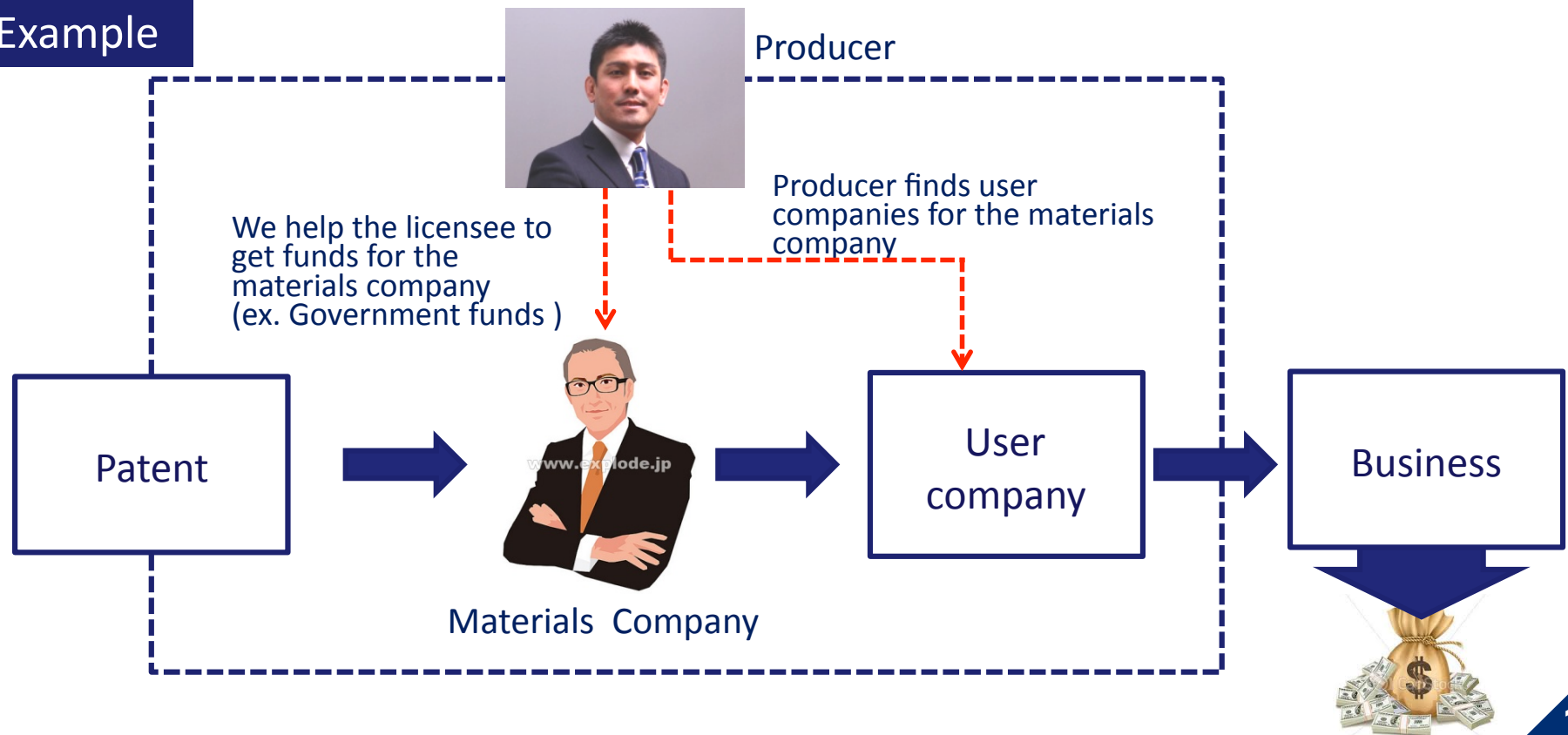


Marketing Method #3

Sell Business Plans to Customer

- a patent alone cannot demand a high price
- sell a business plan which includes a patent
- introduce a related company to the licensee

