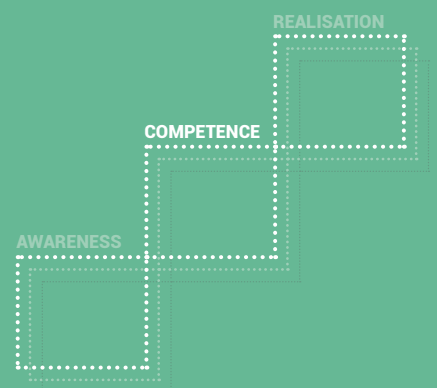


COMPETENCE

A NON-CONFIDENTIAL PRESENTATION GUIDE



DESCRIPTION

When pitching an idea or invention to a company, researchers often find themselves confronted with a dilemma: how can they describe the full value of the idea or invention if companies will not sign a Non-Disclosure Agreement (NDA)? Essentially, the problem is that companies will often refuse to sign a NDA in the earliest stages of introduction. But any presentation of confidential material without a NDA poses a major risk to any new invention not yet protected by a patent.

These guidelines can help you as a researcher to prepare for a meeting whose participants are not signing an NDA.

If you want to know more about how we have worked with this tool, contact:

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or contact the Tech Transfer office at your university, if you want to know more in general about entrepreneurship and commercialisation.

Acknowledgements: Majja Strala Ibsen, Aarhus University

TOOL

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Unmet Need:	
People:	
Intellectual Property:	
Maturity Stage:	
Funding:	
Proof of Concept Research Plan:	



HOW TO USE THE TOOL

Unmet Need:	1 Describe the need that your invention would address or solve
People:	2 Introduce the people behind your technology. Who is your project leader that will drive the project? Companies and investor will insist on a representative from your team who has the ability to understand their needs
Intellectual Property:	3 State if there is any patent application related to your proposal and provide the application date
Maturity Stage:	4 State the development stage of your technology, e.g. Technology Readiness Levels
Funding:	5 Does your team have sufficient funding for the continued development of the technology?
Proof of Concept Research Plan:	6 Do you have a research plan for future experimental work?

When pitching an idea or invention to a company, researchers often feel presented with a difficult dilemma: how can they describe the full value of the idea or invention if companies will not sign a confidentiality agreement? Essentially, the problem is that companies will often refuse to sign any Confidentiality Agreement in the earliest stages of introduction. But any presentation of confidential material without a Confidentiality Agreement poses a major risk to any new invention not yet protected by a patent.

Why do I need a "non-confidential presentation"?

In the field of industry-university collaboration or venture investing, a research team will need to produce a non-confidential proposal. These proposals are very different to an academic grant application, where the technology drives the process. Instead, a company or investor wants to learn about the potential commercial value. Companies and investors receive thousands of presentations. They simply do not have time to read detailed research presentations.

FOCUS ON WHAT THE TECHNOLOGY DOES

Unlike a scientific presentation, a non-confidential presentation reveals none of the technicalities of the invention. Legally speaking, it does not reveal what the inventive step consists of. Instead, it focuses purely on what the technology does and how that is useful from a commercial perspective.

Follow the template for a presentation and describe the different points briefly.

The result is an easily accessible and commercially relevant presentation that protects your interests as the researcher. If your presentation then sparks interest, disclosure of the technical content of the invention can then follow in subsequent discussions that take place under confidentiality obligations.

HOW TO USE THE TOOL

1. UNMET NEED

Describe the need that your invention would address or solve

2. PEOPLE

Introduce the people behind your technology. Who is your project leader that will drive the project? Companies and investor will insist on a representative from your team who has the ability to understand their needs

3. INTELLECTUAL PROPERTY

State if there is any patent application related to your proposal and provide the application date

4. MATURITY STATE

State the development stage of your technology, e.g. Technology Readiness Levels

5. FUNDING

Does your team have sufficient funding for the continued development of the technology?

6. PROOF OF CONCEPT RESEARCH PLAN

Do you have a research plan for the future experimental work?

If done like the above, the result is an easily accessible and commercially relevant presentation that protects the interests of the researcher. If interest is sparked, disclosure of the technical content of the invention can then follow in subsequent discussions under confidentiality obligations.