



**STRATEGIC PLAN
MULTIMEDIA UNIVERSITY
COLLABORATION AND INNOVATION CENTRE (IP
UNIT)
2018-2022**

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EXECUTIVE SUMMARY

It is common practice to commercialise Intellectual Property (IP) arising from a university's research base. However, commercialisation of patents has a broader impact and Universities now need to be able to create an overall strategy for managing their IP in line with their mission. With the increasing demands of new technologies developed at universities by the industry, Research and Development (R&D) findings are now becoming more important to the universities. Universities, both public and private are now looking beyond the traditional needs of academic research. IPR created in the course of R&D should be protected and now managed in a business-like manner. Having realised this, it is the intention of the University to establish a sound strategic plan relating to the creation, protection, maintenance, exploitation, and commercialisation of research findings conducted by MMU. It is also an aspiration that by having this plan in place, research activities at MMU will help steer Malaysia into the areas of advanced technology by enhancing efficiency and productivity and to create new products and services which will strengthen Malaysia's position in the fast developing global economy.

This strategic plan serves as a guide for Multimedia University (MMU) senior decision makers and senior managers and is intended to help set strategies to optimise the benefits from the intellectual assets created by their staff and students. IP Services offered to MMU staff and students include: Public Disclosure Review and Approval; Innovation Awareness (Seminar/Workshop/Training) & Innovation Activities (Invention Showcase); IP Management, IP Acquisition; Policies, Guidelines and SOP for IP Matters; Safeguard and manage University's interest in IPR matters; Act as the liaison between MMU, IP Creator, IP Agents, Energy/SPVs, industry, and potential clients; Contribute to the initiation and building of IP business opportunities; Assist in due diligence and negotiation during commercialisation process; Commercial Revenue from Spin-Offs and Others- IP Licensing , Outright Sale, Know-How Licensing, End-User Licensing, Franchising; Facilitate, formalise and monitor all collaborations with local/overseas external organizations, which include government, public/private IHLs and industry partners; Review, monitor and catalyze activities under MoUs/MoAa; and Promote the inculcation of effective and ethical research culture. These services exist to safeguard and manage the University's interest in IPR matters and to drive and moderate the commercialisation of university IPs.

The primary aim of this Collaboration and Innovation centre (CIC) is to inculcate effective and ethical research culture through building research & academic collaboration, capacity and capability in the

university; as well as to nurture the culture of innovation and commercialisation of research among MMU staff and students. CIC intends to: Increase of protected IPs by 5%; New IP Licensing of 3; New TT Partners/Agents of 3 by establishing the following: IP Mall; Technology Profile; Online IP Protection Applications; IPR Licensing/Royalty Proposals; Market Survey Toolkit; and Technology Transfer (TT) Partners/Agents.

ENVIRONMENTAL ANALYSIS

Internal Environment

[Internal Assessment: Organizational assets, resources, people, culture, systems, partnerships, suppliers, etc]

People	<ul style="list-style-type: none"> • Centralised R&I Division consisting of: <ul style="list-style-type: none"> ○ Research Management Centre ○ Collaboration and Innovation Centre ○ Entrepreneurship Development Centre ○ Research Institutes • Outsourcing of Legal Services to Parent Company (i.e. Legal Strategy & Intellectual Property [LSIP], Telekom Malaysia Berhad) • MMU Commercial Arm: MMU Cnergy • Faculty Research Centres and Special Interest Groups • Students
Culture	<ul style="list-style-type: none"> • Research Innovation • Entrepreneurship • Industry-Trendsetter • Agility
Systems	<ul style="list-style-type: none"> • Public Disclosure • Entrepreneurial Quotient (EQ) Profiling System




	<ul style="list-style-type: none"> • Research Reporting System (RRS) • Project System for Grant Accounting • Research Website
Policy & Guidelines	<ul style="list-style-type: none"> • Intellectual Property and Commercialisation Policy • Start-Up and Spin-Off Guidelines • Innovation Cash Reward Guidelines • Collaboration Framework • IPR Term Sheet • Industry-linked Project Guidelines • Industry Attachment
Infrastructure	<ul style="list-style-type: none"> • InnoLab • The HiVE