Example





Profitable and Successful TTOs in Japan

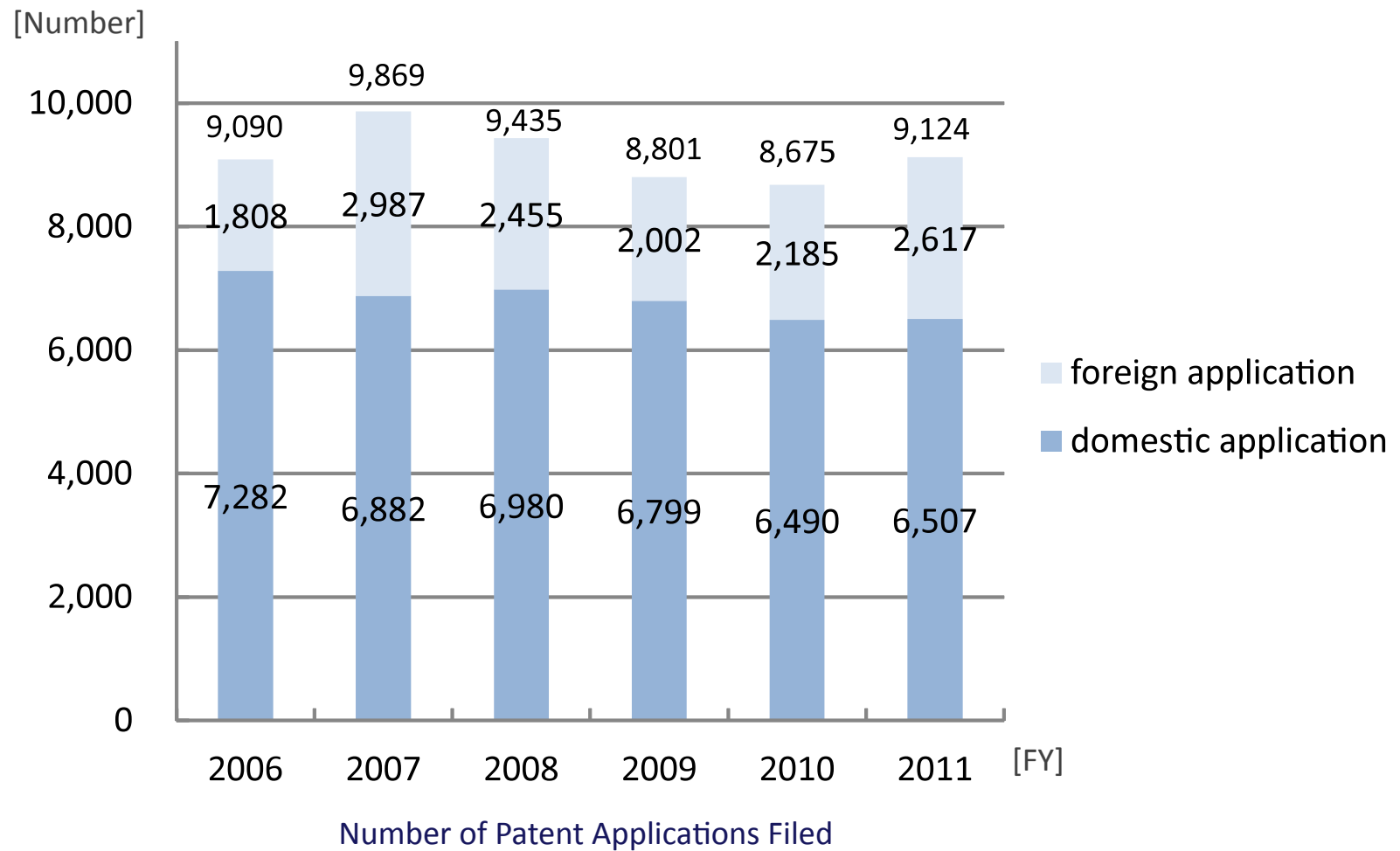
