

# CoMotion INNOVATION PROCESS

How We Partner

## ENGAGE



### COMOTION'S ROLE

As the first stage of the Innovation Process, it is a critical point of connection between you and the Innovation Manager. An Innovation Manager will consult with you on your innovation to determine next steps and collaborate on possibilities.

We will review steps to protect your research for:

- Upcoming public disclosures such as presentations or publications
- Sharing any related material or software outside the UW
- Intellectual property requirements



### INNOVATOR'S ROLE

Actively connect to establish a relationship with the CoMotion office **prior to any activities related to your innovation, if possible**. Schedule a meeting now to discuss all of your options!



### RESULTS

An in-person meeting with your Innovation Manager in order to establish the relationship, review the process, and identify next steps.

## ASSESS



### COMOTION'S ROLE

Once you engage with us, we conduct a preliminary assessment to understand the opportunities and/or barriers that may exist in moving forward.

Assessment Examples include:

- Technology Analysis
- Market Analysis
- IP Landscape Search

*"CoMotion trained me on how to translate our complex technical description into an approachable message suitable for business executives and investors."*

Post Doctorate, Chemical Engineering



### INNOVATOR'S ROLE

Be able to describe your innovation, previous funding, and whom you have talked with about it. You will make a commitment to the process as your participation is critical in moving your innovation forward.



### RESULTS

Completion of the ROI with accurate information and assistance in considering items that may be impactful.

## PROTECT



### COMOTION'S ROLE

Planning for the protection of your innovation is important as it allows you to keep options open so you have more alternatives down the road.

Options may include:

- Copyright, Patent, or Trademark Filings
- Material Transfer Agreements/ Non-Disclosure Agreements
- Open Source Licenses

*"I've discussed my innovation with my innovation manager. She explained why specifically this would make a challenging matter to patent and what I can do to help."*

Researcher,

School of Environment and Forest Sciences



### INNOVATOR'S ROLE

We encourage communication with your Innovation Manager before any type of disclosures (presentation, written work made available to the public) are made. Communication is critical in terms of risk to the innovation and what is disclosed. Provide specifics if the information has been shared to the public and to what extent.



### RESULTS

Your manager will review with you the stages of protection, filings, and what agreements to consider as well as support the necessary filings They will advise on how to engage in the community and options for future opportunities.

## DEVELOP



### COMOTION'S ROLE

In order to commercialize your innovation, you need to understand what gaps there may be between what you have and what customers are willing to buy. Or, for that matter, what investors will be willing to fund.

Your Innovation Manager will provide resources such as funding opportunities, mentors, and training.

*"I really appreciate that CoMotion encouraged us to talk to potential customers. We now know what we need to do to attract investment to keep developing the technology."*

Professor, Electrical Engineering



### INNOVATOR'S ROLE

You and your research team drive ideas to action at this stage. It is your role to lead the way in developing opportunities, and generating leads for new business, staying engaged each step of the way and communicating your progress to your Innovation Manager.

There are a variety of steps in closing these gaps that may include:

- Technology improvements
- Marketing strategy
- Training on pitching and how to fund your initiatives
- Business development



### RESULTS

Access to mentors and experts in the field along with opportunities to attend workshops where your team can fine tune their understanding of the customer, market, and how to pitch your innovation. New funding alternatives will also be shared if appropriate.

## LICENSE



### COMOTION'S ROLE

Representing the best interests of UW innovators, we will navigate you through the pros/cons of different types of agreements and the best terms for a successful outcome.

Topics to be discussed:

- Path for a start-up
- License to existing company
- Conflicts of interest
- Development plan

*"My innovation manager explained to me what business terms a license agreement includes."*

Professor, School of Medicine



### INNOVATOR'S ROLE

Articulate clear objectives and your goals for commercialization. You must be an active participant with your manager and support them through the negotiation and agreement process.



### RESULTS

An understanding of the licensing process, what agreements are applicable, and if the opportunity presents itself, a path for eligible start-ups.