

Day 1 Breakout Session—

1. *From Research to Commercialization*

- What are the main characteristics of commercially useful research?
 - Potentially high pay-off
 - Potential end user / consumer interest
 - Broader commercial benefits
 - Unique features, proprietary advantage over state of the art
 - ‘Research,’ ‘Development’ or ‘Innovation’?

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- What are the most efficient ways for the academic sector to target firms that might want to partner with them, and can provide the needed resources?
 - Most ‘efficient’ might not be most ‘effective’
 - Capitalize on mutual strengths of partners
 - Infrastructure sharing by industry & intellectual capital by university
 - Developing networks and relationships like alumni networks

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- What are the most efficient ways for firms to find academic partners?
 - Researcher reputations & publication records
 - Centers of excellence, departments rather than universities
 - Partnership friendly university policies
 - Professional and technical societies
 - Be proactive!

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- What are the principal challenges or barriers to commercialization?
 - Differences in objectives of partners
 - Institutional cultures and motivations
 - Capital gap
 - Getting the right people at the right place
 - Business expertise and acumen
 - Education of end users
 - Identification of strategic partners

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- What are the best means for eliminating them or reducing their impact?
 - Change of Institutional policies towards innovation
 - Improve patent cycle
 - Improve opportunities of communications
 - Create opportunities of partnerships
 - Encourage outreach
 - Reward systems and incentives
 - Knowledge management

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- What roles can NSF play in the commercialization process?
 - Enable partnerships
 - Manage information, match-making function
 - Encourage ‘enterprise’ on university ranking criteria
 - Equality among ‘partners’
 - Promote ‘PFI’ mentality