

Innovation and Commercialization Roadmap

Navigating the Commercialization Process

Find the help you need to translate your research.

The transformation of IU research into market solutions is one of Indiana University's essential contributions to Indiana and the global community. IU experts in intellectual property and commercialization can advise and guide you through the process of moving your innovations into the public domain for utilization.

1. [We start with...] Discovery/Innovation: Are you interested in the commercial application of a discovery made at IU? We can help: [Innovation and Commercialization Office contacts](#)
2. Invention Disclosure: Disclosing your innovation is an early step in understanding the commercial potential of your discovery. Call one of our Commercialization Managers or send an email to ico@iu.edu to set up a discussion.
 - [STOP] FURTHER DEVELOPMENT NEEDED
 - [STOP] CROWDED FIELD/ART
3. Triage: After you submit your Invention Disclosure, ICO's commercialization manager will meet with you to understand your research program and goals. We will also discuss potential for intellectual property protection and scope of the market opportunity.
 - a) Need to mature the technology further? Return to Step 1.
 - b) Commercialization defined by research funding obligations. Proceed to step 6.
 - [STOP] NO CLEAR MARKET OR COMPETITIVE ADVANTAGE
 - [STOP] DUE DILIGENCE ISSUE
4. Commercialization Plan: Based on the nature of the innovation, the stage of development, the interests of the inventors, and market potential, ICO defines a commercialization strategy for the inventions. This will then drive the IP and Marketing Strategy for the further development of the technology.
 - a) Intellectual Property Strategy
 - Define suitable type of IP protection - Patent/Copyright/Trademark/Other
 - Determine scope of protection available over prior art
 - Define timing of any IP filing given stage of development and public disclosure dates
 - b) Customer Discovery
 - Identify potential partners needed to advance the technology for investment
 - Startup vs license to existing company?
 - Identification and engagement of Primary and Secondary customers
 - c) Marketing Strategy Development

- d) Marketing/Outreach
- e) Open source licensing options for certain technologies
 - [STOP] UNSUSTAINABLE MARKET/COST
 - [STOP] NO MARKET INTEREST
- 5. Marketing: Based on the customer discovery assessment, we identify prime prospects to approach for further development of the technology. We develop digital and/or printed marketing materials describing the benefits of the technology in simple, clear and concise terms.
- 6. Agreement/Relationship: Based on discussion with inventors and interested parties, we select partner(s) to discuss areas of interest and product development strategy and negotiate terms. License to existing company/Faculty Start-up.
 - [STOP] NO VIABLE DEVELOPMENT PARTNERS
- 7. Product Development and Product Launch: ICO will follow up with Licensees to ensure diligent development of the technology to ensure utilization of your technology.
- 8. Revenue Generation: Revenues generated from the licensee(s) will be distributed to you (the inventor) and Indiana University to help and support other IU researchers and sustain the commercialization process. Successful deployment of technology for impactful societal progress. [We've Arrived]