

13.9.2011

Marketing strategies in technology transfer

13th Israeli-German Administrators' Conference

Dr. Ruth Herzog

Head of Office of Technology Transfer



GERMAN
CANCER RESEARCH CENTER
IN THE HELMHOLTZ ASSOCIATION

Overview Marketing strategies

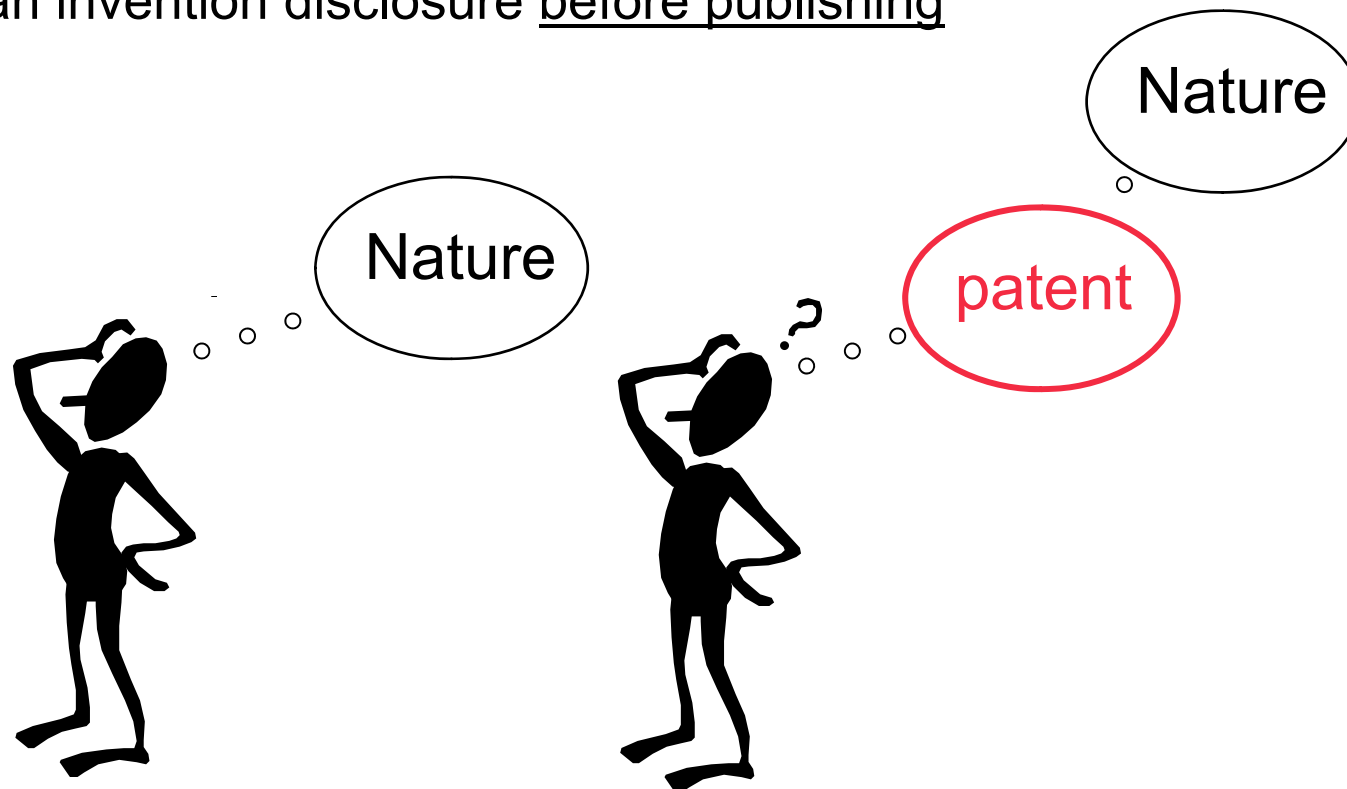


Internal Marketing	External Marketing
<p data-bbox="797 624 987 671">Service</p> <p data-bbox="555 767 1227 983">Informing DKFZ researchers about the services and purpose of the Office of Technology Transfer</p> <p data-bbox="607 1062 1176 1174"><u>Aim:</u> receiving invention disclosures</p>	<p data-bbox="1541 624 1753 671">Transfer</p> <p data-bbox="1350 791 1951 951">Informing industrial partners about new technologies and inventions of the DKFZ.</p> <p data-bbox="1384 1062 1917 1190"><u>Aim:</u> finding licensees, closing deals</p>

