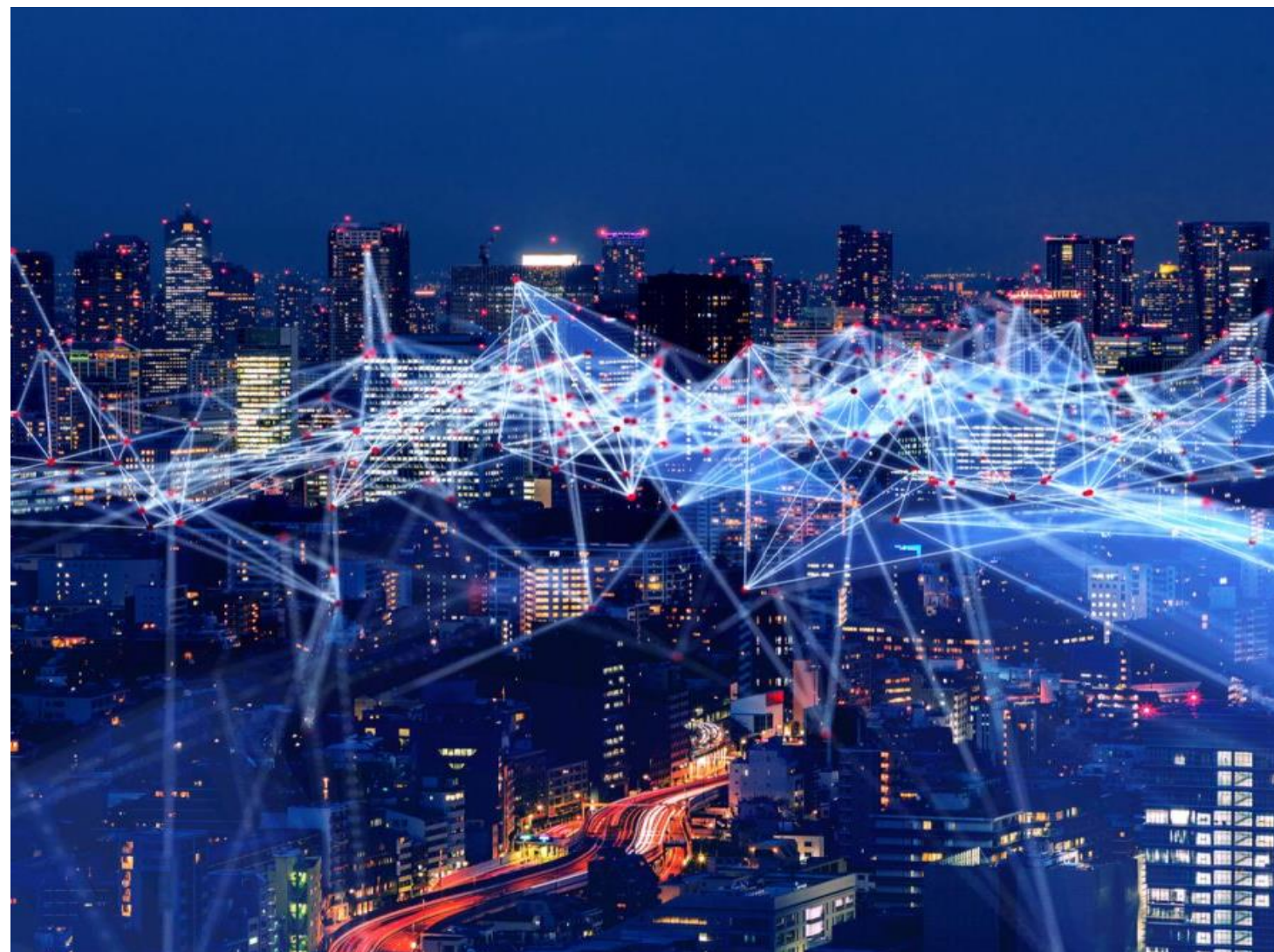


Academic Consulting, Licensing & Ventures



Mathematical Institute

Dawn Gordon & Paul Gass



Agenda

- **Overview of academic consultancy**
- Consultancy – Types & Motivations
- University policies
- OUI's Consulting Service
- Pricing and fees
- Case Studies
- **Licensing & Ventures**
- Case Studies
- Q&A

