

6. Transferwerkstatt DESY 2016

Evaluation of OTT Sept. 2016

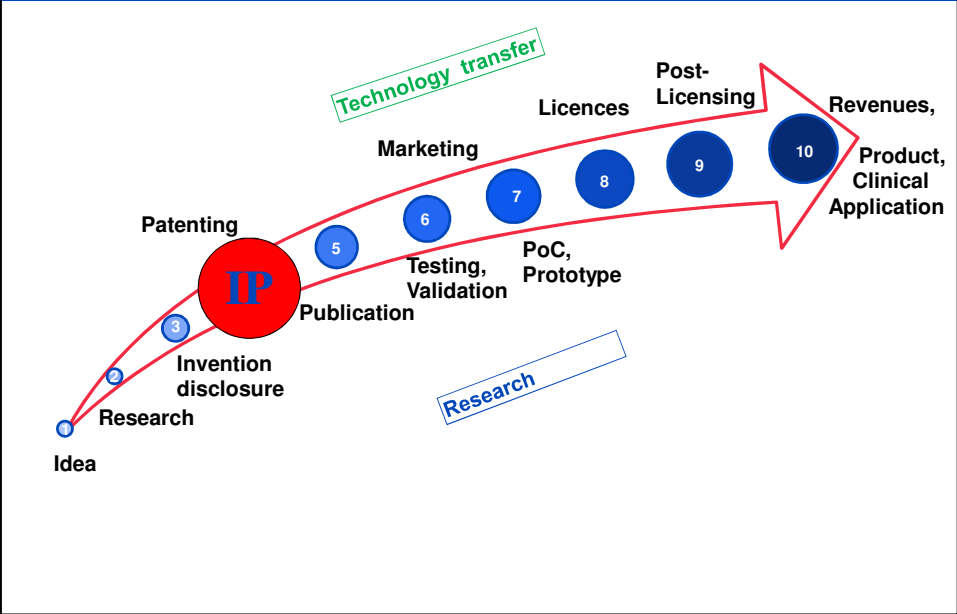
Why Technology Transfer?

The Office of Technology Transfer was founded in 1997 to

- support knowledge transfer from the DKFZ into application in the clinic and in industry
- support researchers in
 - translating their ideas and
 - making their ideas commercially successful
- generate income for inventors, departments and the DKFZ



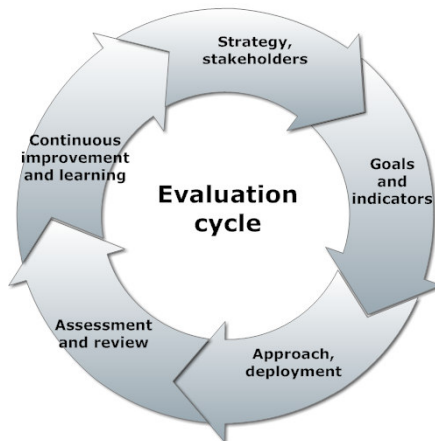
Creating value from research



- **Academic impact**
 - Excellence in science (understanding, methods, theory and application)
- **Economic and societal impact**
 - fostering global economic performance, and specifically the economic competitiveness [of the UK],
 - increasing the effectiveness of public services and policy,
 - enhancing quality of life, health and creative output.
- **A clearly thought through and acceptable Pathways to Impact statement**
 - Project-specific and focused on outcomes

- ✓ • Verankerung von Transfer im **Leitbild / Mission**
- ✓ • Erarbeitung zentrumspezifischer **Verwertungsleitlinien** und Transferstrategien
- ✓ • Aufnahme von Transferaspekten in **Zielvereinbarungen und bei Rekrutierung**
- ✓ • Einführen von Transfer-Bonussystemen für Forscher und Institute
- ✓ • Hochrangige Verankerung und **Professionalisierung der TTO**, z.B. durch Business Development-Kompetenzen sowie verstärkte Einbindung in Forschungsplanung
- ✓ • Schaffung sichtbarer und angemessen ausgestatteter **Innovationsfonds** in jedem Zentrum
- ✓ • Regelung zur Risikominimierung für Gründer (**Rückkehroption**)

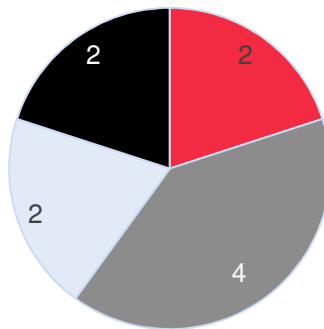
- **“If it’s not being measured, it’s not being managed”**
 - Internally within the University / Research Center etc.
 - Externally (e.g. government or other stakeholder requirement)
- **Purpose of performance measurement:**
 - Create transparency of results and achievements
 - Support the defined strategy and decision-making
 - Provide guidance for behavioral change
 - Satisfy multiple interests



- **Strategy**
 - Is there a strategy for TT?
 - Mission?
 - **Goals and indicators**
 - Four goals (service, transfer, profit, regional development)
 - KPI; (e.g. AUTM)
 - **Assessment and review**
 - Self-evaluation (SWOT)
 - Benchmarking
 - External peer review
- Report

- Select expert panel
- Write report
 - Goals – activities – resources – benchmarks – model agreements – policies – SOPs, CVs....
- Select question list for panel e.g.
 - How does OTT compare internationally e.g. with MIT, MD Anderson?
- Set Agenda
 - Day 1: TT Team Presentation(s) and dinner with Management
 - Day 2: Poster session with selected researchers
 - Include closed sessions for the panel
 - Closing and Debriefing with Management and team

- Evaluation „Report“



■ Quality ■ Invest ■ Efficiency ■ Communication

- Prepare draft strategy
- Revise with Management
- Refine with KOL, panel experts
- Finalize and Communicate
- Implement

Peer Review in Technology Transfer

With Ashley Stevens, Sean Fielding, Ruth Herzog and Sara Matt-Leubner (Moderator)

- Peer review (beyond indicators)
 - “Critical friends” initiative of ASTP-Proton. How would a technology transfer expert look at a TTO and what are the critical issues of such a peer review.
 - Example DKFZ
- Benchmarking
 - What are useful and accepted benchmarks to monitor our performance? How can benchmarking support our strategic planning and the management of resources.
- Impact
 - How to prepare and present a case study to demonstrate impact



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