

**STRATEGIC PLAN**

**CHULALONGKORN UNIVERSITY**

**IP UNIT**

**2018-2022**

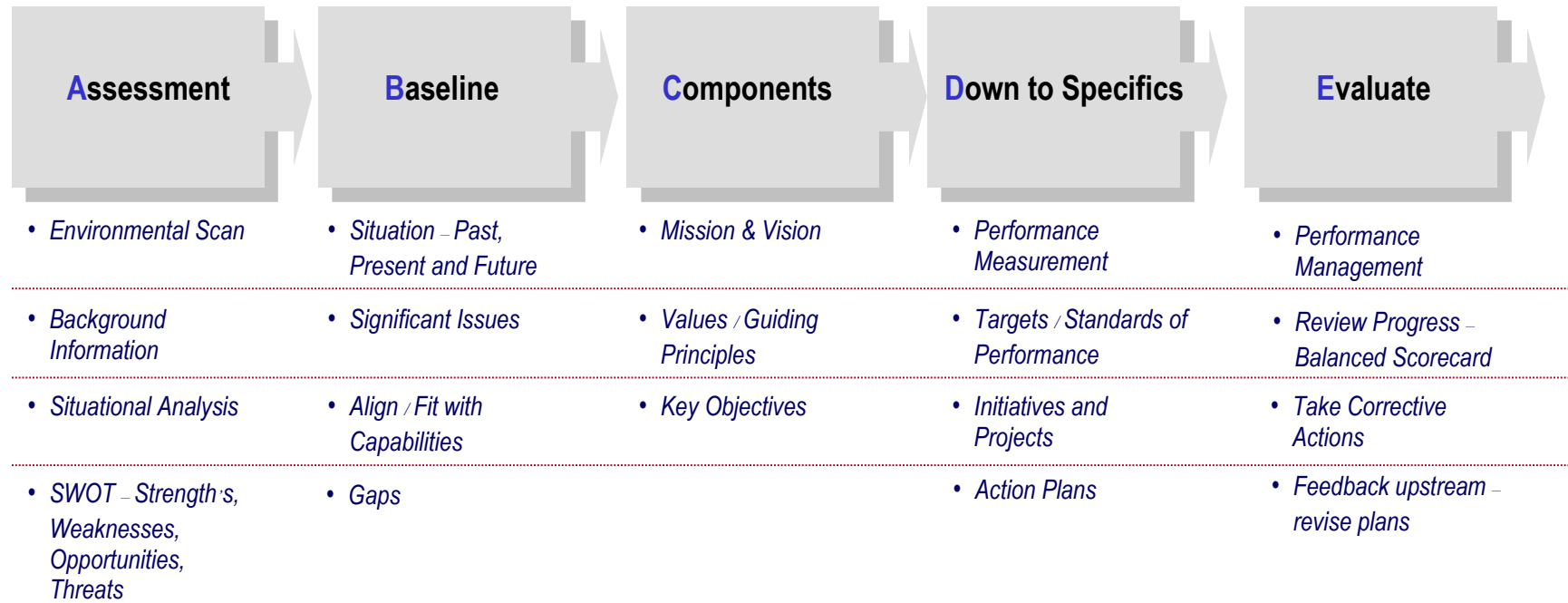
## EXECUTIVE SUMMARY

Intellectual Property Management requires collaboration, comprehension and also supports from the relevant parties. In case of Chulalongkorn University Intellectual Property Institute (CUIP), the first university having the practical intellectual property management, its reputation is not too far to be one of the strong trump card in which other institutes regard CUIP as precedent. Furthermore, it is a registered juristic person independently from university in which CUIP acquires transparent and flexible operation, yet still maintains a strong relation with university. For 5 years' strategic plan, CUIP aims to connect with the industrial sectors and publicize its services in order to provide trust and confidence to those interested in using the services.

The approach includes:

1. To update IP management policy and implement such policy
2. To encourage professors, researchers, and university's staff to be aware of the necessity of intellectual property
3. To enhance network with university, and governmental and private organizations for research and development and also commercialization
4. To create assisting system or tool which facilitates the accessibility issue of CUIP
5. To enhance service's efficiency
6. To enhance staff performance

## STRATEGY DEVELOPMENT PROCESS



## ENVIRONMENTAL ANALYSIS

### Internal Environment

#### Strengths

- Independent organization, flexible and effective operation
- Strategic location
- One of the most reputable IP organization
- Sufficient staff

#### Weaknesses

- Inadequate connection with university and external units such as private sectors
- Partly unexperienced staff in respect to Intellectual Property Management
- Lack of operating tools for facilitating and assisting researchers and interesting parties
- Relatively outdated university's IP policy

### External Environment

#### Opportunities

- Productive and qualitative researchers
- Various fields of research studying in the university
- National policy focused on innovation and knowledge creation

## Threats

- Lack of awareness in Intellectual Property including IP protection and IP commercialization

## GAP ANALYSIS

1. Relatively outdated university's IP policy.
2. Inadequate linkage with university and external units.
3. CUIP narrowly recognized by professors, and students.
4. Professors, researchers, and university's staff are not aware of the importance of intellectual property.
5. Continual service's improvement required.
6. CUIP's partly unexperienced staff.