Oxford University Innovation Ltd

Commercialising technology and expertise from
the University of Oxford

- ***Transferring technology*** through Licensing, Ventures, IP and Patents, Material Sales, Clinical Outcomes, Startup Incubator

**Licensing &
Ventures**



- ***Supporting researchers and external partners*** to utilise academic expertise and technical services

**Consulting
Services**



- ***Enabling ventures to grow from concept to maturity*** through Seed Funds, Oxford Angels Network, Spinout Equity Management

**Funding,
Investment &
Management**



OUI is 100% owned by the University of Oxford



2022*

Maximising the societal and economic impact of Oxford's research and expertise.



£13.2m

Returns to the University



£30.4m

Total income



Spinout acquired, advancing additional agonists derived from MiroBio's I-ReSToRE platform.

Licensing & Ventures deals



318

Disclosures



4995

Patents under management



1157

Total deals



73

New patent filings

Companies formed



15

New companies



4

Social Ventures



1

Incubator startup



10

Spinouts

Consulting Services



531

Consulting deals



390

New deals

Clinical Outcomes



6.4m

Patients given a voice in their healthcare (since 2004)



894

Executed agreements

*Data for the academic year ending July 2022

Introductions: Consulting Services

Covering all divisions and departments



Jaci Barnett

Head of
Consulting
Services



Dawn Gordon

Senior Project Manager
MPLS
Medical Sciences



Gurinder Punj

Senior Project
Manager
MPLS



Emma Packard

Project Manager
Medical Sciences
Humanities



Susan Clark

Principal Project
Manager
Social Sciences



Kerry Antcliffe

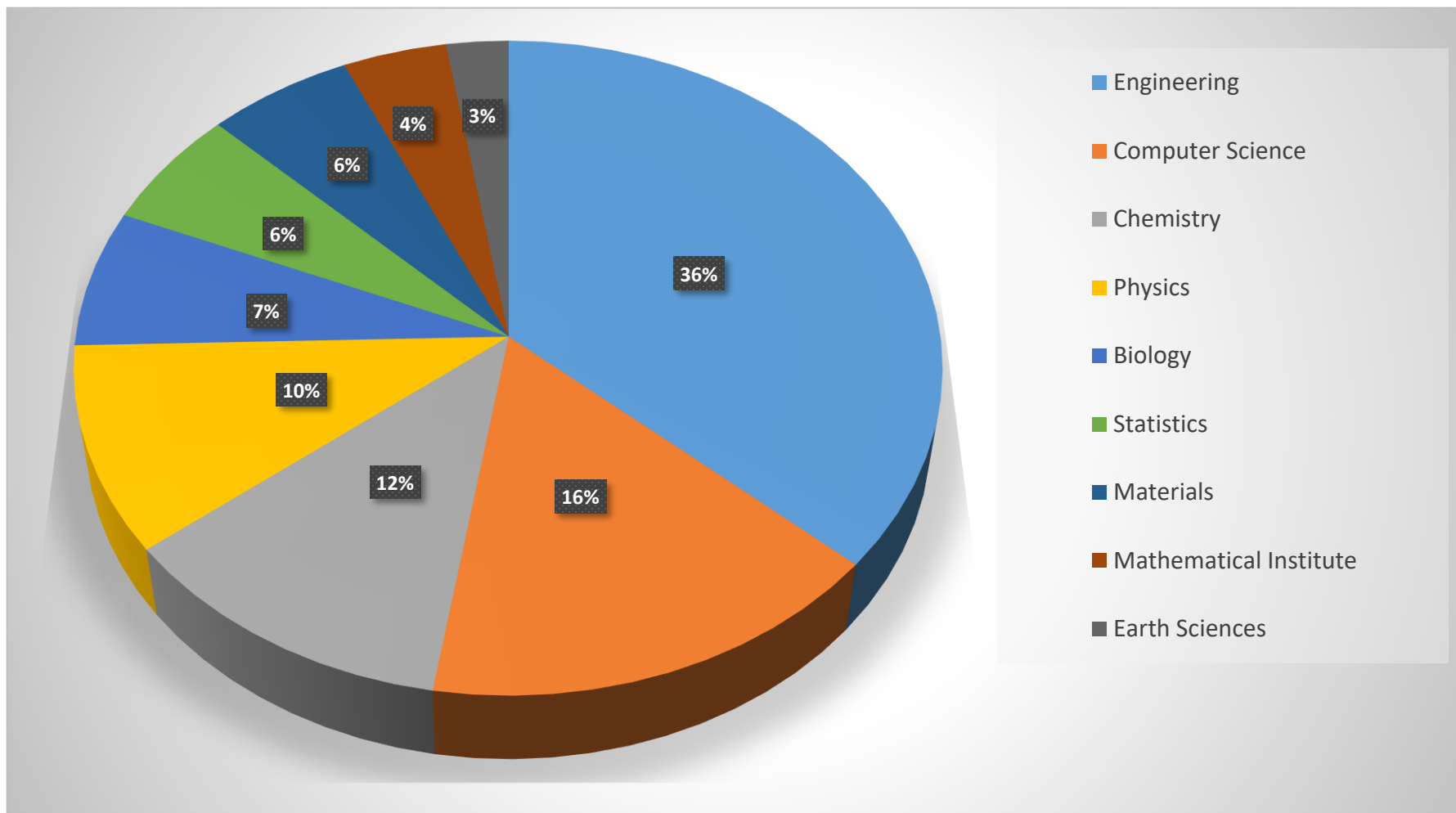
Senior Project
Manager
Medical Sciences



Sally Sheard

Senior Project Manager
Medical Sciences
MPLS

Consulting Contract for MPLS by Department





What is Consultancy?

Work, usually the provision of expert advice, which is crucially dependent on input or direction from the Client but may involve analysis and/or review of Client data/information/material

“Client” – any external organization including Companies, Charities, Government Bodies, Other Universities and/or NHS Trusts



Types of Consulting

- Product / Strategy analysis & summary report writing
- Software Modelling Design
- Advisory Boards
- IP License support - Software installation & implementation
- Mentoring / Training
- Speaker Agreements
- Expert Witness
- Spinout Founder

What is the University's view?



“Consultancy activity is one of the important means by which staff at the University of Oxford can make available their knowledge and expertise to government, public sector organisations, community groups and business.

