

Start-Up Company Establishment Process

Business Model Proposal

- Case Manager, with Inventors defines technology and potential product
- Market opportunity analysis undertaken by Case Manager with support from inventors
- Case Manager generate draft Business Model
- Model presented to TT Director for approval to progress to next phase

Commercial Champion Selection

- Candidate Commercial Champions (CC) identified
- CC prepares and submits Development Plan which includes:
 - Early thoughts on Business Model
 - Programme for Business Plan development with milestones and deliverables
 - Value that they can bring to proposition
- TT Director approves CC

Business Plan Development

- Commercial Champion leads activity for start-up (NewCo)
 - Secure resources to complete feasibility exercise
 - Engage with potential customers
 - Advance Business Model
 - Generate credible investable Business Plan (with milestones)
- TT Director approves Business Plan

Agreement Negotiation

- University & NewCo negotiate;
 - Framework for NewCo/UCC interaction (e.g. MoU)
 - License terms for IP into NewCo
 - UCC Shareholding in NewCo to reflect UCC input
 - University approves all terms

Establishment

- Company registers with Company Registration Office
- All agreements formally signed by both Parties
- Inventors, university & relevant stakeholders informed as part of University Key Performance Indicators
- Press Release