Technology Ventures Services Group

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What Is the TVSG?

- A partnership between two new and innovative student groups that provide essential services to Arizona’s innovators, entrepreneurs, small businesses, and technology transfer professionals
  - Technology Ventures Legal Clinic
    - Law students only
    - Guidance provided by an experienced attorney, the “Counsel in Residence”
  - Technology Ventures Consulting
    - Business, science, engineering, other non-law students, and interested law students
    - Guidance provided by an experienced professional, the “Entrepreneur In Residence”
What Opportunities Are Addressed By The TVSG?

- **Local Innovators, Entrepreneurs, and Small Businesses**
  - Arizona, specifically the Phoenix area, has significant community of innovators, entrepreneurs, and small businesses. However, these innovators are often lacking the skills and expertise necessary to form and run a successful enterprise. Additionally, they lack the funding necessary to hire competent professionals to fill in their knowledge gaps.

- **Professionals and Service Providers**
  - Local professionals and service providers are often contacted by persons or companies seeking their advice but lacking the resources to pay for the services they will receive. There is a need to refer these potential future clients to a resource that can develop ideas into businesses.
What Services Are Provided?

- Technology Ventures Legal Clinic
  - Business Formation
  - NDA/CA/MTA Creation
  - Prior Art Searches/Patent Landscapes*
  - Intellectual Property Audits
  - Patent Infringement Analysis*
  - Licensing Agreements and IP Assignments
  - TM/Copyright Consulting
  - Employment Agreements focused on IP Protection
  - Patent Drafting Consulting*
  - Patent Education/Training*

- Technology Ventures Consulting
  - Technology Assessments
  - Market Research and Analysis
  - Financial Model Creation
  - Ownership Structures
  - SWOT/Porter’s Five Forces Analyses
  - Strategy Formation
  - Staffing Analyses
  - Implementation Plans
  - Supply Chain Assessment

*Possible through the Steven G. Lisa Foundation Patent Law Program
What Projects/Companies Are Eligible?

- The TVSG will **only** work on projects referred by TVSG Partners
  - Arizona Technology Enterprises
  - ASU Partners
  - Community Partners
    - If not already affiliated, referrals from Community Partners may be asked to register for an entrepreneurship course offered through ASU’s Technopolis program

- Criteria for choosing amongst referrals (not in any specific order)
  - Experiential educational value?
  - ASU related technology or company?
  - Local company or entrepreneur?
  - Financial need?
  - TVSG bandwidth availability
Referral/Project Flow

ASU Partners

Arizona Technology Enterprises

Community Partners

Counsel In Residence

TVSG Intake Committee

TVSG Director

TVLC

TVC

Entrepreneur In Residence
Partners

- **ASU Partners**
  - Technopolis
  - Biodesign Institute
  - Arizona Technology Innovation Collaborative

- **ASU Schools/Colleges**
  - College of Liberal Arts and Sciences
  - Barrett Honors College
  - Fulton School of Engineering
  - Sandra Day O’Connor College of Law
  - WP Carey School of Business

- **Community Partners**
  - Arizona Technology Enterprises
  - Local Entrepreneurial Support Organizations
  - Venture Capitalists
  - Institutional Investors
  - Other Private Equity and Distressed Debt Investors
  - Corporations
  - Law firms
  - Consultants
  - Governmental Agencies
  - Steven G. Lisa Foundation
Highlighted Benefits

- Community Partners
  - Align with other community voices in development of Arizona’s technology and innovation economy
  - Brand themselves within the Arizona community as supporters of entrepreneurship and innovation
  - Practical place to refer under-funded entrepreneurs/companies needing the types of services offered by TVSG
  - Access to a rare pool of sophisticated, specially trained students
  - Participate in the TVSG referral network
  - Capture tax advantages of University patronage
Implementation Timeline

- Move into SkySong space in January 2008
- Begin soliciting TVSG partners by January 2008
- Initiate change management effort to transform current Technology Ventures Clinic organization into new TVSG in May 2008
- Begin solicitation of initial projects and potential client applications by July 2008
- Bring in part time, “In Residence” professionals in August 2008 to assist with project selection, implementation, and substantive support to ensure quality student work
- Technology Venturing Services Group takes on inaugural clients in August 2008
- Work begins on initial projects in late August 2008 (beginning of Fall 2008 semester)
How Can You Support/Be Involved with the TVSG?

- There are two main methods through which a firm or individual can be financially involved with and provide monetary support to the TVSG’s launch and first year of operation
  - Become a Community Partner
    - $10,000 annual donation (two year commitment)
    - Refer potential clients to the TVSG for services
    - Be featured on TVSG marketing materials and media publications
    - Create a Relationship with the ASU entrepreneurial programs and offerings
    - Have access to a pool of students with specialized training and experience
  - Sponsor an “In Residence” Professional
    - $25,000 annual donation (two year commitment)
    - “Your name here” naming of the In Residence position during the commitment period
    - All benefits of being a Community Partner
Appendix A – Estimated Annual Income

- Income (from services, grants, and contributions)
  - ASU Schools/Colleges $100,000
  - AzTE $12,000
  - Kauffman Grant $40,000
  - Community Partners $60,000
  - Total Annual Income $212,000
Appendix B – Estimated Annual Expenses

- Expenses
  - Director’s Fully-burdened Salary $100,000
  - “In Residence” Professionals (2) $ 50,000
  - Student Assistant Salary $ 15,000
  - Market Research Databases $ 15,000
  - Phone and IT Support $ 12,000
  - Marketing $ 5,000
  - Office Supplies and Misc. $ 15,000
  - Total Annual Expenses $212,000