The Bill and Susan Lhota
Office of Alumni Career Management

Marilyn Bury Rice
Jonathan Wray

go.osu.edu/AlumniCareerManagement
Career Management

- Programs/Resources
  - Web resources, webinars, programs, career fair, individual consulting (in-person and remotely).

- A lifelong process
  - Assessment
  - Exploration/Research
  - Personal Branding
  - Networking
  - Job Search
  - Professional Development
Technology Commercialization Office

- Evaluates the patentability (legal case) and commercial potential (business case) of inventions submitted to TCO.
- Manages the patent application process (hire outside law firms).
- Markets OSU technologies to prospective licensees.
- Negotiates license agreements, option agreements, material transfer agreements and confidentiality agreements.
- Provides guidance on the requirements for University start-up companies.
- Policies, resources and other links are available at the TCO website:

http://www.tco.osu.edu
Outreach

Prototyping

Industry Sponsored Research

Innovation Centers

Software Development

IP Coordinator

New Ventures

Student Programs

Public/Private Partnerships

Marketing Communications

Drug Development Center

Development
University Routes to Commercialization

- License to large companies
- License to small companies
- Help start companies and license to them
- Joint Ventures (JVs) between OSU and existing company
- License to company to develop and sublicense to others
New Ventures
IDEATION capabilities

Design Thinking, workshops, contextual inquiry

Ideation

3D Printing, Product Creation
Software Prototyping Center capabilities

Rapid Prototyping
Software Prototyping Center capabilities

Brand Identity

Lockup

Font

Agenda Medium

Joanna

Colors

C=75  C=92  C=0  C=59
M=12  M=48  M=0  M=0
Y=14  Y=34  Y=0  Y=100
K=0  K=0  K=69  K=0

Branding

No circular head. Rich pattern to an individual.

Vernacular prose, empowered by Ambassador.

Ambassador “arms” helping to lift you up. Rounded corners convey friendliness and comfort.

Pre-Launch Microsites

Our NGTA is up 400%

Application

Ambassador arms used to frame a quote

Ambassador arms used to frame a photo

Identify problems before they occur

Technology Commercialization and Knowledge Transfer
Startup Weekend Columbus, November 15-17th!!

Special Engagement Workshops: 3D printing, personalized medicine and the quantified self, software prototyping

Law Clinic: best practices for starting up and IP protection

C.A.S.T.: Customer Aligned Startup Training

BOSS: Best of Student Startups

Affiliate Orgs: Newpath, Business Builders Club, 10-X
How do you get involved?

- Entrepreneurs
- Mentors
- Investors
- Technology Evaluation
- Wake Up, Start Up
Technology Commercialization Office (TCO)

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Questions?

http://www.tco.osu.edu

http://go.osu.edu/BuckeyeNetwork

Join our LinkedIn group
The Ohio State University Buckeye Network