

**Unlocking Innovation
and Driving Growth:**

**The Knowledge
Transfer and
Commercialization
Office at Taylor's
University**

2023



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Welcome to the Knowledge Transfer and Commercialization Office (KTC) of Taylor's University

The technology transfer office at Taylor's University, was established in 2017 to facilitate the transfer of knowledge, technology, and intellectual property to industry and society.

Responsible for managing and commercializing the university's intellectual property portfolio, including patents, copyrights, trademarks, and trade secrets.

A vital component of Taylor's University's commitment to promoting innovation and driving economic growth.

MISSION, VISION

Our mission is to enhance the transfer of knowledge and technology from academia to industry and society

Our vision is to become a leading technology transfer office in the region, recognized for its excellence in facilitating the commercialization of innovative ideas and products.

VALUES

Collaboration: We believe that working together with our stakeholders is essential to achieving our mission.

Innovation: We strive to be at the forefront of innovation, and to inspire our stakeholders to do the same.

Excellence: We are committed to delivering high-quality services that exceed our stakeholders' expectations.

Professionalism: We uphold the highest standards of integrity and ethical behavior in all that we do.

SERVICES



Intellectual Property

Identify, protect, and commercialize intellectual property (IP) generated by Taylor's University researchers and students. We offer support in patenting, licensing, and commercializing IP, as well as in conducting IP searches, assessments, and valuations.



Industry Partnership

Collaborate with industry partners to identify opportunities for innovation and facilitate technology transfer. We work with a range of industry sectors, including health sciences, engineering, ICT, and creative industries, and we aim to foster long-term partnerships that drive sustainable innovation and growth.



Technology Transfer

Facilitate transfer of technology and knowledge from Taylor's University to industry partners, and vice versa. Our services include identifying technology transfer opportunities, negotiating licensing and collaboration agreements, and supporting the development of joint research projects and industry partnerships.



Training Development

Offer training and development programs to enhance innovation and entrepreneurship skills of stakeholders. Our programs include entrepreneurship training, innovation workshops, and professional development opportunities for Taylor's University researchers, students, and industry partners.



Commercialization

Provide support and guidance to develop and commercialize innovative ideas and products. Our services include market research, product development, business planning, and access to funding opportunities. We work closely with entrepreneurs, start-ups, and small and medium-sized enterprises (SMEs) to help them realize their commercialization goals.