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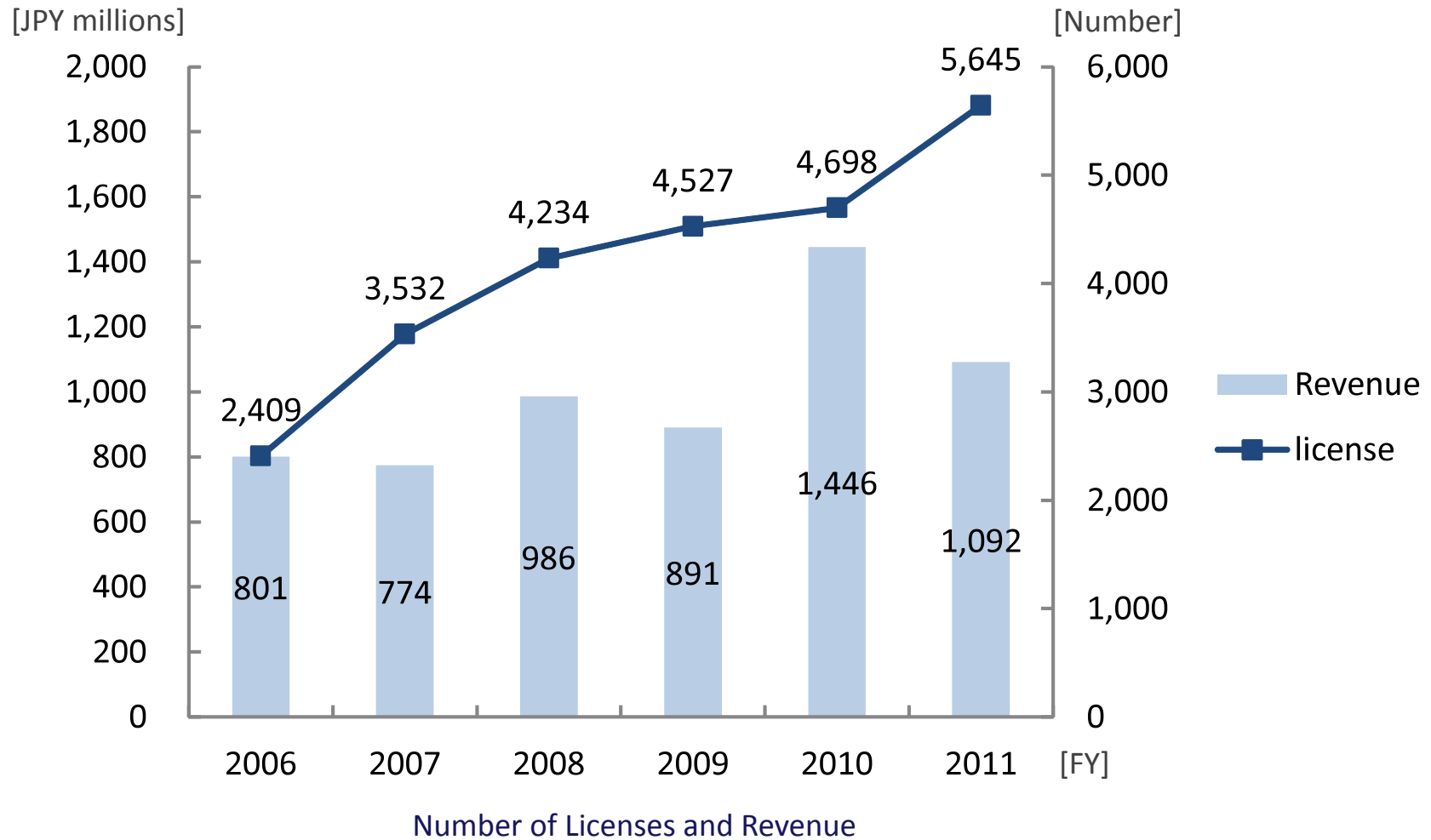
These TTOs are
profitable and successful in Japan