External Environment

[External Assessment: social trends, technology, regulatory environment, economic cycles, etc]	
Partnerships	<ul style="list-style-type: none"> • Institute of Higher Learning • Industrial-link Final Year Projects • Government Body/Agencies • Non-Governmental Organisation • Alumni
Technology	<ul style="list-style-type: none"> • SmartCT Flagship Programmes • Cross-Discipline Research

GAP ANALYSIS

Where are we now:

MMU	2014	2015	2016	*Benchmark
 External Grants (RM Mil)	13.68	12.73	8.56	24
 PG Students (Number)	1560	1317	1173	1800
 Commercialization (RM Mil)	2.8	1.01	0.27	6
 Journal Publication (Number)	231	247	304	1200

*MyRA 5 star, assuming 600 academic staff

Meet Target


179 QS2018


Top300 Computer Sc. & IS
Top450 Engineering & Tech.

by subject

Below Target



External
Grants



Indexed
Publications

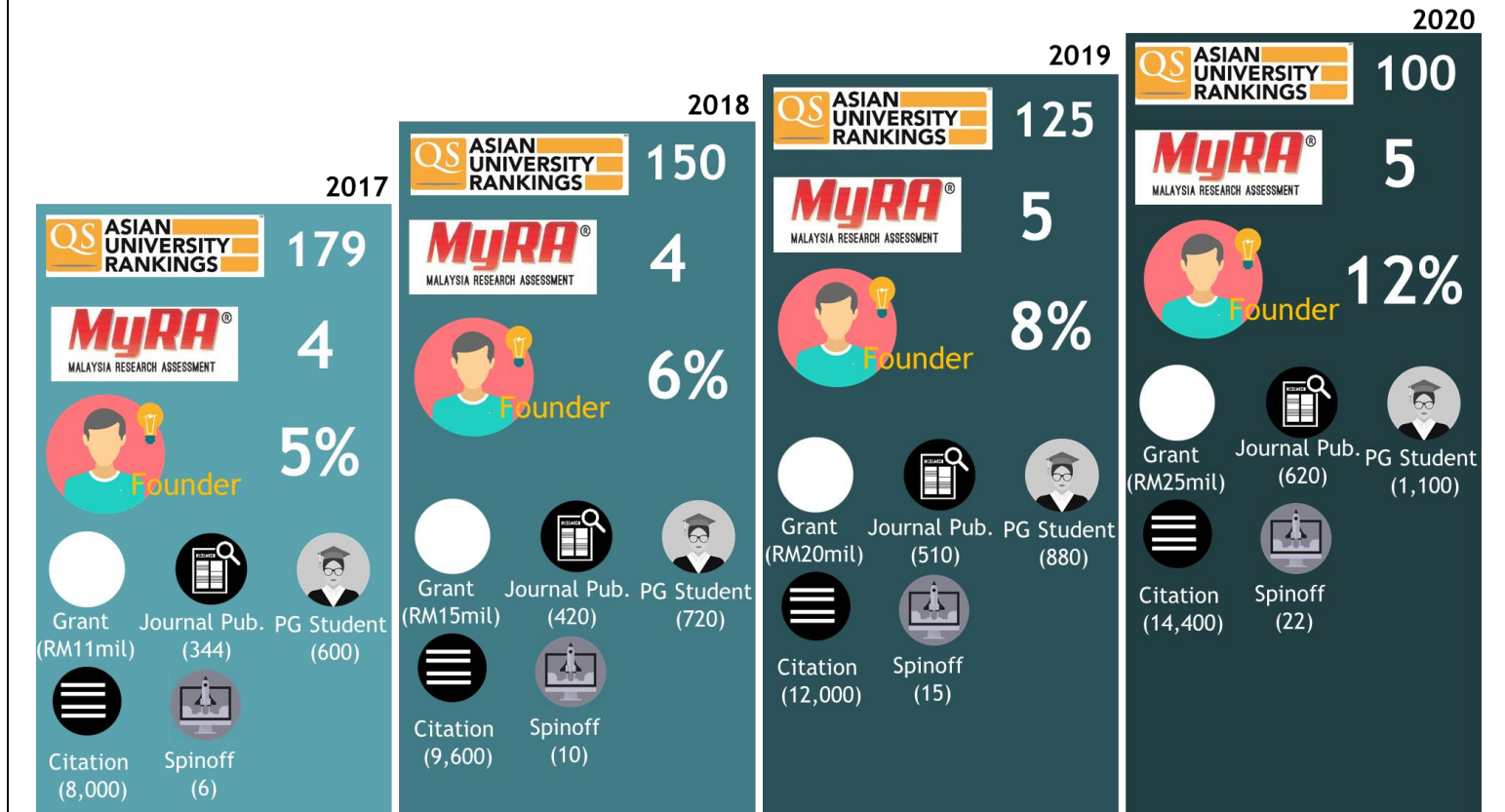


Number of
Project Leader



Number of
PG Students

Where we want to be:





STRATEGIC PLAN

The strategic plan should be communicated to all relevant individuals, including stakeholders and sponsors. It should include the following:

Vision

To be the top ten Technology Transfer Office in Malaysia

Mission

- 1) implanting and nurturing the culture of innovation and commercialisation of research among MMU staff and students.
- 2) inculcate effective and ethical research culture through building research & academic collaboration, capacity and capability in the university

MISSION Formulation

Answer each of these questions.

What services and/ or products will the service offer?

- Public Disclosure Review and Approval
- Innovation Awareness (Seminar/Workshop/Training) & Innovation Activities (Invention Showcase)
- IP Management, IP Acquisition
- Policies, Guidelines and SOP for IP Matters
- Safeguard and manage University's interest in IPR matters.
- Act as the liaison between MMU, IP Creator, IP Agents, Cnergy/SPVs, industry, and potential clients.
- Contribute to the initiation and building of IP business opportunities.
- Assist in due diligence and negotiation during commercialisation process.
