ipal performs outstanding technology transfer for universities and research institutes...
...to the benefit of all parties

ipal generates values by commercializing research results and inventions.

- advises academic research institutes of Berlin, on how to improve commercial potentials of research projects
- manages on an exclusive base the intellectual property assets of the universities
- analyses the commercial value of inventions
- identifies optimal licensing partners for inventions world-wide
- gives licenses to industrial partners
- deposits IP-rights into start-ups and receives shares in return
- monitors IP-rights and license agreements
- builds long-term partnerships between academic research institutes and industrial partners
Technology transfer for over 11,000 scientists and 120,000 students

ipal commercializes for Berlin universities on an exclusive base
At ipal we create and deliver value step by step

Our route to commercializing IP

- Monitoring licensing terms and royalty payment controlling
- Long-term co-operation

- Identification of commercial partners
- Licensing
- New ventures & alliances

- Patent protection & strategy
- External technology development
- Valuation

- Finding new technologies
- Evaluation (legal, technical and commercial)
ipal successfully develops IPA teaming up...
...with inventors, patent attorneys and business managers
... and enhances the attractiveness of IPA for commercial partners

Three clusters of reasons beneficial to commercial value

**Competitiveness**
- Use of ideal commercialization time
- Pre-selection
- Taking on the financial risk for IP protection from the inventors

**IPR situation**
- International patent protection
- Broad scope of protection
- Patent strategy with focus on commercial value
- Clear ownership of IPR
- Clear status on IPR

**Market orientation**
- Professional marketing
- Market-analysis
- Valuation
- Build on international contacts to industry

ipal develops IPA from universities to make it commercially viable!
We focus on the value proposition of the IPA

Overview on valuation and licensing terms

We focus on the product value proposition
- Segmentation of the market
- Estimate value by using various valuation methods
- Tailor licensing terms to prospective customer need

We try to acquire a thorough understanding of prospective licensee beyond pure product and R&D profile
- Organizational structure and key personnel
- Project budgets and process

At ipal we thoroughly devise our sales approach rather than pursuing opportunistic options
- Market intelligence
- Parallelize timelines to have all available options ready
Diversity of sales channels secure commercialization success of IPA

Overview sales channels

- Direct marketing
- Sales representative (Japan Liaison Office)
- Indirect marketing
- Internet