Japanese Technology Transfer Aspects

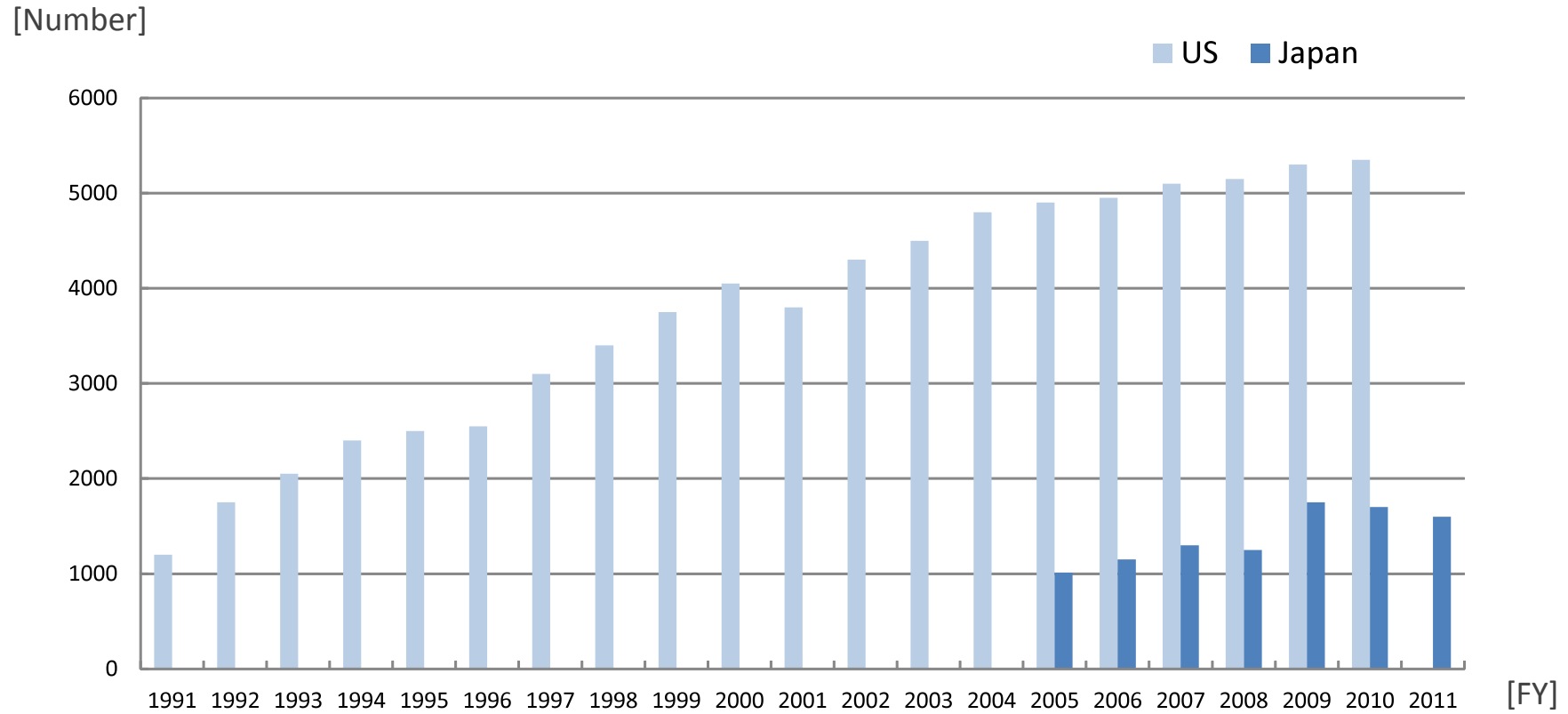
Numbers of Patent Applications Filed



Number of Licenses & Revenue

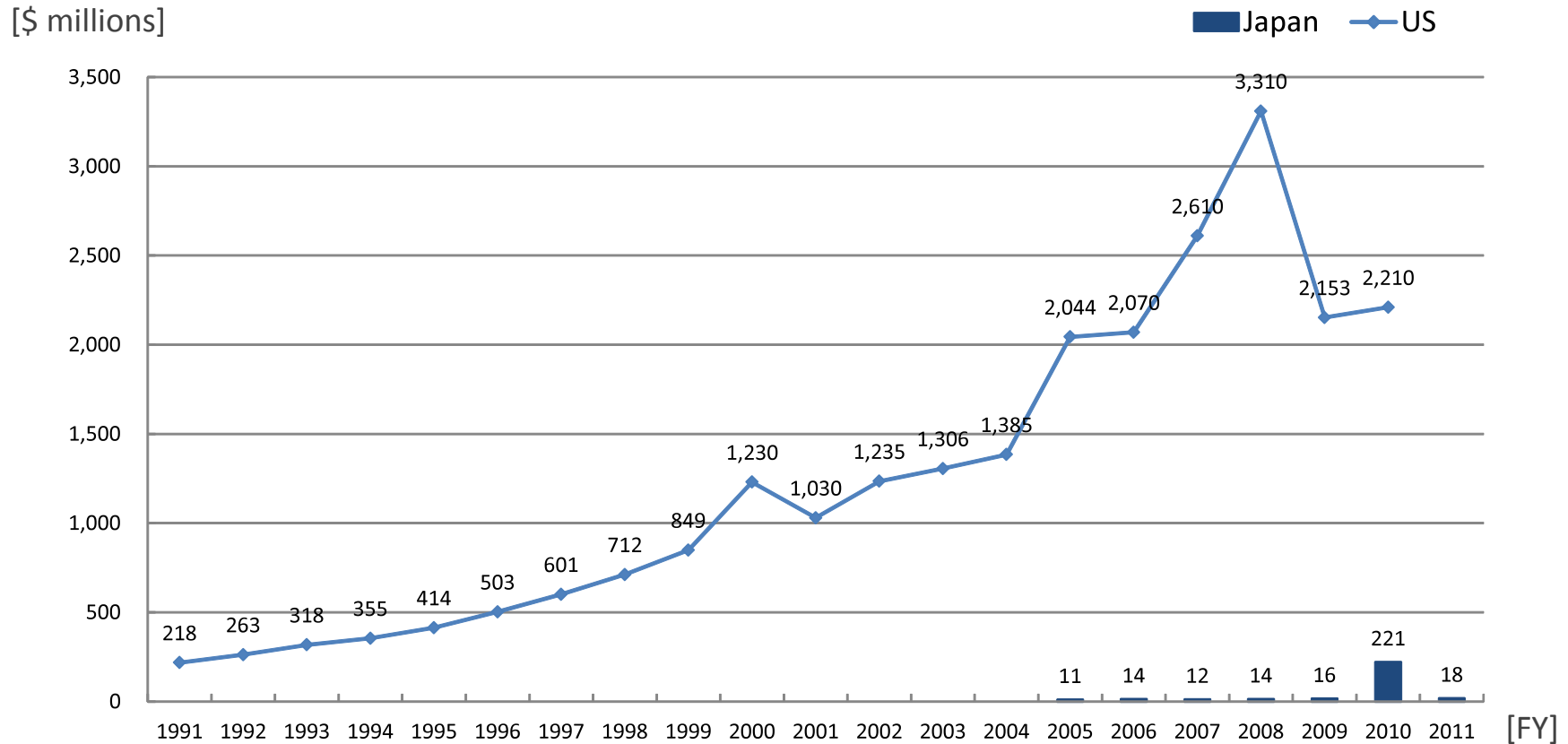


Comparison of Number of Licenses (US & Japan)



New Licenses & Options Executed by respondents (US & Japan)

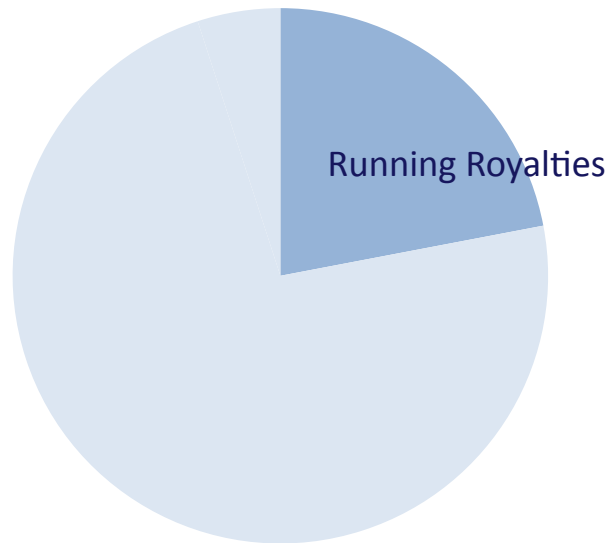
Comparison of Licensing Revenue (US & Japan)



