



STRATEGIC PLAN
University of the Philippines
Los Baños
Technology Transfer and Business
Development Office





Executive Summary

The UPLB TTBD0 integrates programs, policies and activities towards the protection, promotion and successful disposition of the University's technologies through licensing and technology business incubation to both the private and public sectors. The office will also assist in the implementation of laws and policies governing intellectual property rights and technology transfer.



Environmental Analysis

Internal Environment

The University of the Philippines Los Baños has hundreds of research projects in various field of studies such as agriculture, food science, forestry and natural resources, engineering, biotechnology, plant breeding, and animal science, among others. Through a project grant received in 2017, the UPLB Technology Transfer and Business Development Office was able to look into 212 research projects and assess if they are IP-generating and/or if they have potential for commercialization. UPLB is abundant with academic and research assets.

UPLB also has a pool of experts from its scientists, professors, instructors, researchers, and extension workers. Since UPLB is a state university, many of its resources are also publicly funded.

External Environment

The UPLB works with many external agencies such as the Intellectual Property Office of the Philippines, the Philippine Department of Science and Technology, the Philippine Department of Trade and Industry, and the Philippine Department of Agriculture.

In terms of support, the above-mentioned organizations provide training, funding support, and policies that impacts the overall strategy of the UPLB TTBD.

The Intellectual Property Code of the Philippines was signed into law in 1997 while the Philippine Technology Transfer Act was signed into law in 2009. Since the passage of these laws, higher education institutes in the country also started establishing their own IP and technology transfer units.

Gap Analysis



Currently, the UPLB TTBD0 is heavily reliant on the project grants from government funding agencies for its operational expenses as well as salaries for its additional technical and administrative staff. To improve this, the University should provide more regular positions to the office. Higher salaries and better incentives are also needed for employee retention to avoid turnover of sensitive documents such as intellectual property applications and industry negotiation files.

Increased technology commercialization is also needed to increase the amount of royalty shares that the office gets. This can be used in support for technology transfer activities.



Strategic Plan

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

Vision

“We aim for an enabling innovation environment wherein university generated knowledge and research is widely accessible to the general public by providing expert Intellectual Property management and technology transfer services”

Mission

“We are a passionate team that strives to connect the public to UPLB experts, products, and services in Agriculture and its allied fields through the expert management of our Intellectual Property portfolio and enabling a robust innovation environment with our TBI.”



MISSION Formulation

SERVICES OFFERED

- Management of University generated IP
- Determine best commercialization pathway
- Manage University Technology Business Incubator
- Organize Industry-Academe events
- Promotion of Agri technologies
- Training of faculty members, researchers, staff, and students

STAKEHOLDERS

- University faculty, researchers, and students
- Entrepreneurs and community collaborators
- Industry partners

REASON FOR THE SERVICE

- To address the need of applying university generated research to public use

MISSION STATEMENT

“We are a passionate team that strives to connect the public to UPLB experts, products, and services in Agriculture and its allied fields through the expert management of our Intellectual Property portfolio and enabling a robust innovation environment with our TBI.”

Values



- Trustworthy
- Collaborative
- Innovative
- Approachable
- Professional

Strategic Objectives

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

1. Generate at least 5 licensing agreements in 3 years
2. Conduct at least 6 IP clinics in 3 years
3. Organize at least 1 business matching event per year
4. Participate in at least 1 technology promotion event per year

Initiatives

For sustainability of activities and for funding support for additional staff, UPLB TTBD0 proposed projects to several government funding agencies such as the councils of Department of Science and Technology as well as to the Bureau of Agricultural Research. These agencies also fund the research activities in the university that is why they are also keen on supporting the technology transfer initiatives.

Measures (KPI(s), Timeline and Deliverables)