- Commercial Revenue from Spin-Offs and Others- IP Licensing, Outright Sale, Know-How Licensing, End-User Licensing, Franchising
- Facilitate, formalise and monitor all collaborations with local/overseas external organizations, which include government, public/private IHLs and industry partners.
- Review, monitor and catalyze activities under MoUs/MoAa.
- Promote the inculcation of effective and ethical research culture.

Who are the people who may use or benefit from this services or products?

- Staff
- Students
- University

What are the reasons for the service?

- To safeguard and manage University's interest in IPR matters.
- To drive and moderate the commercialisation of university IPs

Why will the service exist?

- The need to protect University's interest in IPR matters
- The need to build collaboration with industry partners to increase the chances of IP Commercialisation
- The need to ensure research ethics is adhered to in order to avoid IP Infringement

Statement of purpose.

- The primary aim of this centre is to inculcate effective and ethical research culture through building research & academic collaboration, capacity and capability in the university; as well as to nurture the culture of innovation and commercialisation of research among MMU staff and students

Values

- Agile, Transparent, Ethical, Integrity, Governance, Trendsetting, Globally Recognised & Entrepreneurial

Strategic Objectives

List specific actionable results needed to support the vision and the mission. Use the mnemonic SMART/ER

S Specific
M Measurable
A Attainable
R Relevant
T Time bound
And
E Evaluate
R Reevaluate

1. Increase of protected IPs (%)
2. New IP Licensing (number)
3. New TT Partners/Agents (number)

Initiatives

- i. IP Mall
- ii. Technology Profile
- iii. Online IP Protection Applications
- iv. IPR Licensing/Royalty Proposals
- v. Market Survey Toolkit
- vi. Technology Transfer (TT) Partners/Agents

Measures (KPI(s), Timeline and Deliverables)

[These are objective, quantifiable methods for measuring success. Indicators and monitors of success. It includes; performance measurement, initiatives and projects and action plans.]