Take a hard look

- What is the reputation of your
 - University/medical center
 - Tech transfer office
- What is your institutional support
 - Reporting structure
 - Policies clear?
- Habitat

- Researchers are key internal customers
- Must be aware of patents
- „Must“ disclose her/his invention
- Inventions only can become patents if the researchers fill in an invention disclosure before publishing



Internal Marketing: Researcher as customer



- How to convince scientists thinking of patents
- Strategy: gold and fame
 - Financial incentives
 - remuneration (German law)
 - Lottery effect
 - Bonus
 - Performance-based budgeting
 - Reputation
 - Message from the management
 - Mission of the organization
 - Peer recognition

DKFZ: around 60 invention disclosures per year

- Unequal distribution over all departments

Internal marketing: Inventors' profile



- Study of Max-Planck inventors
- Reputation is most important
 - Male
 - Aged between 48-50 years
 - Experienced
 - Extending his reputation to industry



Brochures



Intranet

Monday 4th	Tuesday 5th	Wednesday 6th
	11:15 Visit Researcher	

Regular department visits

**Seminar
Announcement**
*
**Patenting in
Translational Research**
*
**Searching and
understanding patents**

From internal to external marketing: Assessment of invention

- TTO: Assessment of the invention
 - Is it new?
 - Is there a market?
 - Is there already contact to industry?
 - Is there a bypass?
 - Is it competitive
 - Talk with inventor!
- Occasionally: Ask for further experiments
- DKFZ files around 30 patent applications per year

External Marketing: Technology offer (TO)



Keep it short and simple

Summarize previous results

Describe developmental stage

Note:

The technology offer should be created together with the inventor, without using too much scientific language

Commercial applications, advantages

Use all non-confidential information

Important: Any feedback of companies is shared with the inventor

Enhanced Diagnosis of Prostate Cancer with Serum miRNAs as Non-invasive Markers (P-892)

Key facts

- miRNA-375 and miRNA-141 up regulation in serum correlates with prostate cancer progression
- high miRNA-375 and miRNA-141 levels reflect the aggressiveness of prostate tumors better than elevated PSA levels

Background

Prostate cancer (PCA) is the most frequent tumor type in males and causes 8% of cancer deaths in men. Nevertheless, 80% of all prostate cancer patients do not need therapy, since their cancers grow slowly. Current methods for prostate cancer screening include a blood test for prostate-specific antigen (PSA). Since this marker is also elevated in case of inflammatory processes or with benign prostatic hyperplasia, it is unsuitable for judging the aggressiveness of the tumor. Therefore, new serum markers that improve therapy and prediction of progression of PCA are highly desirable.

The Technology

Serum miRNAs have recently been proposed as practicable and promising biomarkers for non-invasive diagnosis in various tumor entities. DKFZ scientists screened 867 miRNAs in serum samples of patients with metastatic (n=7) and localized prostate cancer (n=14), revealing five up-regulated miRNAs (miRNA-375, miRNA-9*, miRNA-141, miRNA-200b and miRNA-518a-3p). In a further validation study (n=45), analyzing these miRNAs with respect to different prostate cancer risk groups, miRNA-375 and miRNA-141 turned out to be the most pronounced markers for high risk tumors. Their levels also correlated with high Gleason score or lymph-node positive status in a second independent validation study (n=71). In addition, the tissue expression of the two miRNAs (38 tumor vs. 38 benign) was associated with the findings in serum samples (please see [1]).

Development Stage

Large-scale clinical studies are still needed.

Advantages and Commercial Opportunity

In contrast to PSA, high serum levels of miRNA-375 and miRNA-141 are specific for high risk prostate tumors. The diagnostic market for diagnosing and staging of prostate cancer would greatly benefit from that new discovery.

Inventors

The invention was jointly conceived by J. C. Brase, H. Sülthmann, R. Kuner, M. Fälth, M. Johannes of Deutsches Krebsforschungszentrum Heidelberg (DKFZ) as well as T. Schlomm, T. Steuber and A. Haese of Martini Klinik Hamburg as well as T. Beissbarth of University of Göttingen.

Intellectual Property

A priority patent application "Circulating miRNAs as non-invasive markers for diagnosis and staging in prostate cancer" EP 09 174 455.7 was filed October 29, 2009 at the EPA.