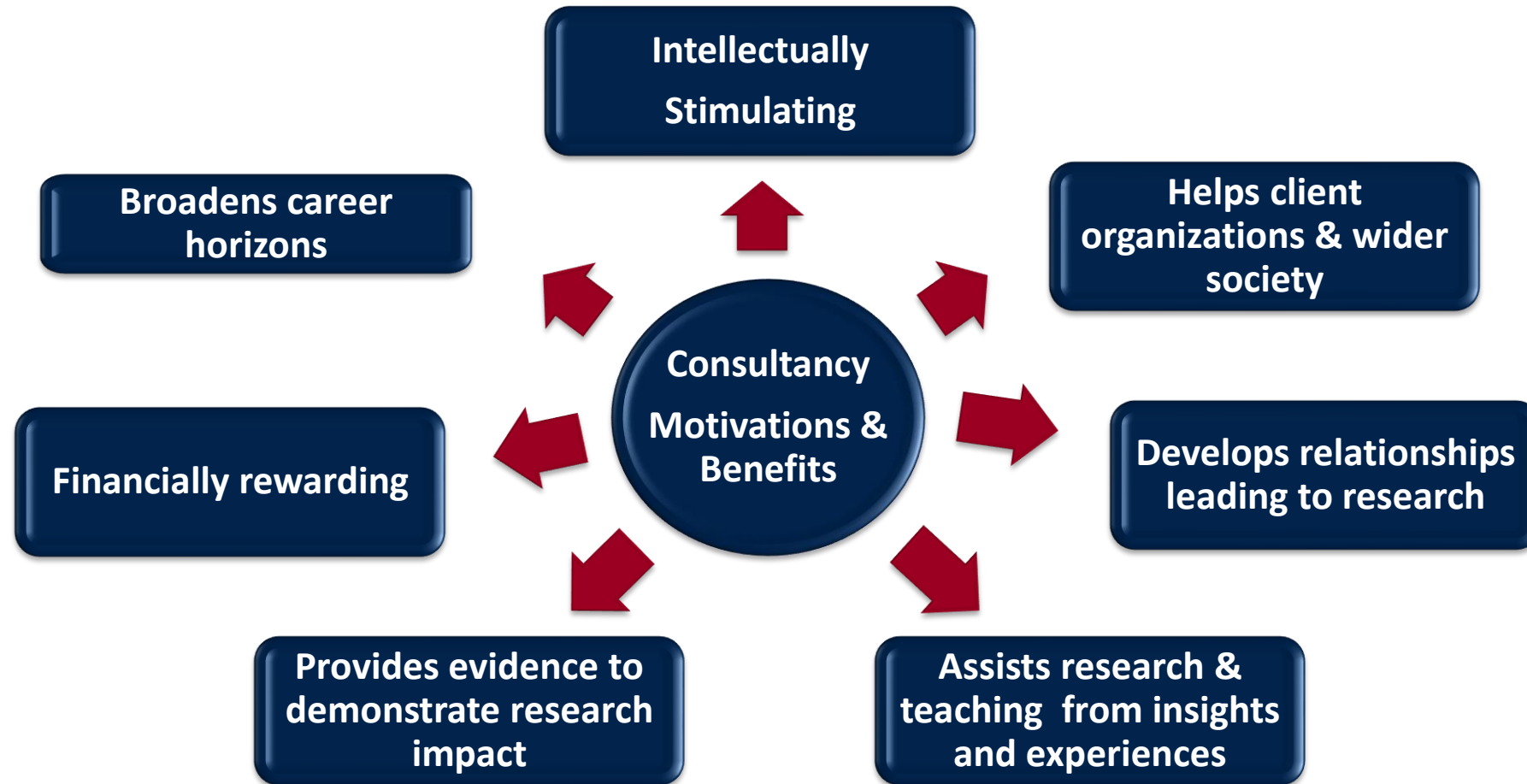


Such interactions in turn benefit the University, as staff bring back to their teaching, research and other roles the insights, experiences and contacts they have gained as consultants”