[Each Initiative has a supporting Action Plan(s) attached to it. Action Plans are geared toward operations, procedures, and processes They describe who does what, when it will be completed, and how the organization knows when steps are completed Like Initiatives; Action Plans require the monitoring of progress on Objectives, for which measures are needed]

A) IPR AND KNOW-HOW LICENSING

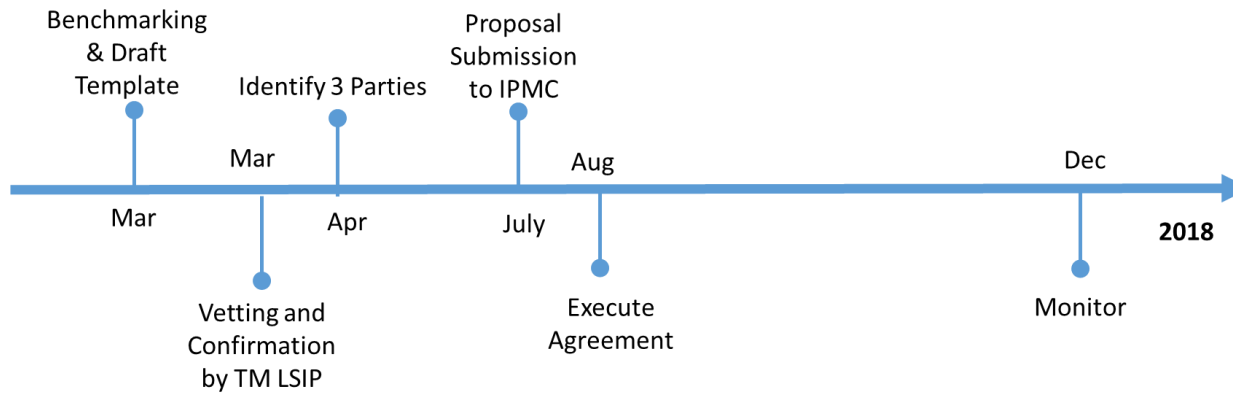
(i) Description:

Brief description	IPR and Know-How Licensing
Target customers	Faculty
Deliverables	<ol style="list-style-type: none"> 1. IPR Licensing Agreement 2. Know-How Licensing 3. Royalty Income from Gross Revenue of the Spin-Off
Measure of success	<ol style="list-style-type: none"> 1. Total Number of Technology Know-How Licensed/Sold Outright 2. Total Number of Innovations Successfully Developed into Commercialized Products for the Market 3. Gross Income from Product Commercialization / Technology Know-How Licensing
Target	<ol style="list-style-type: none"> 1. Total Number of Technology Know-How Licensed/Sold Outright (Number) 2. Total Number of Commercialized Products (Number)

