



Sathguru

Technology Management Services



Intellectual Property and Enterprises

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- In today's global innovation economy, Intellectual Property (IP) is a key factor for businesses.
- Turning ideas into business assets with real market value is a key step for success.
- IP is a strategic tool, and business strategies are almost always constructed around IP.
- Companies demand value on their brand, know-how and their proprietary technology.
- Sathguru helps firms to increase their intellectual asset revenue over the long term, by strategically aligning sound intellectual asset strategies with R&D efforts.



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Our Functional Expertise in Technology Management

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Sathguru – An Introduction

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Sathguru is a specialist and pioneering Asian consulting firm with a client base of over 160 private sector clientele spread across the globe.

We have an unparalleled and unrivalled pool of specialist know-how, with strong analytical competences, vast industry experience, a global network of contacts, and a successful track record.

As such, we are uniquely positioned to support your enterprise in all aspects of strategic intellectual property management and technology transfer.



Sathguru- An Introduction

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Sathguru offers a comprehensive range of IP-related services. We have particular strengths in technology management and technology transfer in a wide number of technology areas.

A sampling of the industries for which we advise on intellectual property and technology management includes:

- ❖ Information Technology
- ❖ Electronics
- ❖ Life Sciences
- ❖ Nanotechnology
- ❖ Medical Diagnostics
- ❖ Animal Health Biotechnology
- ❖ Agriculture
- ❖ Biotechnology



Sathguru- An Introduction

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- **Sathguru-Cornell University Partnership:** Sathguru is the exclusive partner for Cornell in all its initiatives in the South Asia region. In addition, Sathguru has enjoyed over 15 years of privileged association with global research organizations –NIH, USDA and others.
- We are project partners for several national research laboratories & funding organizations.
- Sathguru has been engaged in developing IP strategies for enterprises in software, life sciences, biotechnology.
- Lastly, Sathguru is known for leadership in establishing public-private partnerships in life science sector.



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Our Strategic Advisory Approach

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Technology Evaluation

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A due diligence on a technology or technology platform or product involves a close look into technical aspects of the technology concerned and the market that it is positioned at.

Only a specialist can analyze the entire value chain on the discovery to commercialization pathway, and evaluate the risks involved therein at each step.

We use our rich experience across sectors- biotechnology, life sciences, medical diagnostics, pharmaceutical drug discovery, to research and assess targets and help you realize more value for your IP.



Technology Evaluation

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Prioritize IP portfolio to identify assets and drive value. “First cut” analysis to eliminate:

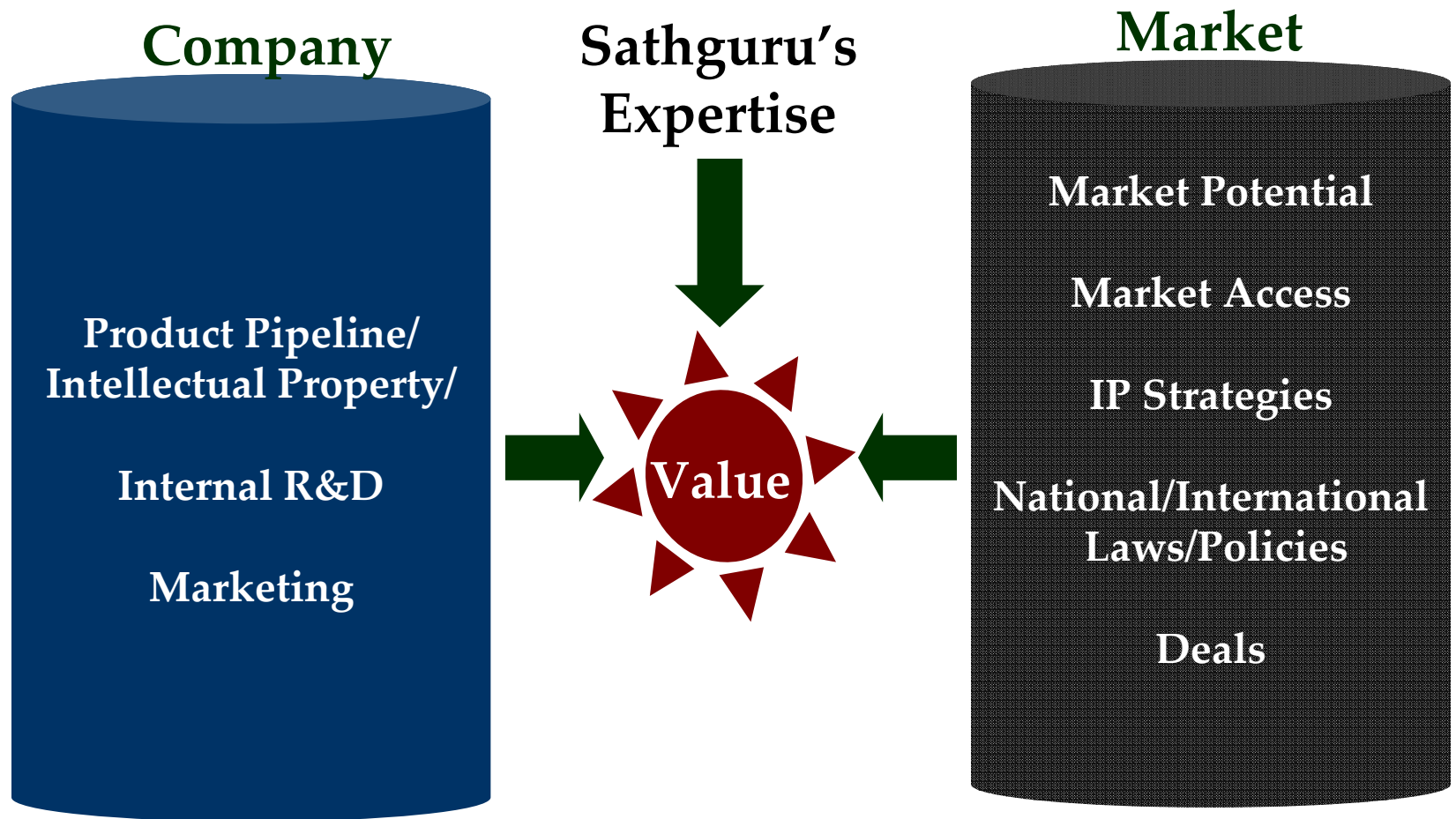
- ❖ Non enabled technologies (*inadequately described*)
- ❖ Unproven, impracticable technologies
- ❖ Unpatentable technologies (*anticipated and obvious*)
- ❖ Unprotectable technologies (*use too narrow*)
- ❖ Un-marketable technologies (*small market*)
- ❖ Unlicensable technologies (*heavily dominated*)