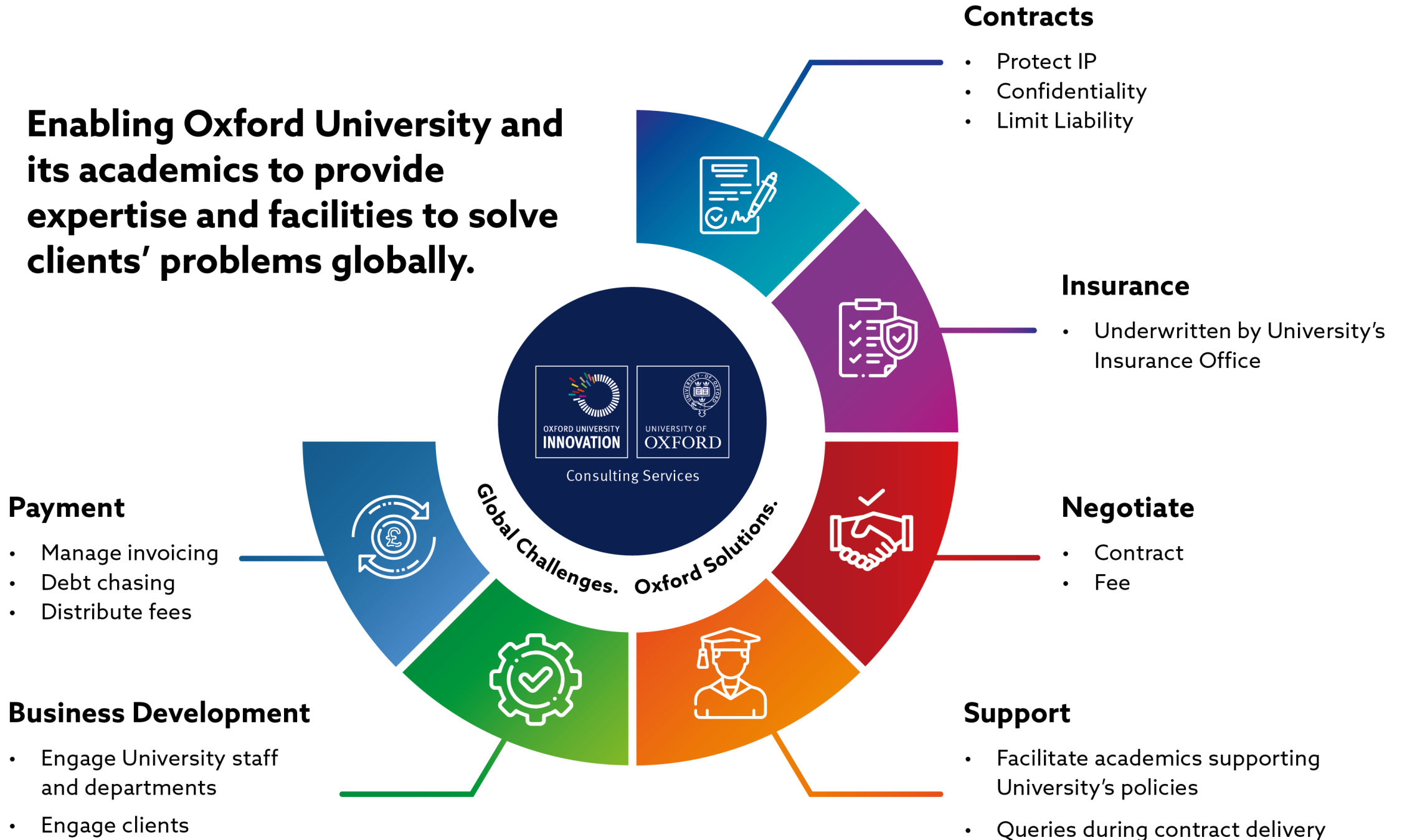
See: <https://researchsupport.admin.ox.ac.uk/innovation/consultancy>
& also <https://researchsupport.admin.ox.ac.uk/policy/frascati>

Why do Academic consulting?

Motivations & Benefits



Enabling Oxford University and its academics to provide expertise and facilities to solve clients' problems globally.



Pricing/Fees – what to consider



- Consultant's motivation for doing the project
- Seniority & reputation of the consultant
- Rarity of the expertise
- Client's timeframe & availability of consultant
- Fixed fee or time based?
- Nature of the work – expert witness work pays well
- Type of client – local company or global corporation / Charitable
- Are there other benefits? e.g. royalties or subsequent research collaboration
- Competitor pricing, if bidding for work
- No payment in shares/stock/cryptocurrency options in lieu of cash.

