
Building a Sustainability Plan

Starting a Commercial Entity?

“Starting a business is like jumping out of an airplane without a parachute. In mid air, the entrepreneur begins building a parachute and hopes it opens before hitting the ground.”



Problems To Solve

“There is far more opportunity than there is ability.” – Thomas Edison

“But seeing opportunities is just the beginning. The main business challenge is going to be your ability to forge that opportunity into a business idea”

- Lack of Customer and finding traction in the market
- How to include and engage the IAB members?
- Lack of BUSINESS Idea, Business Plan, Value Proposition
- Raising Capital for Startup and Lack of Funding
- Poor team, mostly technical individuals, Assembling a Business Team
- Poor focus, single track, lack of team work
- Being too wedded to your own Idea and Research
- Timing into the market
- Finding the Right and Good Resources and Employees
- Lack of understanding to get the quality dollar
- Mostly Not understanding the startup challenges
- Ego - of one or all parties
- Thinking your 'original' idea is going to woo people with money to throw it at you
- Underestimating the value of the business/technology/marketing mix
- NSF role if any?
- Production Costs
- IP Licensing issues
- Corporate governance and conflict of Interest



Objective

To Commercialize ERC Technology

- *To assess technologies for their commercialization potential and value.*
- To provide an entity to take the technology through its journey from the laboratory to the marketplace.
- To play a critical role in economic and jobs development.
- Coupling the innovation with the business development necessary to build a revenue- and job-producing entity.
- To provide competitive advantage to its members by providing the necessary infrastructure and industry connections.
- Developing Business Case and Commercialization Plan, comprehensive analysis of the industry and market.
- Identification of the customer and customer acquisition.
- Building the Team.
- Securing Capital, securing the needed capital investment for implementation and commercialization.
- Executing the Plan and Developing the Product.



CIAN Sustainability

The CIAN Sustainability Plan is a synthesis of science- and practice –based evidence to help CIAN researchers, IAB members, and other stakeholders develop, implement, and evaluate a successful commercialization plan. In order for sustainability to become a reality, we need:

- Buy-in and support from key stakeholders (scientists, IAB members, NSF etc.)
- Sufficient leadership, funding, infrastructure, and market channels
- Procedures in place to monitor compliance, enforcements, results, and modify strategies accordingly



Possible Paths

- To form a Company as a vehicle into which technology developed by ERC research may be transferred for commercialization in the industry
- The new formed commercial entity acts as an incubators for start ups within ERC
- Find the Customer and define the customer requirement/project
- The new form entity will undertake to in-license and commercialize inventions and discoveries developed through the research conducted by “ERC”
- To create the market and business innovation necessary for the industry to recognize value from the inventions and intellectual property
- Negotiate commercial licenses for ERC technologies with representative institutions
- Developing business plans for the technologies that are in-licensed
- Provide funding for commercial development of products



Benefits

He that is prepared has half won the battle.” – Chinese Proverb

- **Creating the sand box and preparing the individual members**
- **Sustainability of the ERC project beyond NSF funding period**
- **Plays a critical role in economic development, Converting ideas into businesses and consequentially, jobs**
- **Solving Unforeseen Business Challenges and Expenses**
- **Appropriate leadership and business knowledge to guide**
- **Early recognition and appropriate funding of paradigm shifts**
- **Student programs throughout various products, to maximize the flow of talent to the industry**
- **Developing tight relationship with IAB members through project funding and investment**
- **To define the roles that intellectual property protection and licensing play in the commercialization process.**
- **Inspiring Innovators and Entrepreneurs,**
- **Put the ERC members in control**
- **Financial Rewards**
- **Opportunity for ALL and enable everybody to turn their IP into the product!**