Due Diligence

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COMPANY & MARKET ASSESSMENT



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Marketing Technologies

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- Conduct market research and identify new markets for clients to exploit.
- Value IP.
- Connecting companies with inventors.
- Prepare non confidential summaries.
- *"Making the pitch"* to the companies, marketing IP to potential buyers.
- Negotiating confidentiality agreements.



Negotiating IP

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- Assist in negotiations of IP terms in research contracts and MTAs.
- Assist in negotiation of IP terms of unusual or complex collaborations.
- Assist in negotiation of financial terms.
- Lastly, assistance in IP policy development and implementation.



Licensing IP

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- Drafting licensing agreements, and support in licensing all types of technology and intellectual property for traditional and emerging technology areas, including:
 - Patents and Know-how
 - Software, Hardware, and Semiconductor
 - Cross-License Arrangements
 - Trademarks, Service Marks, and Trade Dress
 - Public Institution and pro-bono Technology Transfer
- We regularly represent both licensors and licensees in seeking creative opportunities to exploit valuable intellectual assets with an aim to maximize their revenue potential.



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Technology Valuation

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Approaches to Valuation

- For already “in-use” technologies
 - *Income stream methods*
 - (A method where income exploitation is projected and discounted for net present values, taking a terminal value, in case of new technologies)
 - *Imputed or foregone royalty methods*
 - (A method where future royalty command for the technology is discounted for net present values, royalty rates being ascertained based on our past experience and database sources)



Technology Valuation

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– **For in-process technologies**

- *Probability based income stream methods*
 - (A method where probability of success is plotted along time scale to discount backwards to arrive at pre-stage valuation to start-up stage)

– **For infringement cases**

- *Foregone sales method*
 - (A method which evaluates either actual sales or potential actual sales or actual market lost or potential market lost, to a value based on volume and price analysis)



Valuation Credentials

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- Through our audit firm K Vijayaraghavan & Associates, a member firm of DFK International, one of the TOP 20 accounting firms of the world (www.dfkintl.com).
- Has been involved in over 80 valuations so far, out of which at least 35 have been on sole intervention basis.



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Cornell-Sathguru Initiative

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Sathguru is the **exclusive technology partner** for Cornell in South Asia. In this privileged role, Sathguru is actively engaged in transfer of Cornell technologies in South Asia for over 16 years now.

In addition, Sathguru is also engaged in technology marketing for Cornell's technologies outside of South Asia. This non-exclusive partnership in the Asian region has resulted in many success stories.