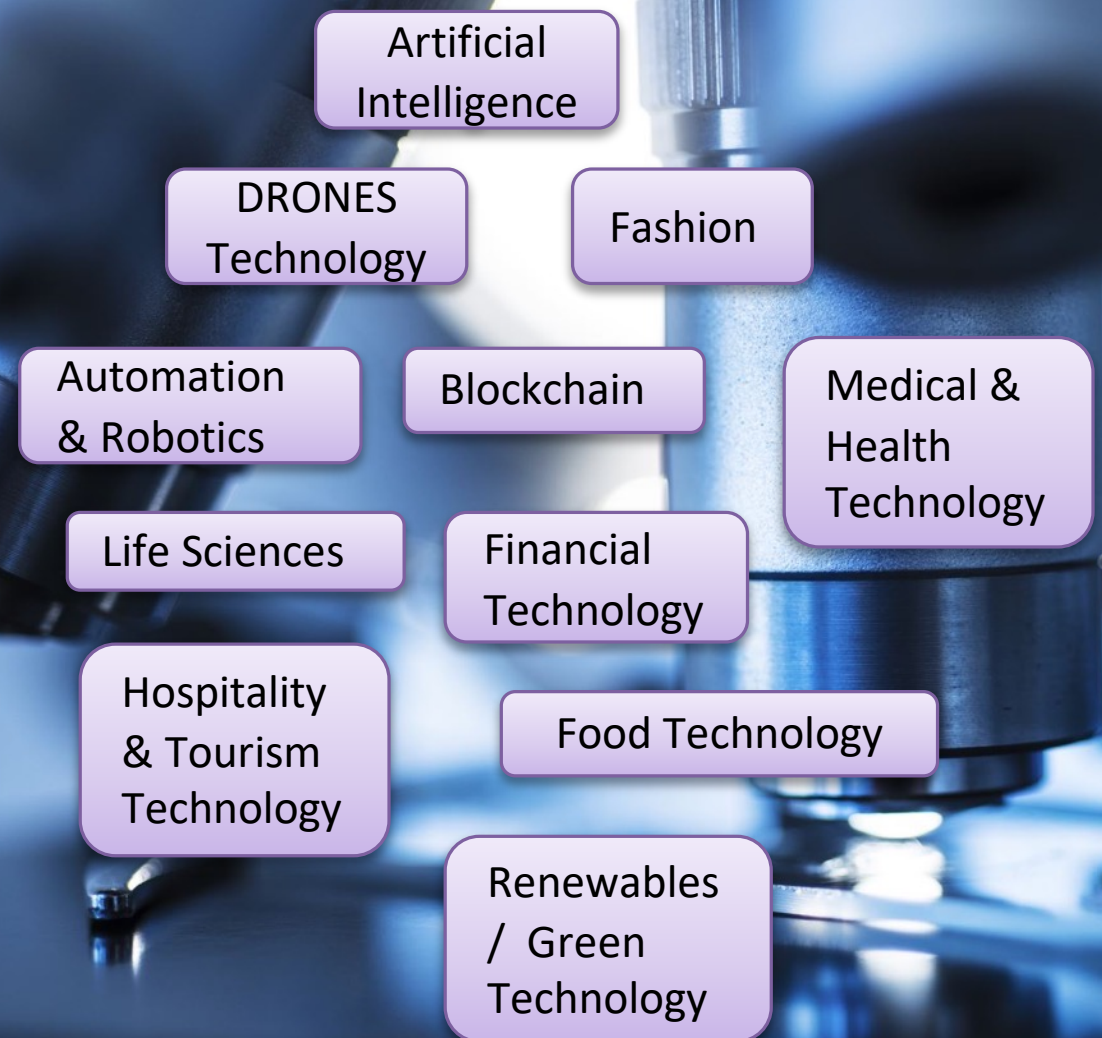
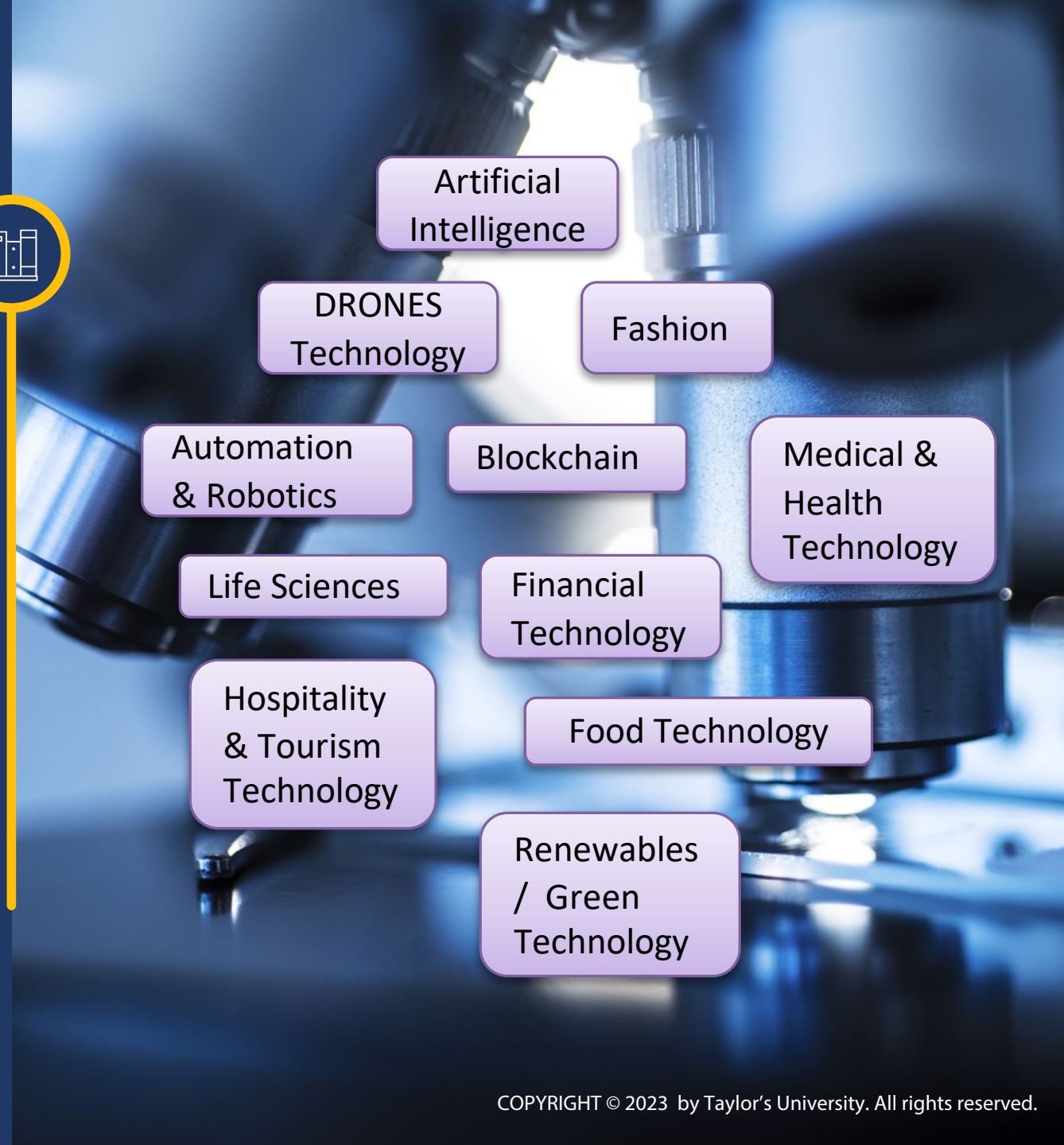


