



technology transfer network	<h1>Enhancing Transfer of Technology through IP Cluster Mapping</h1> <p>Walter Lee Fellow & SVP A*STAR ETPL Head, TTN Secretariat</p> 
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<h2>TTN IP Cluster Mapping</h2>
<p>Charter Scope Approach Schedule IP Clusters & Competencies</p> 

TTN IP Cluster Mapping

CHARTER

- 1.To exchange best practices of how IP Cluster Mapping is done
- 2.To develop the IP Cluster Mapping of TTN partners IP Portfolio
- 3.To explore opportunities of leverage and collaboration

(Source: www.ttn.sg/workgroups)



TTN IP Cluster Mapping

SCOPE

- 1.Establish process and framework for mapping of awarded Patents
- 2.Establish 2 Industry Cluster mapping of Patents for TTN Founding members (by FY09)
- 3.Deliver a list of possible collaboration projects between TTN members



TTN IP Cluster Mapping

APPROACH

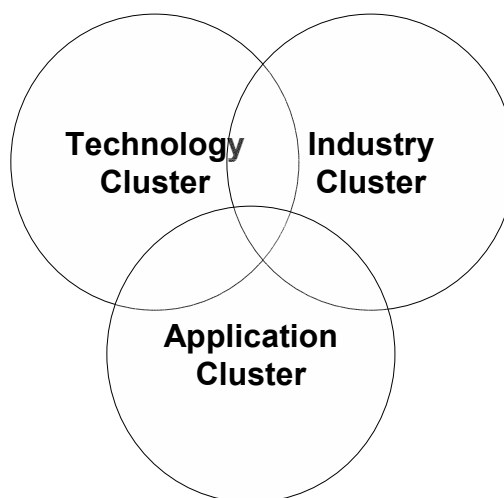
TTN Patent Database

- Data Sources: - Aureka & Delphion
- Database updated half yearly
- Categorization of patent clusters
 - Manual categories, IPC codes
- From analysis of patent database, develop Applications Clusters



TTN IP Cluster Mapping

MAPPING APPROACH



TTN IP Cluster Mapping

MAPPING APPROACH

- TTN members are encouraged to develop their own Application Clusters based on their institution's focus areas
- TTN members can contribute IPs (copyrights, know-how) to clusters
- Develop a Strategic Assessment using the FACT methodology
- Explore possible collaboration ideas



FACT Methodology

Environmental Factors

Enterprise and Engagement Factors

Market Findings and Definition

- What is the Market?
- What are the various segments and solution components?

Market Assessment

- Where are the opportunities?
- Who are the players?
- Main value propositions

Corporate fit Analysis

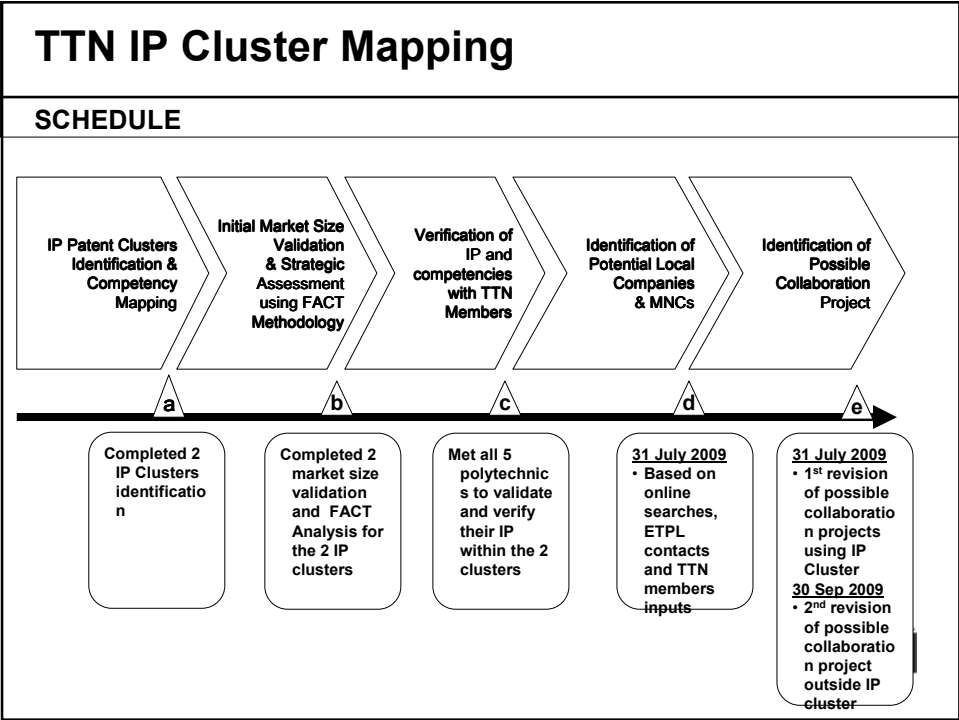
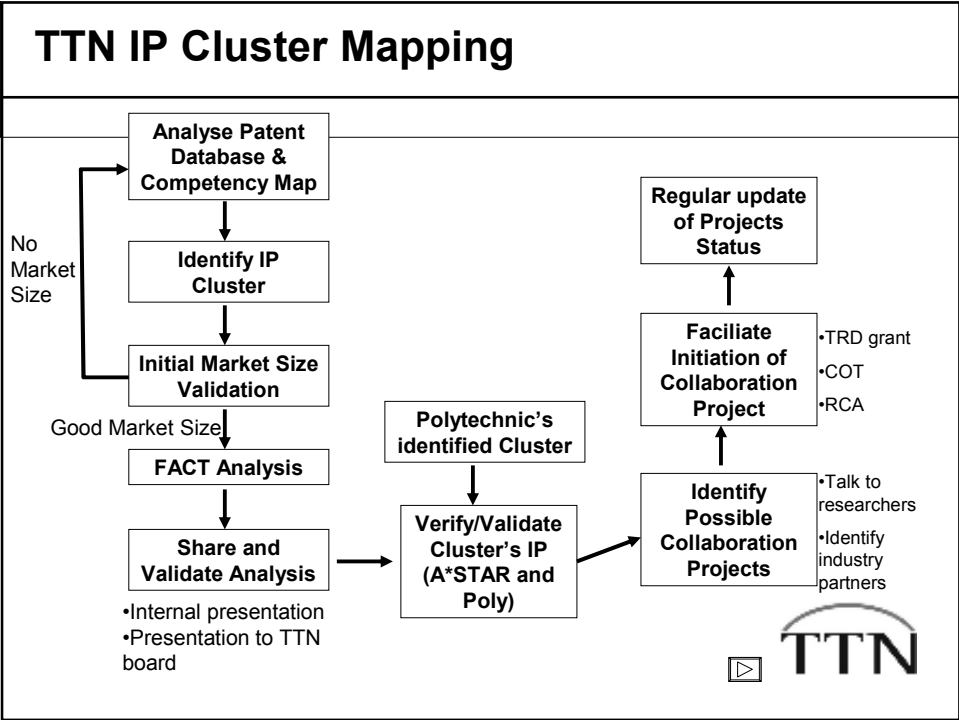
- What do we offer in terms of IP & capabilities ?
- What segments are relevant to us ?

Tactics for Routes to Market

- Who are the potential partners?
- How should they engage the market ?



Exploit Technologies Advisory Services FACT® methodology



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