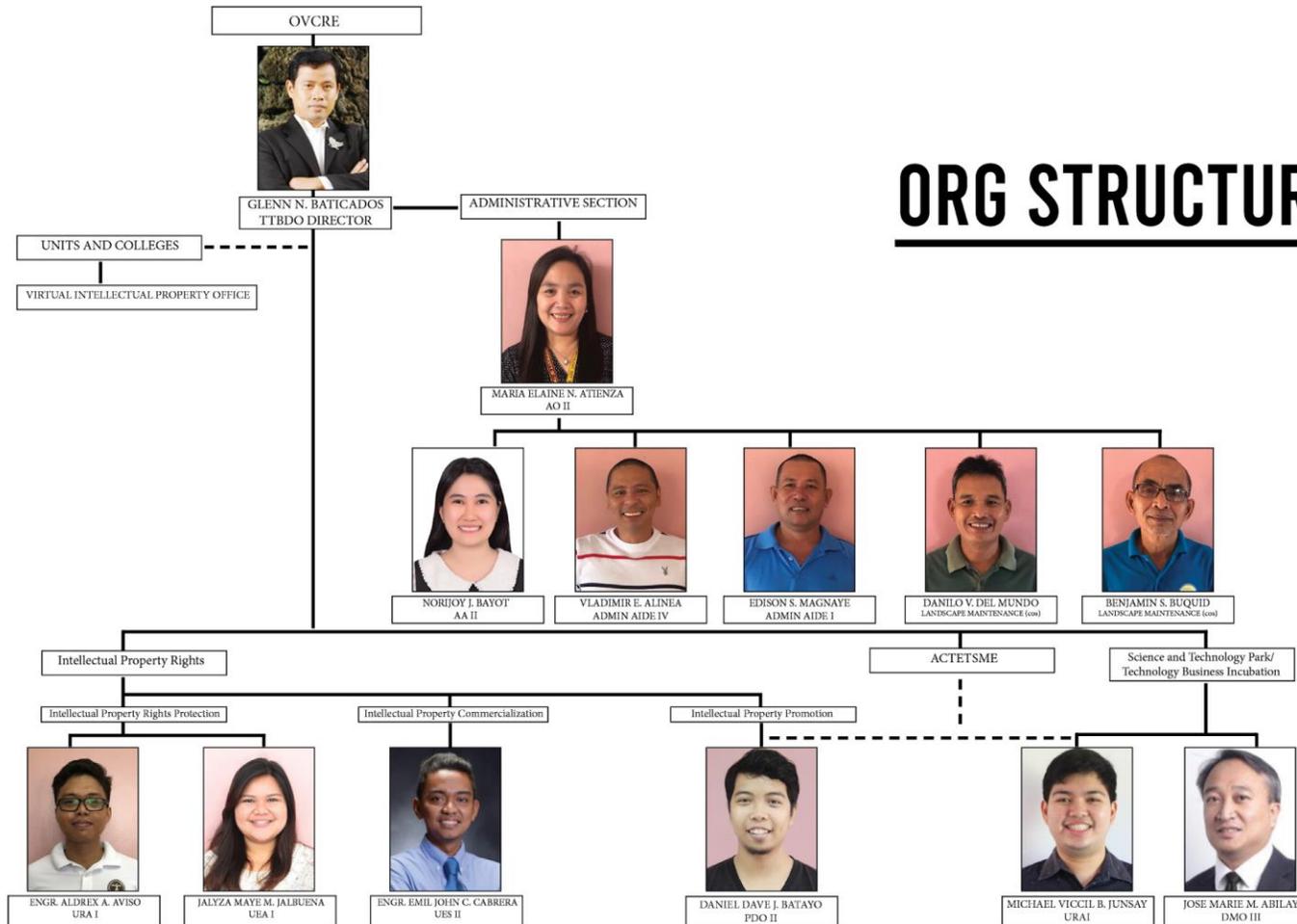
The UPLB TTBD0 follows the measures set by the Innovation and Technology Support Office as initiated by the Intellectual Property Office of the Philippines:

1. IP Trainings/Workshops
 - a. Foundation Course
 - b. Patent Search
 - c. Patent Drafting
 - d. IP Management
2. IP Services
 - a. Inquiries
 - b. Invention Disclosures
 - c. Patent Search
 - d. Patent Drafting
 - e. IP Filing
 - i. Patents
 - ii. Utility Models
 - iii. Industrial Design
 - iv. Trademarks
 - v. Copyrights
 - vi. Plant Variety Protection
 - f. Patent Prosecution
3. Technology Commercialization
 - a. Technology Profiles
 - b. IP Valuation
 - c. Licensing Agreements

ORGANIZATIONAL STRUCTURE



ORG STRUCTURE



Resource



Personnel

Salaries of permanent staff come from University budget

Finance/ Budget

Project funds and share of royalty fees

Facilities/ equipment

University assets

Summary

In summary, the UPLB TTBD0's strategy is to generate at least 5 licensing agreements in 3 years, conduct at least 6 IP clinics in 3 years, organize at least 1 business matching event per year, and participate in at least 1 technology promotion event per year. With the adoption of this strategic plan, the UPLB TTBD0 is expected to generate more intellectual property applications, more industry collaborations, and increased commercialization activities.