Consulting Services - funding model



- **10%** for personal consultancies: fees paid directly to academic.
- **10%** for departmental consultancy and services work: fees paid directly into departmental cost centre
- Consultancies into spin-outs incorporated from 1/8/2020:
 - 10% in 1st year, all of which goes to your Department
 - 10% thereafter with 5% going to OUI & 5% to Department

Where possible, we try to charge the fee to the company, not the academic



**Real World
Examples...**



Consulting Services: Mathematical Institute Case Study

Client: **e-VTOL company**

The Consultant provided **Battery Cell Modelling** expertise to assist the Client to:

1. Analyse Client's Lithium-ion cells models
2. Provide advice to improve the client's models
3. Recommend future tests

12 days consultancy, one PDRA



Consulting Services: Mathematical Institute Case Study

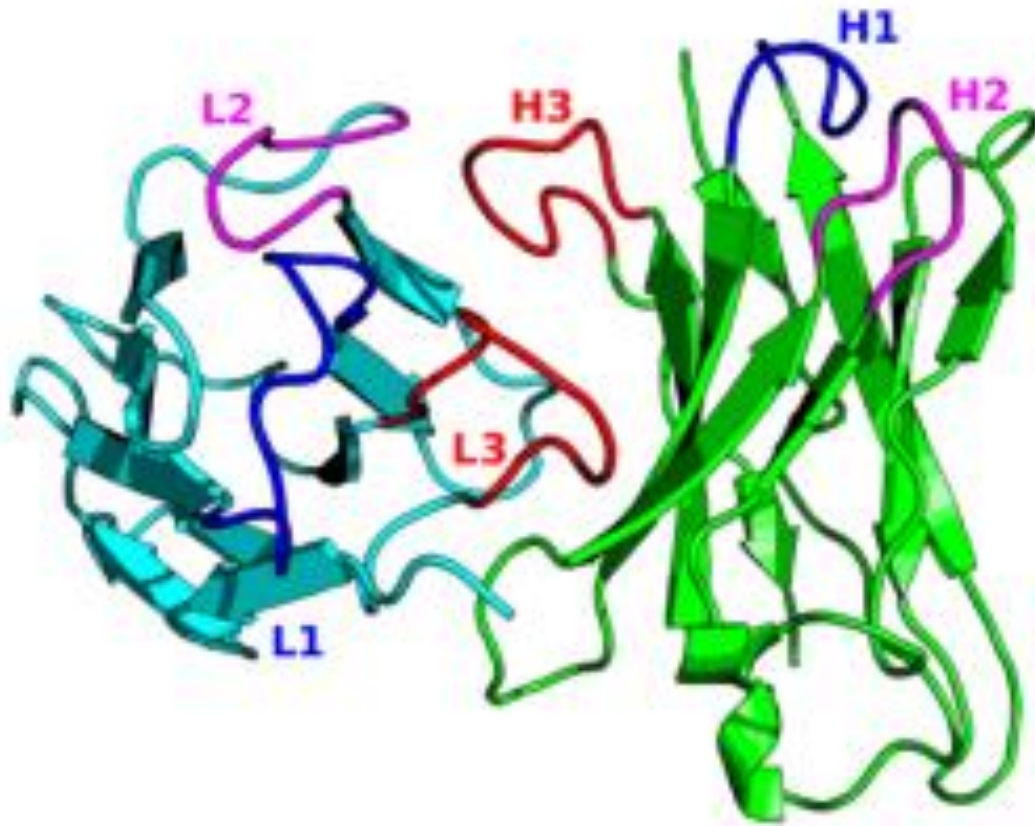
Client: **The Alan Turing Institute**

The Consultant provided **data science, systems biology and topological data analysis** expertise to

1. Actively participate in the client's **expert panel** as part of ATI's Health and Medical sciences programme in collaboration with ATI's global pharmaceutical partner
2. Identify & review potential projects / areas of interest

5 days of consultancy for 1 senior academic





Consulting with Licensed Software IP

“SabBox” Example:

- SAbDab and SAbPred are valuable resources for both computational and experimental antibody research and design
- Many pharma companies are now using the “SabBox” software
- The developers provided **Departmental** consultancy to clients regarding installation, implementation, migration, training and data analysis
- SabBox is available as licensed software via OUI’s Software Shop!