Action Plan

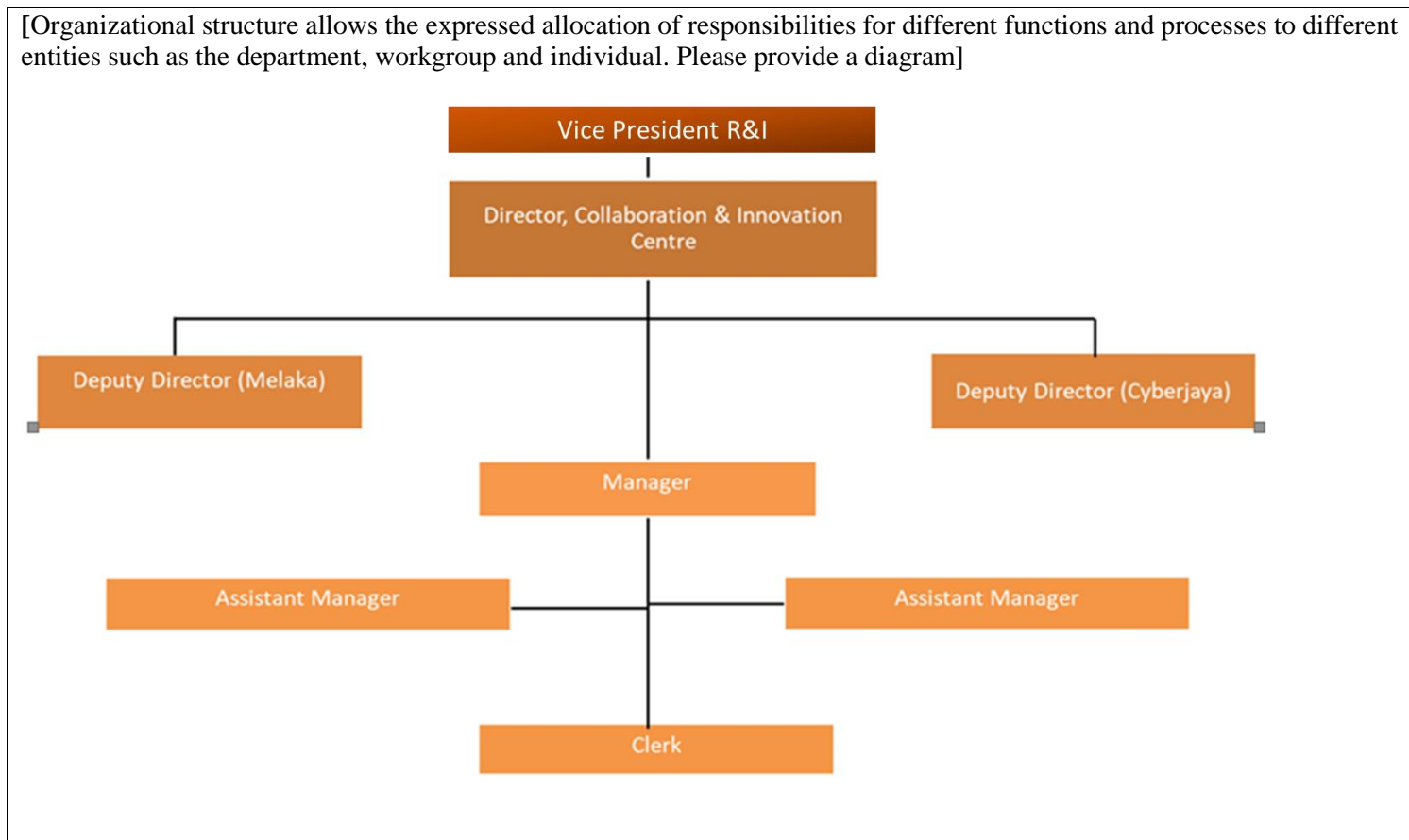
1. Benchmarking & Draft Template for both IPR and Know-How Licensing Agreement
2. Vetting and Confirmation by TM LSIP
3. Identify Party
4. Proposal Submission (along with agreed term sheet) from identified party to IPMC and/or relevant stakeholders for approval
5. Execute agreement with related party
6. Monitor annually

ii) Timeline



ORGANIZATION STRUCTURE

[Organizational structure allows the expressed allocation of responsibilities for different functions and processes to different entities such as the department, workgroup and individual. Please provide a diagram]



RESOURCE

Personnel

- Director: 1
- Deputy Director (Cyberjaya): 1
- Deputy Director (Melaka): 1
- Manager: 1
- Assistant Manager/Subject Matter Expert: 2
- Clerk: 1
- Interns: 1

Finance/ Budget

	2018	2019	2020
Subscription & membership fees	9,000	9,900	10,890
Legal fees	170,064	187,070	205,777
Entertainment And Hospitality	1,200	1,320	1,452
Trainings	8000	9000	10,000
Miscellaneous	13,600	14,960	16,456
Invention Showcase	100,000	120,000	140,000
Innovation Cash Reward	10,000	11,000	12,000
Total Other Operating Cost	311,864	353,250	396,575
TOTAL EXPENSES	311,864	353,250	396,575

Facilities/ equipment

RM 60,000

- Laptops
- Desktop Computers
- Projectors
- Printer/Scanner (Multipurpose Machine)
- Server

SUMMARY (include a 5 years)

To support these objectives, it is recommended that MMU:

- Builds on its strong culture of encouraging fundamental research;
- Foster a progressive culture of technology transfer and commercialisation;
- Revise and implement its policies in support of technology transfer and commercialisation if needed;
- Establish responsive business structures i.e. IP Commercialisation Roadmap; and
- Ensure adequate oversight and guidance of its technology transfer and commercialisation structures and processes.

In this way, MMU will be better positioned to increase its contributions to societal and economic development within the country. In conclusion, the desire for MMU to strengthen its capacity to contribute to the Strategic IP Plan and clearly articulated throughout the consultations leading to this technology transfer and commercialisation strategy. Collaboration and Innovation Centre (CIC) under the department of Research and Innovation (R&I) MMU will explore and continue to explore for better IP commercialisation roadmap.