## STRATEGIC PLAN

### Vision

To be acknowledged nationally and internationally as the excellent intellectual property management institute.

### Mission

#### Promotion

- To promote, protect, and maintain IPRs of university
- To promote exploitation and new business set up from university's IP

#### Collaboration

- To enhance collaboration within the university motivating innovation and invention creation
- To enhance IP creation with external parties

#### Education & Consultation

- To conduct research, training, and consultation on IP management
- To be national hub for knowledge transfer and exchange of IP management

## MISSION FORMULATION

### CUIP services and responsibilities;

1. Raising IP awareness
2. Promoting and facilitating IP protection
  - Provide IP Management related training and seminars
  - Provide extensive IP Services
  - IP counselling
  - Patent search e.g. IP clearance, patentability etc.
  - Review and draft contracts e.g. Collaborative agreement, NDA, MTA etc.
3. Promoting and facilitating technology transfer of university's innovations and creations
  - Analyze commercial potential
  - Conduct business matching
  - Negotiation
  - Allocate all benefits from exploitation

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

Primarily are researchers, students, and faculty members.

### What are the reasons for the service?

- To manage the intellectual property systematically and effectively
- To boost exploitation of inventions by collaboration research, technology transfer or setting up spin-off company.
- To facilitate university staff in IP protection and technology transfer activities

### Why will the service exist?

- To be an intellectual property knowledge centre for the university
- To support the university in IP protection and commercialization
- To assist the university in the dispute of IP issues
- To enhance the collaboration between the university and industries
- To follow the government policy in terms of innovation creation and exploitation

### Values

The operation is aligned with the core DNA of CUIP which is professional, trustworthy and reach out.