Consulting Services



**MAXIMISING
TIME**

**Managing Projects
Handling Admin
Securing Payments**

**REDUCING
RISK**

**Negotiating Contracts
Providing Insurance
Protecting Interests**

**SUPPORTING
IMPACT**

**Finding Opportunities
Preparing Proposals
Offering Advice**

Licensing & Ventures



Our Mission

Generate Impact from University Intellectual Property
- May be commercial impact, or social good

Intellectual Property



Intellectual Property is **something new** that you **create**

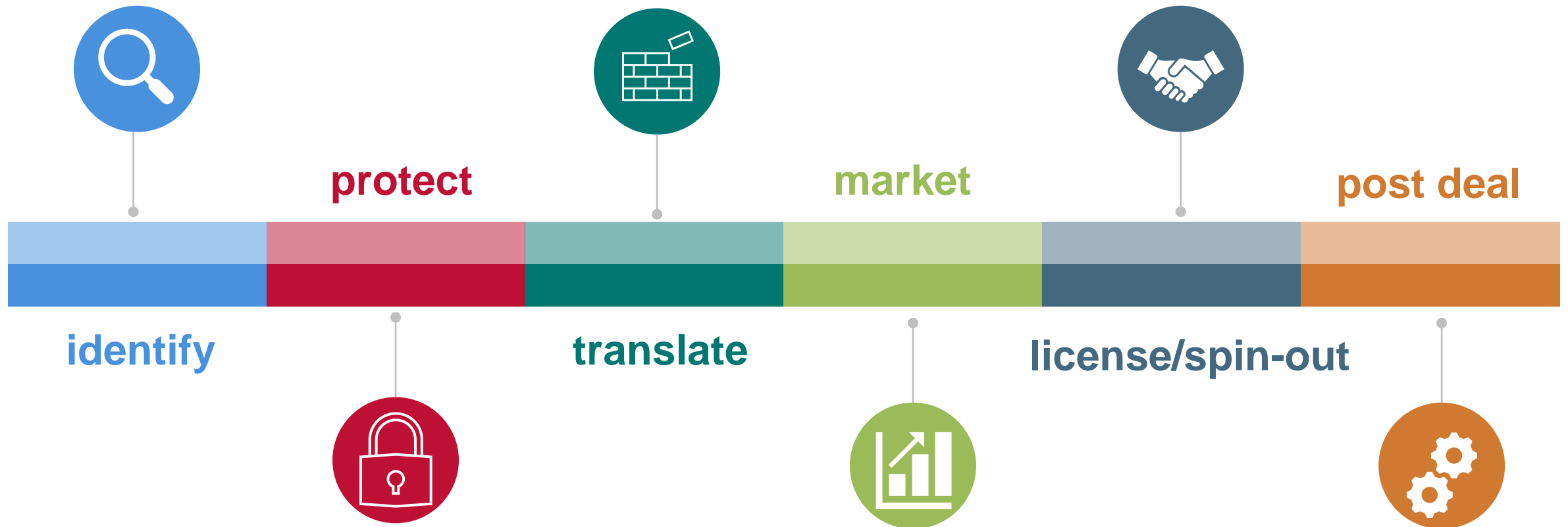
- an idea, an invention, a computer program, a method, a design

Intellectual Property it can be protected in different ways



Licensing & Ventures

Where we can help...