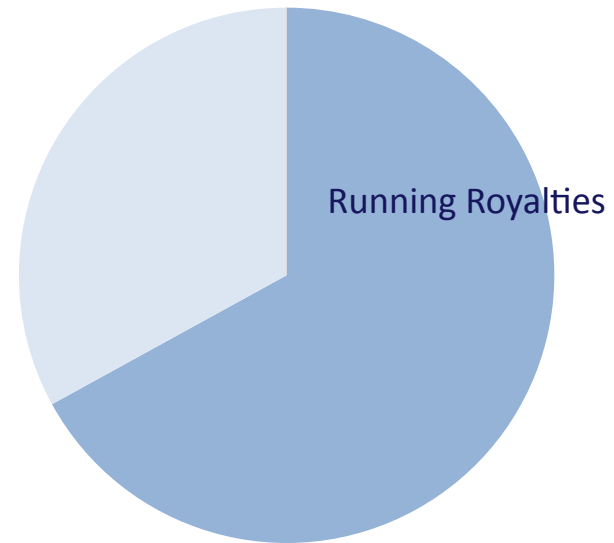
New Licenses & Options Executed by respondents (US & Japan)

Comparison of Content of License Income (US & Japan)

FY2010

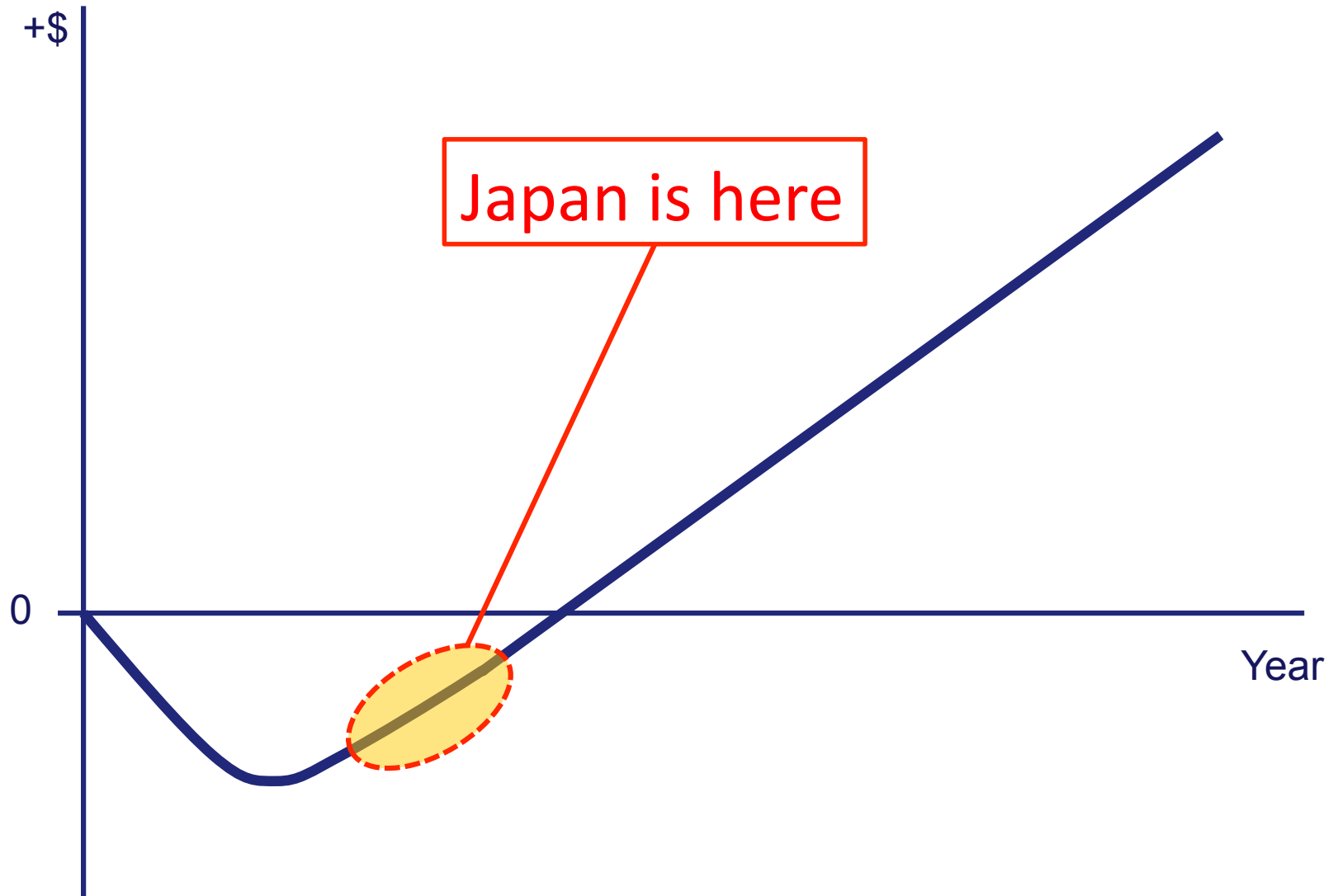


JAPAN



US

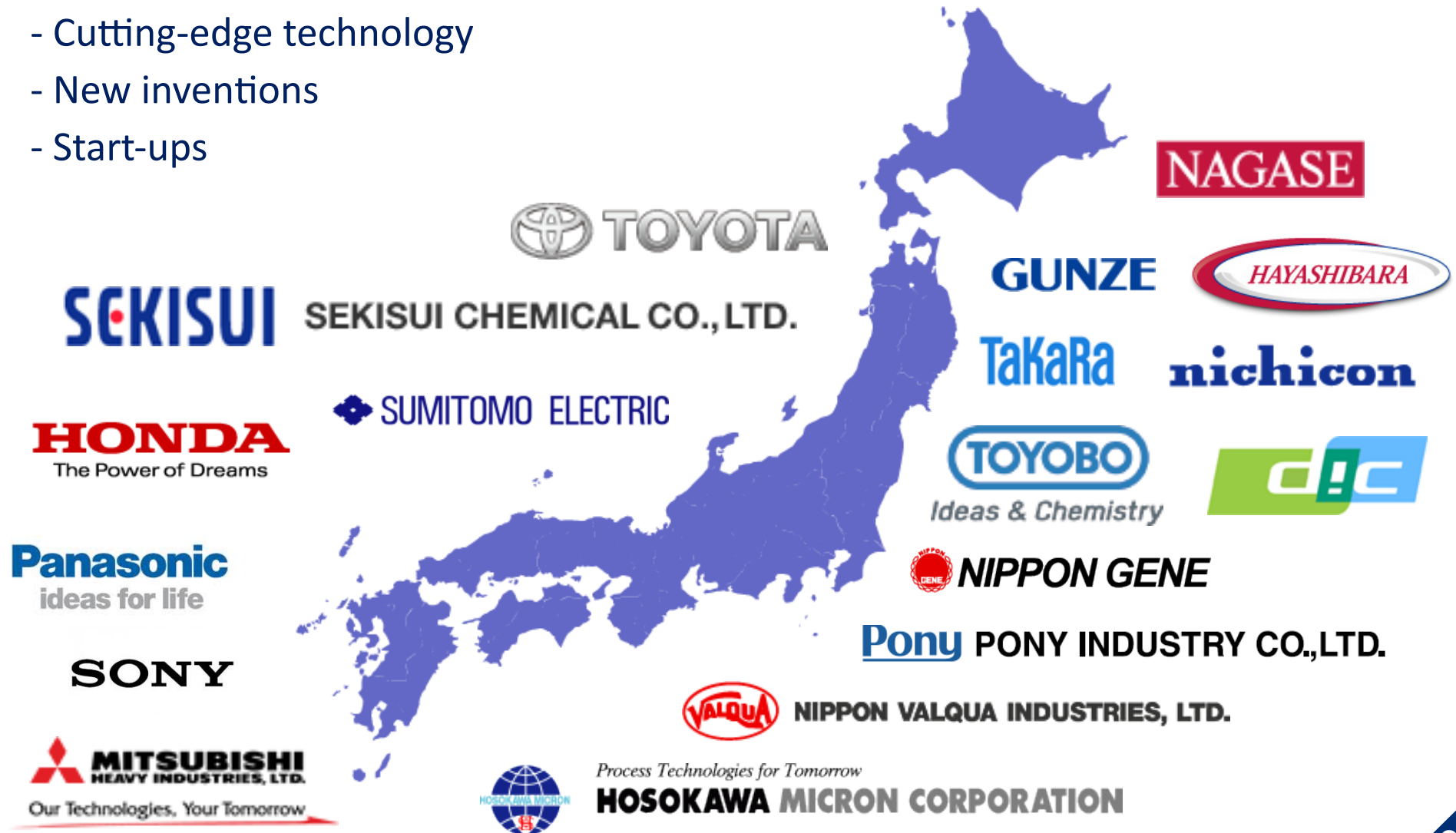