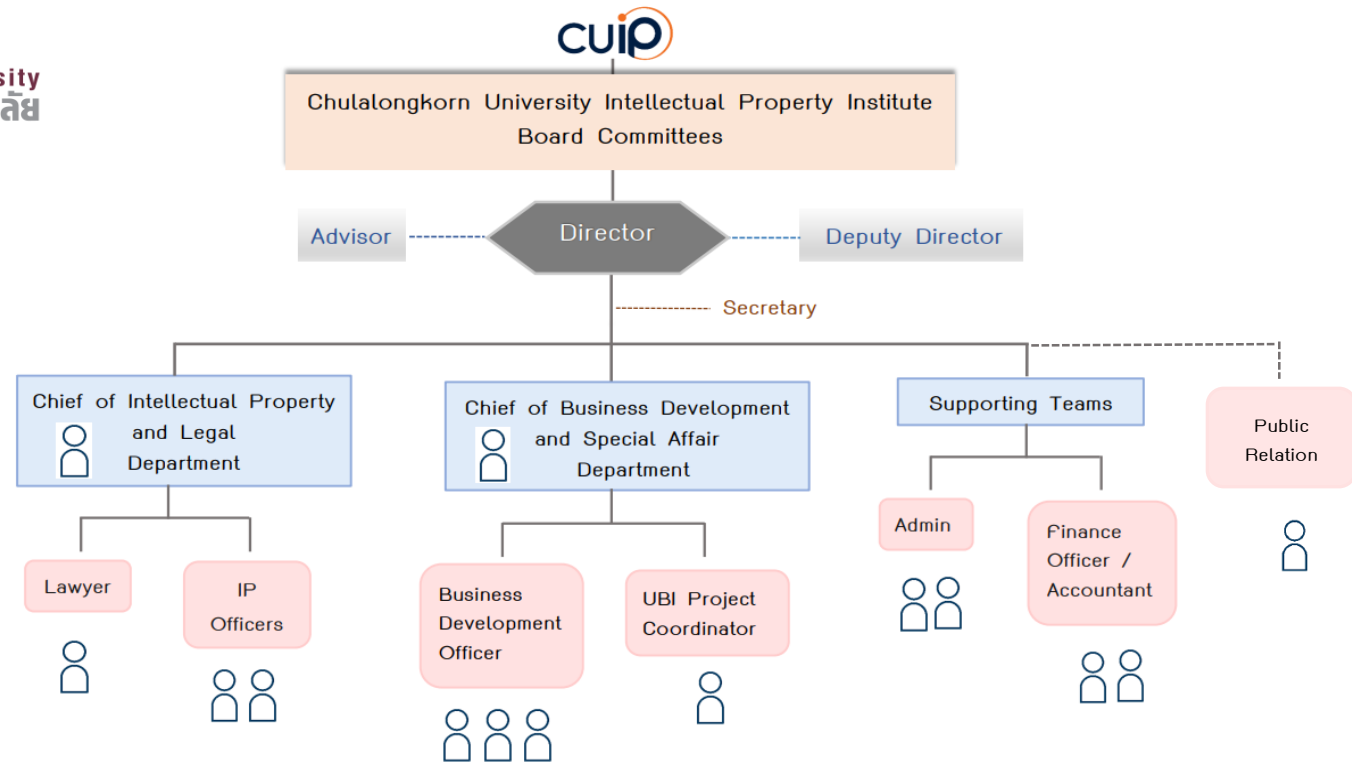
## Strategic Objectives

1. To update IP management policy and implement such policy
2. To encourage professors, researchers, and university's staff to be aware of the necessity of intellectual property,
3. To enhance network with university, and governmental and private organizations for research and development and also commercialization
4. To create assisting system or tool which facilitates the accessibility issue of CUIP
5. To enhance service's efficiency, and
6. To enhance staff performance

## Initiatives

1. Revising University's IP policy and regulation
2. Enhancing IP connection with
  - Universities' faculties or institutes
  - Governmental organizations and other Technology Transfer Offices both domestic and global organizations
  - Private sectors
3. Improving CUIP's contacting channel
4. Launching awareness campaign in respect to intellectual property and CUIP responsibilities
5. Developing CUIP's database and IT SMART system to support the services of CUIP.
6. Enhancing performance efficiency within organization

## Organization Structure



## Resource

### Personnel

CUIP Staff (total 18 people) as follows:

- Director (Academic staff) 1 person
- Advisor (Academic staff) 1 person
- Deputy Director (Academic staff) 1 person
- Secretary 1 person
- Legal and Protection 4 people
- Business Development 5 people
- Supporting Staff 4 people
- Public Relation: 1 person

### Finance/ Budget

Approximately 310,000 USD per year from university (32.5 Baht = 1USD)

### Facilities/ equipment

- IP office (meeting room, co-working space, internet, stationary, computer)
- Online registration and filing system

### Measures KPI(s), Timeline and Deliverables

Activities	Timeline											Deliverables
	2018				2019				2020	2021	2022	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
Revising University's IP policy. - Conducting a study and research about IP management policy - Drafting new IP policy to university												Updated University's IP policy
Enhancing IP connection by cooperating more with - Universities' faculties or institutes - Governmental organizations and other Technology Transfer Offices both domestic and global organizations - Private sectors												- 1 Cooperation project per year - 40 agreements per year (MOU, researching agreement, licensing other related contract)
Improving CUIP's contacting channel - Developing website - Expanding social network channel - Creating leaflet and flyer												- CUIP's website - Social network channel - Leaflet and flyer

Activities	Timeline											Deliverables
	2018				2019				2020	2021	2022	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
Launching awareness campaign in respect to intellectual property and CUIP responsibilities - Creating document and paper about CUIP - Lecturing, conducting workshop and Faculty road show												- CUIP workflow document - Conduct training and seminar 8 times per year - 100 Invention disclosure applications per year
Developing assisting system or tool - Creating Tracking system about patent registration, and contract review and MOU - Creating a University Technology database for industry and investors												- Database management system - IT SMART system - Technology database for industry & investors
Enhancing performance efficiency within organization. - Improving officers' performance - Increasing number of officers specializing in various fields - Reviewing and improving working process and related documents												- Satisfaction of researchers and clients. - Updated documents

## SUMMARY

According to the timeline table, all activities from 2018 till Q1 of 2020 have been completed and elaborated below:

- A novel IP policy of Chulalongkorn University was effective in Q4/2018 and launched in Q1 of 2019.
- Cooperating with government units and participating in special events help foster the connection among organizations, which bring more than 40 agreements to handle annually.
- Contacting channel was recognized as the door of services. CUIP started to develop a new website, expand a social network channel, and create leaflet in 2018. The sign of successful PR began in Q3/2019, illustrating the increase of new followers on Facebook channel. Moreover, a new website is yet to be published in Q2/2020.
- CUIP has continuously conducted workshop and faculty road show in order to create a sense of CUIP's identity and responsibility. This raising awareness campaign has brought approximately 100 invention disclosure applications a year.
- Concerning a great number of data and document handling, the function of database management system was initiated. Under the financial support of SPIRE project, CUIP SMART system was defined as an CUIP's assisting tool in early 2019, whereas the platform of technology database for industry & investors (phase II) was developed in Q3/2019. This phase II platform will be implemented within Q2/2020.
- Enhancing performance efficiency of CUIP officers and improving working process are also important. SPIRE Capacity Building Workshop is a part of this success. Gathering CUIP's experience and learning from country partners help resolve and improve the working process as well as officers' performance.

The result from these missions has continuously brought more new faculty members to CUIP office along with their satisfaction. The expecting result in the near future is to acquire the number of IP protection including patent, petty patent and design patent no less than 150 applications per year. Furthermore, CUIP is seeking to link with national and international industries to utilize university's intellectual property to reach 50 projects per year. The last vital purpose is to make IP management system of Chulalongkorn University systematic and efficient.