Innovation Funding

Provide internal innovation funding to kick start market-driven ideas/ concept up to pre-commercialization in transforming research from Technology Readiness Level 1 up to Technology Readiness 6.

Research Focus Areas

At Taylor's University, our research focuses on solving real-world problems across a range of areas, such as healthcare, sustainability, and innovation. We have four faculties that work together to promote collaboration and innovation across different fields. Our faculty members are experts in their fields, and their research is making a positive impact on society. Join us in our pursuit of excellence and let us help you make a difference in the world.





Before Disclosing Your Intellectual Property

Policy Name	Description
Intellectual Property	This policy outlines the ownership and management of intellectual property generated by staff researchers and students during their employment or studies at Taylor's University. It covers a range of IP, including patents, trademarks, copyrights, and trade secrets. The policy provides guidance on how to identify, protect, and commercialize IP, as well as how to share IP with external parties while protecting the interests of the university and its stakeholders.
Commercialization	This policy governs the process of commercializing intellectual property generated by staff researchers and students. It provides guidance on how to evaluate the commercial potential of IP, develop a business plan, and negotiate licensing or other agreements with external parties. The policy also addresses issues related to revenue sharing, confidentiality, and conflicts of interest.
Consultancy and External Engagement	This policy outlines the rules and procedures for staff researchers and students who wish to engage in consulting activities outside of their employment or studies at Taylor's University. It covers issues such as conflict of interest, time commitments, intellectual property ownership, and disclosure requirements. The policy also provides guidance on how to manage the relationship between the university and external parties, and how to avoid conflicts between consulting activities and the employee's or student's obligations to the university.

It is important to note that all research activity undertaken while employed under the university is governed by the employee handbook or student handbook, as well as the three policies mentioned above. This means that staff researchers and students are expected to adhere to the guidelines and procedures outlined in these documents, particularly when it comes to protecting and disclosing intellectual property to external parties. Failure to comply with these policies may result in disciplinary action or legal consequences. Therefore, it is crucial that staff researchers and students familiarize themselves with these policies and seek clarification from KTC if necessary.

You can access all the related policies above on Taylor's University TU CONNECT portal for greater details.

