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