TTO Growth Curve: Hockey Stick Curve



Japan's Licensing Market

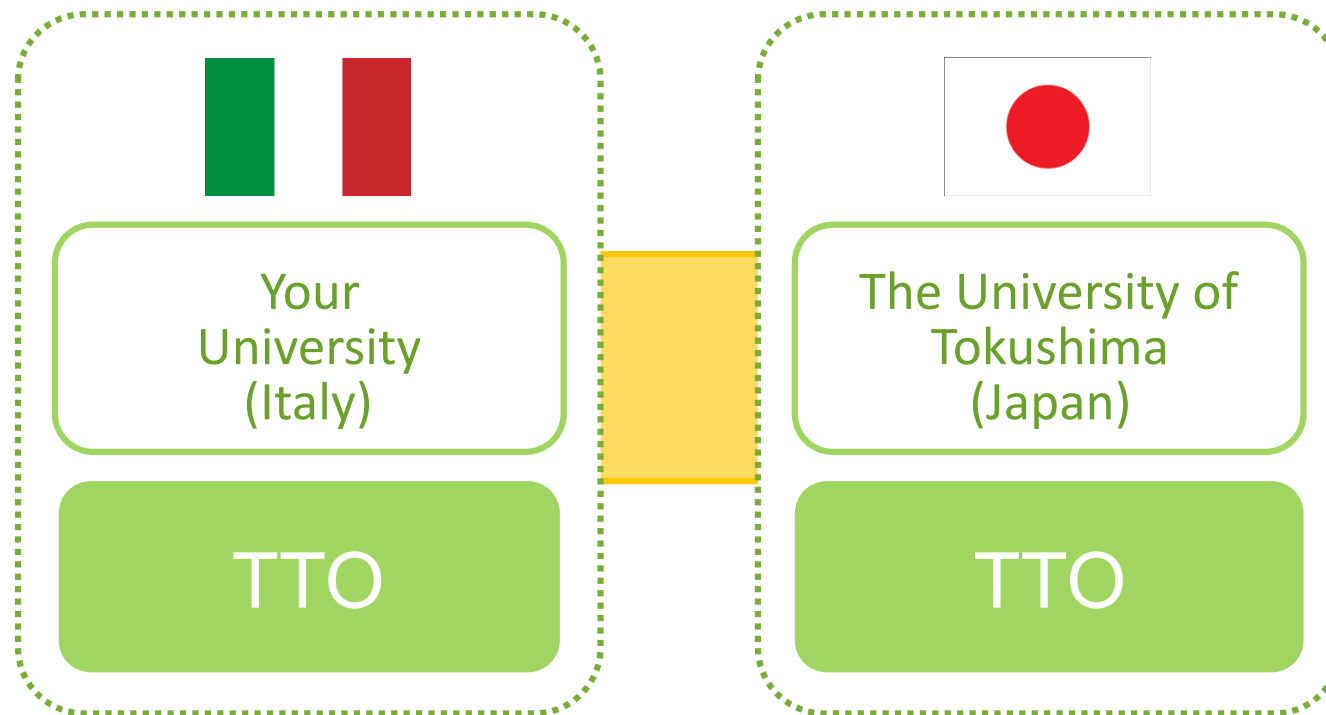
Japan's licensing revenue and volume are increasing.

- Cutting-edge technology
- New inventions
- Start-ups



Our Proposal for You

- We have many networks in Japan
- But not enough Italian companies



L'italia e un paese meraviglioso.
Se possiamo esserLe di ulteriore aiuto,
non esiti a contattarci.

Grazie.

Contact Us

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