References:

- [1] "Circulating miRNAs are correlated with tumor progression in prostate cancer" by Brase JC, Johannes M, Schlomm T, Fälth M, Haese A, Steuber T, Beissbarth T, Kuner R, Sülthmann H. in Int J Cancer. 2010 Apr 5.

DKFZ Contact:

Dr. Frieder Kern (Email: f.kern@dkfz.de)
Deutsches Krebsforschungszentrum
Office of Technology Transfer T010
Im Neuenheimer Feld 280
D-69120 Heidelberg
Germany
Tel.: +49-(0)6221-42-2952
Fax: +49-(0)6221-42-2956

- General Strategies:
 - paste technology offer on web pages (institute homepage and other distributors like Pharma-Transfer or Pharmalicensing (with costs))
 - OTT Newsletter
- Specific Strategies:
 - Marketing mailings to selected companies
 - Presentation at conferences (e.g. BioVaria, MipTec)
 - Partnering conferences (e.g. Bio, BioEurope)
 - Road shows

- Targeted approach
- Data base
- Assign keywords to technologies and to industrial partners and match for targeted approach

Ongoing projects:

- DKFZ Home page „available technologies“ will be grouped under seven main keywords (devices, diagnostics, research tools, therapeutics, vaccine, software, veterinary)
- Google searchable
- DKFZ Company database (\approx 2,200 companies) will be grouped under these seven main keywords

External Marketing: Marketing mailings



- Identification of as many as possible companies, which might be interested in the technology
 - Internal Data base (permanently updated and enlarged)
 - Internet research
 - Pharmalicensing, Conferences (e.g. world vaccine manufacturing)
 - Market reports, data bases (e.g. Medtrack, Datamonitor)
- Marketing letter with short description of technology (attach technology offer)
- Time limit for reply (4 weeks)
- What we look for (licensee and/or collaboration partner)
- Send reminder after four weeks!

Hard work

- Inventors often have high expectations
- Low success rate
- Often rare or no respond

but

- Feedback from companies (e.g. too early development stage)
- Base for getting in touch and maintenance of contacts to potential licensees
- Recognition value of the institute's name

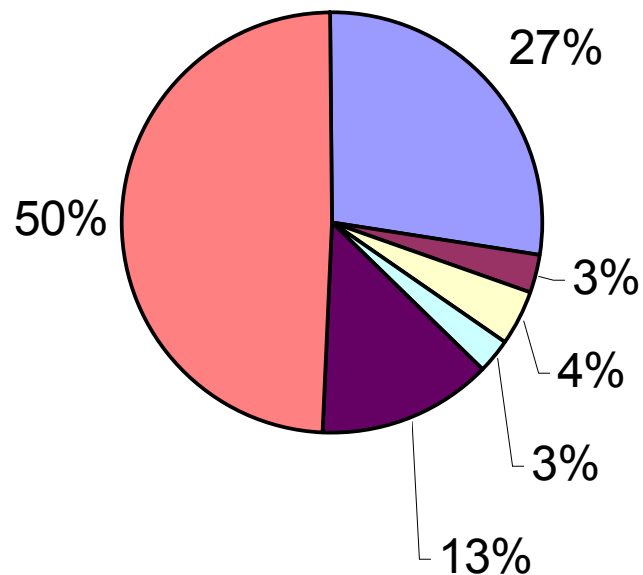
and

- Shop to drop

- Personal contacts
 - Use contacts of researchers, colleagues of other TTOs, friends, Alumni.....
- Manage expectations
- Key accounting
 - Project managers for alliances (Siemens, Bayer Healthcare)
- Happy customers will come back

External marketing: Licensing Results

- DKFZ: around 30% are licensed
- Income about 3.5 million € in 2011
- Licensing income 2005-2010 by field



External Marketing: Development Fund

- Often feed back „too early development stage“
- Strategy: Gap Funding / Development Fund
- Aims:
 - To strengthen the patent applications
 - To validate technologies
 - To establish proof of concept
 - To add value



Marketing: Continuous improvement



- Inventor relations and external marketing can always be improved
- Communication skills and sharing experiences
- Next steps:
 - What do inventors say about the office
 - What do potential licensees say about the office

The OTT Team



Questions?



Ruth Herzog

Dr. rer.nat., M.A., CLP®

Head of the Office of Technology Transfer

Tel.: +49-6221-422958

E-Mail: r.herzog@dkfz.de