- Cornell – Sathguru partnership started in 1992.
- Engaged in advisory, research management, technology transfer and project monitoring in in the Asian region.
- Brings together the academic, industrial and policy interventions for life science sector in the region.
- Over 50 professionals and researchers from both the institutions work together on several projects.



Case Studies in Technology Transfer

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- **Drought and Salinity Rice:** Enabled transfer of technology for drought and salinity tolerant rice from Cornell University to India, Bangladesh and Indonesia.
- **Fruit and Shoot Borer resistant Brinjal:** Transferred technology for the development of Bt Eggplant in India from Mahyco-Monsanto.
- **Tobacco Streak Virus resistant Groundnut:** Facilitated technology transfer for the development of Tobacco Streak Virus resistant groundnut from Donald Danforth Plant Science Center.
- **Late Blight Resistant Potato:** Transferred technology for the development of Late Blight Resistant Potato in India from University of Wisconsin to Central Potato Research Institute (CPRI).



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Sathguru's *Technology* Solutions

Specialized Services by Industry Sector

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Information Technology

- Services include drafting and negotiating complex agreements to obtain, commercialize and license
 - computer-related intellectual property rights,
 - software licensing and distribution agreements,
 - network services, and
 - data acquisition agreements.

Health and Life Sciences

- Services include facilitating technology in-licensing for essential pharmaceuticals, and other health and life sciences technologies to Indian public and private sector institutions from US, EU and South America.
- Out-licensing of technologies from pure Indian research enterprises to the EU, US and other global markets.



Sathguru's *Technology Solutions*

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IP and Enterprise Development

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- Setting up an IP policy, enterprise development, and translational research framework for Department of Biotechnology (DBT), Ministry of Food processing and ICAR.
- Strategic IP policies for
 - the ICRISAT agribusiness incubator,
 - ISB Knowledge hub incubator, and
 - TICEL incubator.



Sathguru's *Technology* Solutions

Case Study: Out-licensing

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Case Summary

A pharmaceutical enterprise from India engaged us in out-licensing their proprietary technology to a leading US pharma company.

Sathguru's Approach

Sathguru enabled the Indian pharmaceutical enterprise in extracting maximum value by negotiating a complex contract for cross border licensing of their exclusive product.



Sathguru's *Technology Solutions*

Case Study: IP Commercialization

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Case Summary

An early stage phytopharmaceutical company from India was seeking equity funding to fund the growth of their enterprise, and for the commercialization of their Phase I compounds.

Sathguru's Approach

- Sathguru performed a detailed assessment of the market opportunities, technology and product development risks, launch and marketing costs.
- Four scenarios were modeled-
 - *Full investment*
 - *Go-it-alone*
 - *Outright sale*
 - *Out-licensing for royalties*
- A comprehensive optimal strategy was developed with valuation, and incorporated into a business plan for presentation to investors.



Sathguru's *Technology* Solutions

Case Study: Marketing Technologies

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Case Summary

A leading European technology transfer firm partnered with us. The partnership was to focus on out-licensing of their vast life sciences, agbiotech, and nutraceutical portfolio to potential Indian licensees.

Sathguru's Approach

- We carried out an evaluation assessment to identify and prioritize potential licensees.
- Our team approached all the potential licensees with a carefully constructed value proposition with a non-confidential tech brief.
- We executed Confidential Disclosure Agreements with prospective licensees, and met them for confidential data presentations.
- In this process, we contacted 84 potential licensees over phone and email, executed 35 CDAs, made presentations, 12 companies engaged in the entire due diligence value chain leading to technology offers. The first of the deals was closed within 5 months from initiation.



Sathguru's *Technology Solutions*

Case Study: Opportunity Assessment

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Case Summary

A US multinational company was keen on entering the monoclonal antibodies (MAb) research space for supporting its research pipeline. For this, the strategy it chose to adopt was to enter India through a partnership or acquisition of a company with such credentials. The challenge was to provide an indepth analysis, and shortlist potential companies.

Sathguru's Approach

- Sathguru conducted an in-depth assessment of the MAb research in India.
- A competitive landscape analysis was performed to map the key niche players.
- Our US Client was provided with an exhaustive document that acted as the basis for executing their plans.



Sathguru's *Technology Solutions*

Case Study: IP Strategy

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Case Summary

A medium sized Indian IT company with US operations, as part of its growth strategy plan wanted to put in place policies and processes for capturing IP at all stages of research and development.

Sathguru's Approach

- Sathguru conducted a sensitization program in IP for the top management of the enterprise.
- A thorough review of the processes was conducted.
- Sathguru provided a detailed strategic plan for value capture and value creation, with clear employee engagement policies.



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We look forward to hearing from you, and working with you to fulfill your technology needs.

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