



# How PCI Commercializes Inventions

## INVENTION

Research paths to an invention can be supported by Penn, government grants and corporate partnerships

## DISCLOSURE

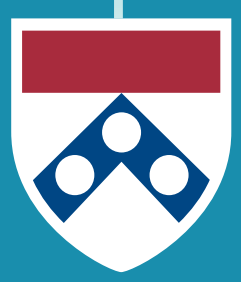
Inventor uses Inventor Portal to disclose, so PCI can protect the invention and create a plan for commercialization

## ASSESSMENT

An assigned Technology Licensing Officer assesses commercial value and begins marketing to industry partners

## PROTECTION

Disclosures with commercial potential are protected through various channels



## COMMERCIALIZATION

PCI and the inventor determine the best commercialization strategy, which may include licensing to industry, starting a company via PCI Ventures or pursuing a corporate partnership via Corporate Alliances

## MARKETING

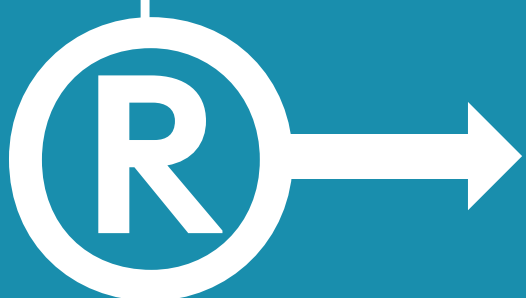
PCI conducts a market analysis to identify potential clients and partners, creates marketing collateral, and lists the technology on our website. PCI may also market through programs and events, print and web media, and partnerships

## RELATIONSHIPS

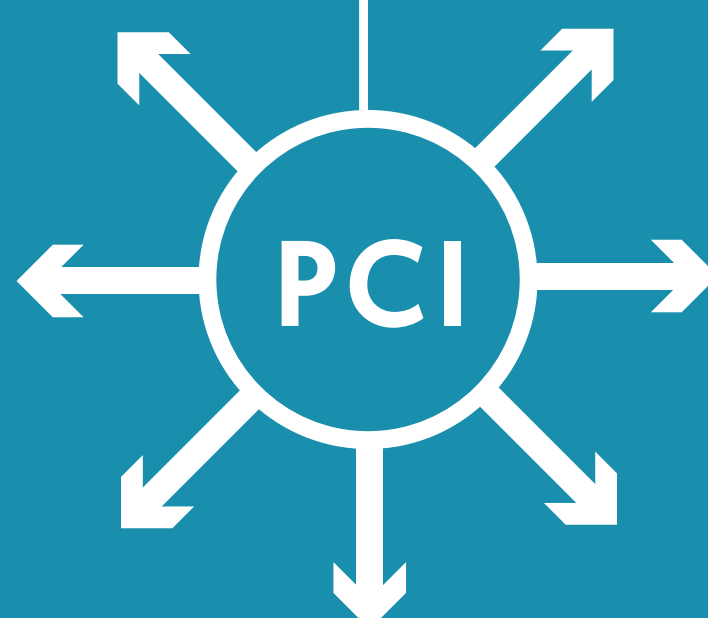
PCI works to generate agreements that may include an option and/or license to the technology, an MTA or SRA, or a new venture project



PCI VENTURES



LICENSING



- Licensing
- Options
- MOUs
- Company Formations
- Operating Agreements
- Equity Agreements
- Sponsored Research
- R&D Collaborations
- Multi-year R&D Alliances
- Material Transfer
- Service Agreements
- Veterinary Clinical Trials