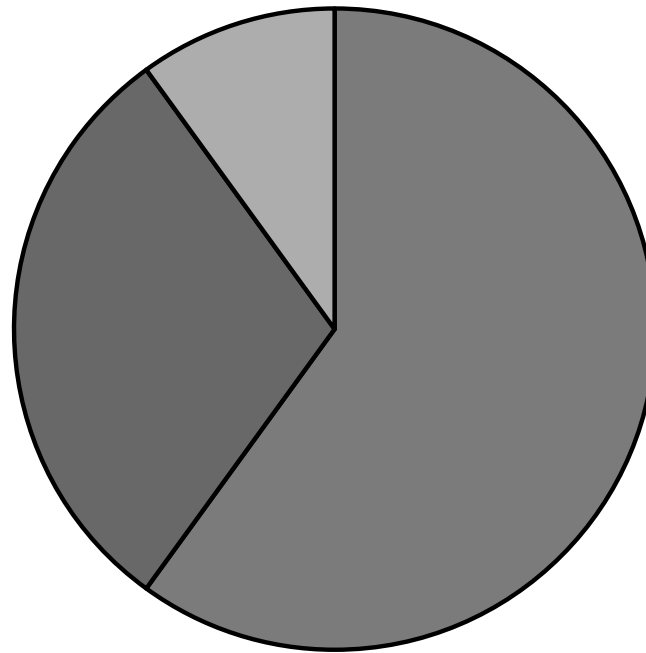# So, why engage TTP?

- Expand the impact of research
- Diversify your research
- Expand/extend NSF funding
- Profit
- Form long-term industry connections
- Opportunities for students
- Etc.

Faculty Workload

The Academic 60-30-10 Model

■ Teaching   ■ Research   ■ Service

Key TTP Impediments

- "<u>Faculty incentives</u> are not well-suited for TTP"
  - Anup Ghosh, TTP Workshop, Jan 12, 2023

- "Faculty incentives are not well-suited for TTP"
  - Angelos Stavrou, TTP Workshop, Jan 12, 2023

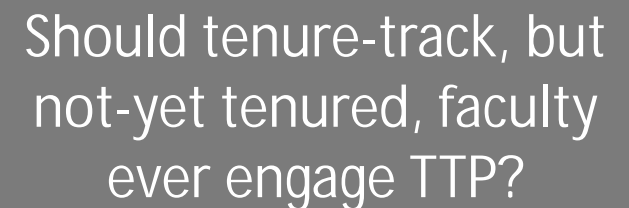- Is it fixable in the short term?

- How?

Key TTP Impediments

- "Faculty incentives are not well-suited for TTP"
  - Anup Ghosh, TTP Workshop, Jan 12, 2023

- "Faculty incentives are not well-suited for TTP"
  - Angelos Stavrou, TTP Workshop, Jan 12, 2023

- Is it fixable in the long term?

-

TTP Impediments
Risks to the faculty member

1. Career impact
   a. Tenure
   b. Promotion
   c. Raises
   d. Continue employment

Should tenure-track, but not-yet tenured, faculty ever engage TTP?

TTP Impediments
Risks to the faculty member (cont)

2. Financial liability
   a. Company
   b. Personal

3. Reputation

4. Loss of family time

5. Stress

6. Etc.

Anything missing?

What's the greatest risk?

Did you know going in?

Sweat Equity

TTP Impediments
The Academic Model

- "Universities are ill-equipped for TTP"
  - Anup Ghosh, TTP Workshop, Jan 12, 2023

- "Universities are ill-equipped for TTP"
  - Angelos Stavrou, TTP Workshop, Jan 12, 2023

- Is it fixable?

TTP Impediments
The Academic Model

1. Time is measured in *semesters*
   a. Students are largely hired on semester boundaries
   b. Midterm and final exam schedules may dictate student work schedules
   c. Student hours are limited and enforced
   d. Students work over breaks may be limited

TTP Impediments
The Academic Model (cont)

2. The word *profit* is not in the vocabulary

   University administration is not motivated by your potential profit/loss

3. *Uniform guidance* is not *uniform* and it is not *guidance* (it is mandatory*)

   a. Accounting is expensive

   b. Being audited is time consuming

   c. Uniform guidance creates massive oversight overhead

*If federal funding is involved

TTP Impediments
The Academic Model (cont)

4. *Custom contracts* are painstakingly slow

    a) University financial processes are not structured to support business-pace contracting

    b) There are lots of steps in the contracting process

5. *All contracts* are *custom contracts*

    a) Most any contract change requires backtracking multiple, if not all, steps

TTP Impediments
The Academic Model (cont)

5. *Research faculty* is not well-defined

   a. May be designated *staff* or *faculty*

   b. May be 9 month or 12 month contracts

   c. May have a teaching assignment

   d. Could negatively affect international team members

TTP Impediments
The Academic Model (cont)

7. Must have iron-clad separation of business and academic use of resources

8. *Conflict of commitment* can be onerous

9. University *space is sparce* & expensive, which may limit flexibility and growth

Key TTP Impediments

1. Finding the customer (matchmaking)
2. Building the team (HR)

- Ad hoc processes for #1 and #2 do not work, or at least are highly inefficient

- For academic TTP to ever be efficient, these two processes should be systematic.

Agree/disagree?

Matchmaking/HR
Systematic approaches illustrated

1. Finding the customer (matchmaking)
    - South Alabama Center Director
    - Contact 100 business/yr
    - Meet with 25-30/yr
    - 2-3 new partners/yr

2. Building the team (HR)
    - A2E: Finding a CEO
    - Many prospects invited
    - 25 on the group call
    - Narrowed to 4
    - Repeat

TTP Impediments
The Tech Transfer Office

- TTOs walk a fine line
- Of course they want faculty members to succeed and royalty payments are a good thing
- TTO's first priority is to protect the university
  - Protecting IP means protecting the University's rights to its share of future revenue
  - Liability protection means protecting the university from lawsuits
  - The best interests of the university and the investigator aren't always in alignment

Questions?

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