Licence vs Spinout



Licence

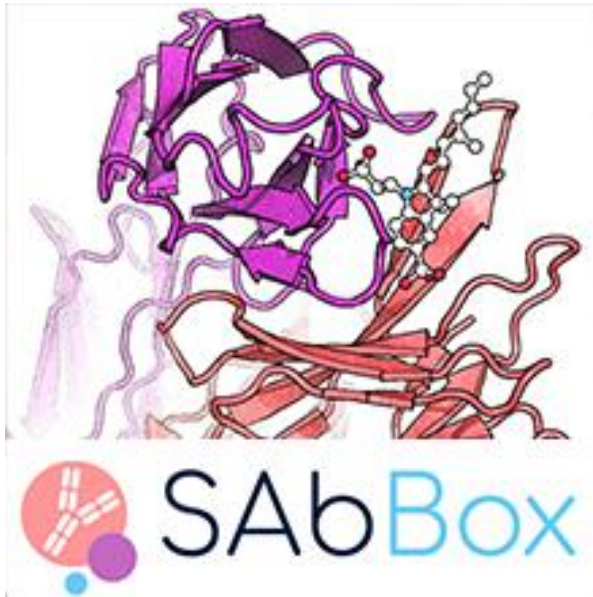
- ☐ Single application for the technology
- ☐ Incremental improvement
- ☐ Established market and players
- ☐ Interested licensee
- ☐ No founding team

Spinout

- ☐ Multiple applications – “platform technology”
- ☐ Disruptive technology
- ☐ Nascent market
- ☐ Interested investor
- ☐ Founding team

Licensing & Ventures

Licences



- Structural antibody database for easily searching and selecting antibodies
- Software and Data created in 2017
- Creators: Prof Charlotte Deane, Dr Konrad Krawczyk (Dept of Statistics)
- Commercial and Academic licences marketed via OUI Software Store

Licensing & Ventures

Spinouts



- Post quantum cybersecurity company
- Formed in 2018
- Founder and CEO: Dr Ali El Kaafarani (Maths Institute)
- Spinout supported by OUI and funded by Oxford Sciences Enterprises (OSE).

OUI Software Store

Another way to commercialise your software

Welcome to the OUI Software Store. Available here are a range of software products available for download. Some products are available for Academic Use, and others for Commercial Use.

To download any software, you will be asked to accept the appropriate licence terms and conditions (these differ for Academic and Commercial Use). Any person who commits to taking a Commercial Use software licence must be an authorised signatory of the licensee and be authorised to commit to paying the required fees for the software.

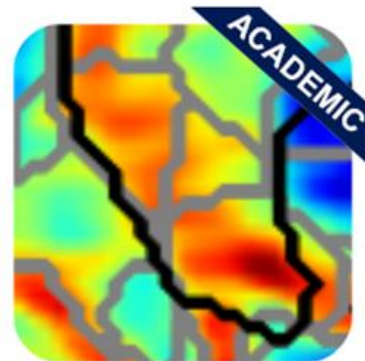
Any information provided as part of this process will be treated in accordance with the Oxford University Innovation Website Privacy Policy



BRAHMS

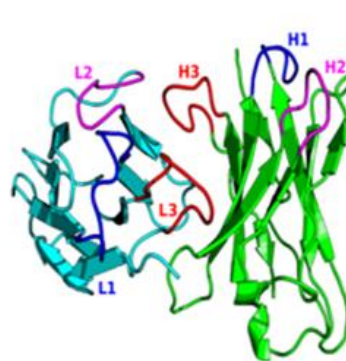
The intuitive, scalable and powerful management system for any natural history collection.

[Additional information](#)



Quantiphyse Academic

Software for viewing and analysis of 3D and 4D biomedical data, which is particularly suited for physiological or functional imaging data.



SabBox

SabBox encompasses the computational antibody design tools available in the SAbDab/SAbpred platform



Finite Element Human Head Model

Human head mesh connectivity with DTI for finite element calculations

[Additional information](#)

Oxford Startup Incubator

Supporting entrepreneurial ventures from Oxford

- Assist in the creation and development of non patent led businesses
 - Open to researchers, employees, students and alumni
- Comprehensive support includes
 - commercial advice & mentoring
 - workshops and training sessions
 - desk space
 - access to business and investment networks



CARNOT



Ufonia



THANK YOU


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