COMMERCIALISATION ROADMAP



IDEATION

Seek KTC for Intellectual Property Rights (IPR) protection for your invention

- invention, product, process - Patent
- Brand's name and logo - Trademark
- Artistic or literary works - Copyright
- Confidential Information - Trade secrets
- External appearance - Industrial Design

PRELIMINARY DISCUSSION

- Preliminary discussion between KTC and the inventors
- KTC extend respective forms to fill up

IPR FILING

KTC will now proceed with the IPR filing for your invention

- Patent
- Trademark
- Copyright
- Trade secrets
- Industrial Design

ADVANCED DISCUSSION

- KTC to further understand your invention, your future aspiration, your commercialisation & business plans.
- If your invention is suitable to be filed as a patent, an IP review committee meeting will be conducted at this stage.

INVENTION DISCLOSURE

- Run a patent/trademark search for your invention
- Submit your Invention Disclosure/Application Form to KTC accordingly

POTENTIAL COLLABORATIONS

- KTC will assist you in developing appropriate agreements
 - Potential research collaborator
 - Potential licensee
 - Business partnership

PRODUCT DEVELOPMENT

- Upscaling your invention
 - IGNITE 10 (RM10K Fund)
 - iINNOVATE (RM30K Fund)
- Marketing

PRODUCT LAUNCH

- Commercialisation
- Start-up or Spin-off

CONTACT US
KNOWLEDGE TRANSFER & COMMERCIALISATION
 Engage + Transfer + Launch
ktc@taylors.edu.my

Taylor's Internal Innovation Grant: iINNOVATE (TRL 1~3)

OBJECTIVE

Research and development activities undertaken with the aim of turning knowledge into specific practical applications.



To turn knowledge into specific practical applications or use to solve practical problems either for commercialization or social purposes. Successful project has the option to be incubated by BIZPOD.

BASIC ELIGIBILITY

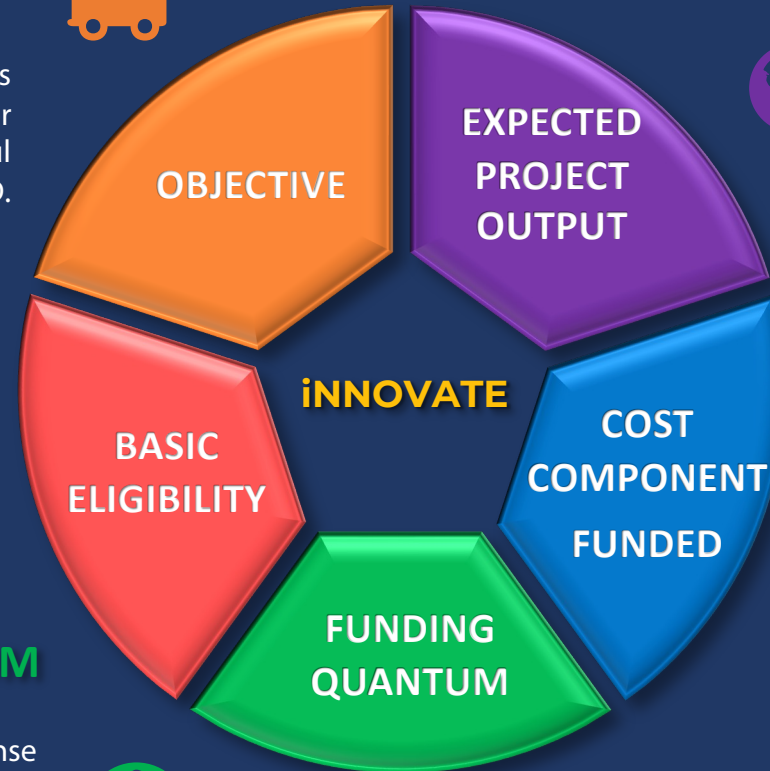
A minimum of 2 project team members in a team with maximum of 5.
Multidisciplinary team background is encouraged.



FUNDING QUANTUM

Up to RM 30,000/- per project based on detail expense requirement.

