

Strategic Licensing Plan

Recommendations to Joe Daniele

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Norm Brown / Bill Fields

Preliminary Considerations

- Approach:
 - Define Responsibilities / Tasks
What is our job?
 - Determine Resource Requirements
What do we need to do our job?
 - Recommended Steps
How do we get what we need?
- General Issues
 - Significant Crossover with Business Development
 - Significantly Greater Involvement with Research
 - Clearer Demarcation of Responsibilities
- **JOINT** Analysis / Recommendations

Three Key Responsibilities

- **Pipeline Management:**

- Identify/Monitor Research Activities
- Review Technologies On-Site
- Evaluate Technologies
- Set Up Case Files
- Monitor & Report Activities

- **Commercialization:**

- Identify Market
- Identify Prospects
- Create Contact Materials

Commercialization cont'd:

- Distribute Materials & Follow Up
- Negotiate Term Sheets
- Negotiate Deals
- Monitor & Manage

- **IPTC Administration:**

- Meetings
- Reports / Database
- Presentations / Education
- VC / Incubators
- Legal
- Ad Hoc Tasks

Pipeline Management

Identify/Monitor SAIC Research Activities

Resource Requirements

Recommendations

- Knowledge of research activity throughout SAIC, at all relevant stages
- [Optional] Knowledge of activity at subsidiaries / equity partners / foreign

- Database of research activity [not just technologies]
- Access to R&D approval process [IRAD & Guideline]
- Access to contract award activity / results

Pipeline Management

Review Technologies On-Site

Resource Requirements

- Acceptance by Division & Group of IPTC Role
- Availability of Researchers for Process

Recommendations

- Introduction to Sector managers by JD / Senior Exec VPs to schedule IPTC presentations at Sector's Group Managers meetings
- Targeting of non-active Sectors/Groups
- Formal POC at each Group
- Co-Location of IPTC personnel at key Sector sites

Pipeline Management

Evaluate Technologies

Resource Requirements

- Comprehensive Presentation of Technical Concepts
- Technical Market Summary
- IP Summary

Recommendations

- Standardized format for technology description
- Internal 'Red Team' to evaluate technologies
- External resource on-call for tech evaluations
- Budget to pay **both** resources

Pipeline Management

Set Up Case Files

Resource Requirements

- Standardized Information
- Division / Group Buy-In

Recommendations

- Develop standard Case Information Sheet
- Establish standard filing protocols
- Implement buy-in sheet for Division signature [copy to Group]

KEY POINT SUMMARY

- **Greater Legitimization of IPTC Role**
 - Presentation to all Sectors' Group Meetings
 - Interaction with ALL Sectors [POCs]
 - Signed-off “Involvement Form”
 - Formal recognition as 1st Negotiator
- **More Efficient Processing**
 - Market/Technology Research
 - Streamline/Focus Legal Review
 - Database for Monitoring/Reporting
- **Budgetary Support**

BUDGET IMPACT

- Internal Market / Technology Analysis
- External Market / Technology Analysis
- External Deal-Term Analysis
- Database Development
- Co-Location Office Space
- Graphic Identities Development
- Administrative Support