

Accelerate Academic IP Commercialization

Significant Untapped Opportunity

- 0.5% of all licensed academic IP generates significant majority of royalty revenue.
- 5-20% of academic IP gets licensed, the rest lays fallow and incurs maintenance costs.
- TTOs not sufficiently funded to continuously triage IP portfolio and execute on a broad IP strategy.

Multiple Channels of Value

- Industry sponsored research programs
- Royalty from licensing of IP
- Proceeds from settlements



Industry Matching Problem

Time consuming to match research/ IP to ideal industry partner

Solved

Algorithms & domain experts
Deep analysis of IP
Companies prioritized by relevance



Financial Risk & Value

Return on investment & declining patent value

Empowered

IP triaged: license, monetize or eliminate
Free up patent budget for new inventions
Top tier finance & legal partners



Deal Friction

Licensing negotiations frequently stall

Greased

Experienced with both industry & academic agreements
Standardized deal terms
Software workflow reduces time to revenue

Solution Highlights

No upfront commitment

iRunway invests in initial patent analysis

Academic client remains in control