

Process of Commercialization for System Topology

- Identification of innovative activities of staff assignment strategies for the implementation of the "personnel security" of innovation sphere, organizing multi-level system of training, retraining and raising qualification of innovative field specialists;
- Philosophy of new product and development strategy;
- Generate the idea of a new product;
- Primary selection of ideas;
- Business-analysis of a new product;
- Parameterization of creation of a new product pilot-version;
- Ideology of testing the new product on market;
- Provision of commercialization of a new product;
- Determination of license conditions;
- Pilot projecting of license agreement (including the establishment of the main provisions of the settlement dispute arbitration between the parties)
- Review the risks unacceptable for clients;
- An analysis of what will license recipient receive from the client in addition to technology;
- Assessment of technology to be transferred by the license recipient;
- Evaluation of the approximate costs related to the acquisition of the technology license recipient;
- Evaluation of the costs related to the technology transfer;
- Intuitive evaluation of the technology by the client;
- Non-financial compensation valuable for the client;
- Structure of "ideal" agreement for the client;
- The substantive design of the court suit, initiated by a legal collision of the patent, copyright, know-how, confidentiality of commercial secrets, licensing conditions in the field of intellectual property;
- Technological support of market share acquisition;

- Reduce market entry time;
- Availability of new markets;
- Intensify the use of existing resources and equipment;
- Determining the product's "life cycle" in the relevant market;
- Determining the easily noticeable, identifying characteristics of the new product;
- Creation of high profitability proof of the new product identification feature;
- Pilot design of the "internal standard" and the non-contradictory substance of the new product identification feature;
- Competence of designing multilayer advertising application.

The Department of Commercialization at GTU