Funding Focus: SDGs; National STIE 10-10, RMK-12



EXPECTED PROJECT OUTPUT

Specific applications for R&D innovations
Laboratory prototype
New Intellectual Properties
TRL 1 ~ 3



COST COMPONENT FUNDED WITHIN THE FUNDING

Leasing of research equipment
Purchasing of consumables or items required related to the development of a prototype
Prototyping services
Evaluating and testing R&D findings



Taylor's Internal Innovation Grant: iGNITE 10 (TRL 4~6)

OBJECTIVE

To prepare for the pre-commercialization of R&D outputs or innovations. For example, product development, pilot production, incubation and market study.

Pre-commercialization does not necessarily come out of R&D. It might be possible for pre-commercialization to come from existing innovations.



BASIC ELIGIBILITY

A minimum of 2 and a maximum of 5 entrepreneurship team members formed.

Multidisciplinary team background is encouraged.



FUNDING QUANTUM

Up to RM 10,000/- per project based on detail expense requirement.

Funding Focus: SDGs; National STIE 10-10, RMK-12



EXPECTED PROJECT OUTPUT

New Intellectual Properties

Minimum Viable Product involving product testing with α / β user

Development of business plan and marketing plan

TRL 4~6.



COST COMPONENT FUNDED WITHIN THE FUNDING

Enhancing and fine-tuning existing prototype

Promotion activities

Product testing and certification



Industry Partnerships

KTC works closely with industry partners to facilitate the transfer of knowledge and technology.

We have established partnerships with Government Agencies, MNCs across various sectors, including medical & health sciences, engineering, ICT, food technology, fashion, etc., to drive sustainable innovation and growth.



VALUE PROPOSITION

KTC provides a unique value proposition to industry partners, startups, and researchers by:

- Providing access to cutting-edge research and technology partners
- Facilitating industry-academia partnerships and collaborations
- Supporting entrepreneurship and innovation through incubation and acceleration programs
- Managing and commercializing the university's intellectual property assets
- Driving economic growth and social impact through technology transfer and commercialization activities.

Explore Taylor's University Innovation Ecosystem Today!

From
Research

Taylor's one-roof research, commercialization and entrepreneurship value chain

To
Enterprise

Research &
Enterprise

TALENTS

RESEARCH MGMT

DESIGN & FABRICATION

ENTREPRENEURSHIP &
INCUBATION

TECHNOLOGY TRANSFER

CHDR

CRM

Makerspace

Bizpod

KTC

- Postgraduates sourcing
- Industrial PhD promotions & capacity buildings
- Applied research talents positioning
- Other CHDR functions.

- Research alignment
- Public & private funding m&e
- MOHE MyRA provision & reporting
- Basic research advisory & technical team formation
- Other CRM functions.

- Design thinking
- Technical skilling
- Technology development
- Ideation to prototyping development
- Product features development
- Industry user adoption partnership

- Business incubates enrollment
- Entrepreneurship team formation
- Product Roadmap Development
- Sales & Market Plan Development
- Financial Plan Development
- Fundraising capacity building
- Investor bridging

- Policy development & provisioning
- University's innovation mgmt. & performance monitoring
- Innovation funding
- Identify & assignment of new technologies
- Technology screening & evaluation
- Intellectual Property Protection
- Academia-Industry ecosystem partnerships
- Marketing Innovation & other TTO functions.

THE FUTURE TOWARDS 2030



Developing our research capacity as we bring new colleagues on board and integrate Higher Degrees by Research students meaningfully into our research culture,



Continue to **grow total publication output and emphasize high impact journals,**



Grow our population of HDR students as engines of research and



Increase the flow-through of research to commercialization opportunities.



Increase collaboration between industry and academia is essential to driving innovation and economic growth.



The Knowledge Transfer and Commercialization Office at Taylor's University is committed to facilitating this collaboration by providing a **range of services to support the transfer of knowledge and technology, and the commercialization of innovative ideas and products.**



We look forward to working with you to **unlock** the full potential of your **innovative ideas and products.**

Contact Us

Thank you for considering partnering with the Knowledge Transfer and Commercialization Office at Taylor's University. Please contact us to learn more about our services and how we can support your innovation and commercialization goals.

Contact

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Phone: +603 5629 5453

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Selangor, MY

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