

Session 3 : TTOs relationship with inventors, funders and industry. Strategy and tactics in negotiations

**The soft side of relationship with inventors, funders & industry. Networking. How a typical negotiation takes place.
Best Practices, Discussions & experience sharing**

John Fraser (to present), Richard Cahoon (emcee, Q&A)



John Fraser

CLP, RTTP



John is a global expert in technology transfer and knowledge exchange, with extensive experience in maximizing innovation impact. Having led four technology transfer offices across two countries, he understands the complexities of translating research into market-ready products. As a former AUTM President, he has advised global technology transfer professionals on country-specific challenges. Through Burnside Development, he consults for WIPO, Chilean institutions, Serbia's Innovation Foundation, and India's Department of Biotechnology.

Affiliation

- Past President Association of University Technology Managers, USA (AUTM)
- President, Burnside Development & Associates LLC
- Head of Tech Transfer for Florida State University & Simon Fraser University



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Richard Cahoon

PhD

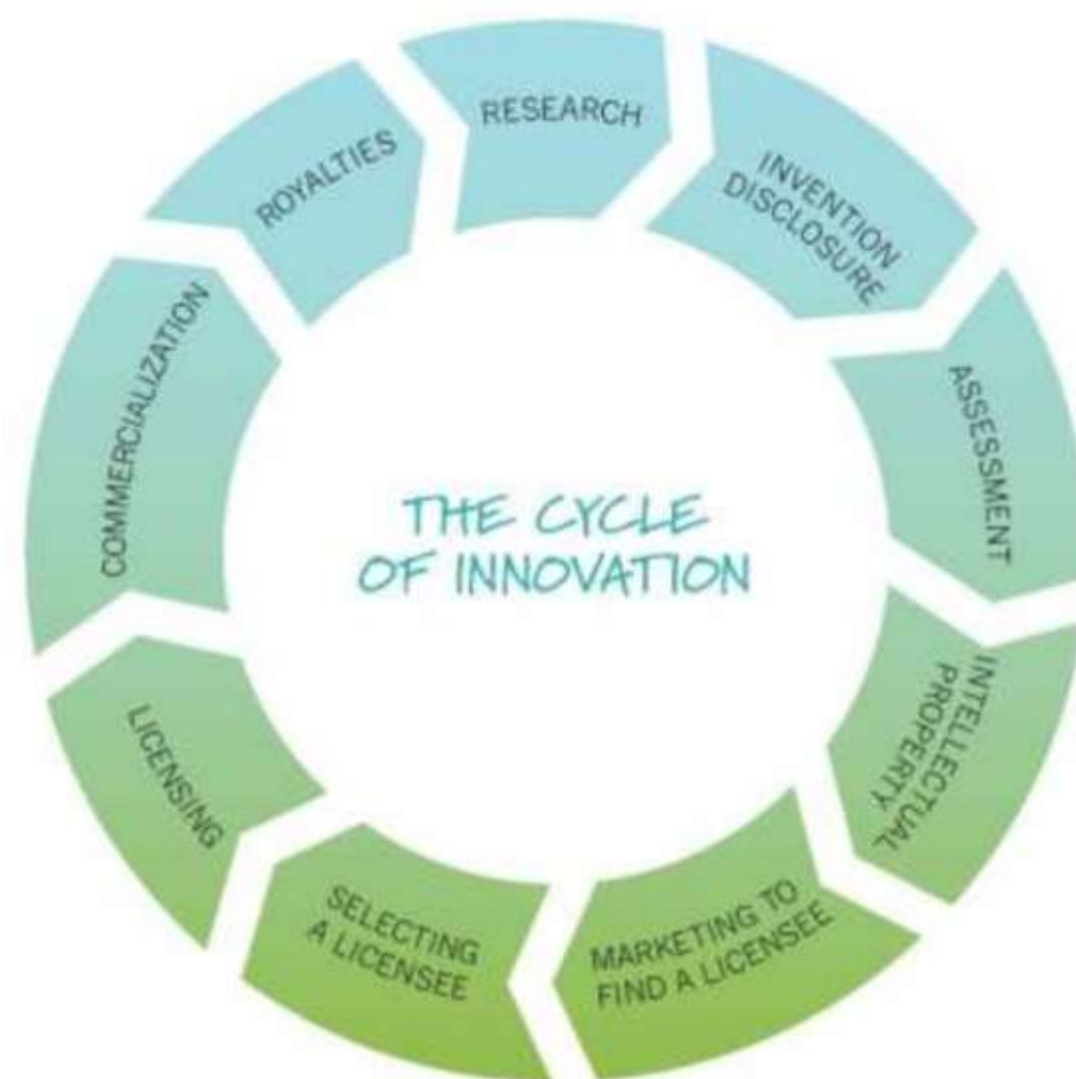
Richard Cahoon, Adjunct Professor at Cornell University, specializes in technology transfer, IP management, and commercialization. With over 30 years of experience, he has advised governments, universities, and global organizations on innovation ecosystems, IP strategy, venture creation, and technology-driven economic development in over 25 countries.

Affiliation

- Past Association of University Technology Managers, USA (AUTM) Board of Directors
- President, BioProperty Strategy Group, Inc.
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TTO Relationships with: – 1

- Faculty researchers (Tenured Faculty, Pre-Tenured Faculty postdocs, grad students, undergrads).
- Institutional Administrators.
- President & Governing board.
- Local Business Community – Chamber of Commerce.
- Regional Government administrators.
- National Administrators.

TTO Relationships with: – 2

- Licensees – both Licensees and SubLicensees.
- Venture Capital companies.
- Incubators + Accelerators.
- Academics studying Commercialization.
- Others.

DETAILS: TTO Relationships with: – 1

- Faculty researchers (Tenured Faculty, Pre-Tenured Faculty postdocs, grad students, undergrads.
 - Outreach; detailed project discussion; connect to local external Network
- Institutional Administrators
 - Accountability for budget, Output in terms of deals
- President & Governing board
 - Accountability for budget; Stories of Impact; Enhanced Reputation
- Local Business Community – Chamber of Commerce
 - Local Job creation; raising external funding
- Regional Government administrators
 - Local Job creation; raising external funding
- National Administrators
 - Impact as you measure it

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DETAILS: TTO Relationships with: – 2

- Licensees:
 - Working relationship; institutional problem solving
- Venture Capital companies
 - Looking for opportunities within their interest
- Incubators + Accelerators
 - Looking for opportunities within their interest; institutional problem solving
- Academics studying Commercialization
 - Examples, Stories, Numbers

NEGOTIATION STRATEGIES – w/ Potential Licensees

- Do homework by understanding all details of your opportunity – disclosure evaluation; IP protection; Hypothetical Product definition; Value Statement; Competition, Marketing 1 pager.
- Build relationship before negotiation and determine decision making process and people.
- LISTEN to what Licensee needs and wants.
- Respond with offer for key issues; Discuss to understand
- Create Term Sheet of Issues
- Determine each person's role in Negotiations incl Lawyers.

NEGOTIATION STRATEGIES — w/ Licensees

- Have a Signing Ceremony to celebrate completion and relationship (ensure deal documentation is complete);
- Review how Parties relate to each other and How often;
- Review required Reports/Payments to ensure compliance;
- Touch base to require how relationship is working;
- Be alert if Relationship needs adjusting/renegotiation;
- Have process for Relationship/Agreement termination;
- If appropriate have meeting to review Agreement/Relationship.



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