



# NASA-Cal Poly Pomona Business Startup Program

## California State Polytechnic University, Pomona

Armand Yerjanian : Finance, Real Estate, Law

Dr. H. Ozkaya : Director of NASA Startup Program, Professor of International Business & Marketing



## Who We Are?

Directed by Dr. H. Erkan Ozkaya from the College of Business Administration, The NASA-Cal Poly Pomona Business Startup Program team is a unique blend of undergrad student partners working together to accomplish new innovations in wearable technology, mechanical engineering, and science technology/education.

This program focuses on developing industry applications with NASA technologies and creating new ventures to commercialize these applications. Other responsibilities are creating and facilitating multidisciplinary teams of faculty, students, and mentors focused on commercializing NASA technologies as well as coordinating the financial and legal aspects of these activities.

As students, we must be able to combine NASA requirements and team needs in an efficient manner with business requirements, budgetary restrictions and time management considerations to meet our project deadline. Our team's goal is to assess the global commercialization potential of new NASA discoveries and devise marketing strategies to enhance the technology licensing process.

Given our unique mixture of interdisciplinary students working under the vision of one goal, we are excited and ready to create the value we imagine with our products and innovations. In order for us to succeed, staying agile and lean in terms of budgeting is crucial. Overall, we have a mere budget of \$5000 and we need help to accelerate these three projects, not just financially.

## How Does It Work?

It's no secret that NASA is constantly reaching out to students, opening doors for countless dedicated individuals. NASA's Technology Transfer Program offers an exciting opportunity that allows students to utilize NASA technologies for themselves. Startup NASA takes the worry out of raising capital and securing intellectual property rights so that participants can dive straight into innovation and entrepreneurship with technical personnel and facilities as available resources.

By offering a license with no up-front costs for commercial use of patented technologies, companies hold onto their cash while securing the intellectual property needed to carve out competitive market space.

**These technologies have been vetted for technical and commercial viability by NASA and external sources. Patents are maintained and protected by the US Government. NASA technical personnel and facilities can be available to lend additional support.**

A few rules apply:

1. This offer is open only to companies formed with the express intent of commercializing the licensed NASA technology.
2. NASA waives the initial licensing fees, and there are no minimum fees for the first three years.
3. Once the company starts selling a product, NASA will collect a standard net royalty fee. This money goes first to the inventor and then to maintaining the agency's technology transfer activities and technology advancement.
4. This announcement applies to only non-exclusive licenses, which means other companies may apply for similar rights to use the technology for commercial purposes. However, NASA will consider further exclusivity if the startup wishes to negotiate.
5. Companies entering into these licenses are bound by all requirements in federal licensing statutes and NASA policies, including development of a commercialization plan and reporting on efforts to achieve practical application.
6. While NASA does license to foreign entities, this start-up agreement is only available to companies in the United States.

## License Requirements

Technology Transfer University (T2U), is bringing real-world, NASA-proven technologies into the classroom. Business students creating market assessments and business plans can now hone their abilities by working with our high-tech patent portfolio. They also receive access to the NASA scientists and innovators, giving them a unique look into the fine-grained details of the technology they are working on.

Through the T2U program, NASA field centers across the country engage business schools and hundreds of students each year. They are educating young entrepreneur's and tomorrow's industry leaders, about the benefits of using federal government research and development assets in commercial applications.

1. LICENSEE is a corporation or a limited liability company that has been in operation for less than one year, has less than fifty (50) employees and less than two million dollars (\$2,000,000) in funding .
2. LICENSEE, in consideration of the grant of a license under U.S. Patent No. will pay royalties, make all necessary capital investments, and achieve PRACTICAL APPLICATION of the invention.
3. LICENSEE shall achieve PRACTICAL APPLICATION of the LICENSED INVENTION within 36 months of the LICENSE COMMENCEMENT DATE, and in accordance with the schedule, if any, set forth in an APPENDIX to this AGREEMENT and incorporated into this AGREEMENT. LICENSEE shall notify LICENSOR within thirty (30) calendar 6 days of achieving PRACTICAL APPLICATION that PRACTICAL APPLICATION has been achieved. LICENSEE shall also provide evidence to verify the achievement.
4. LICENSEE, once PRACTICAL APPLICATION of the LICENSED INVENTION is achieved, shall thereafter maintain it throughout the LICENSE TERM. 5.3 LICENSEE shall promptly report to LICENSOR its discontinuance of making the benefits of the LICENSED INVENTION available to the public.
5. LICENSEE agrees to pay LICENSOR a running royalty of Four point Two percent (4.2 %) of the NET SALES OF ROYALTY-BASE PRODUCTS, PRODUCTS and SERVICES for each ACCOUNTING PERIOD.
6. LICENSEE agrees to pay LICENSOR a minimum royalty of Three Thousand Dollars (\$3000.00) for each ACCOUNTING PERIOD. The minimum royalty shall be paid to LICENSOR starting at the end of the third ACCOUNTING PERIOD after the LICENSE COMMENCEMENT DATE (i.e., 36 months from the LICENSE COMMENCEMENT DATE) and each ACCOUNTING PERIOD thereafter.

## NASA's Technology Transfer Activities

NASA transfers technology to the private sector and state and local governments by actively seeking licensees. More than 1,600 such technology transfer successes have been documented in NASA's *Spinoff Magazine* over the years, which include commercial applications in health and medicine, transportation, public safety, consumer goods, agriculture, environmental resources, computer technology, manufacturing, and energy conversion and use.

Licensing terms are negotiated on a case-by-case basis, although terms of use are defined as narrowly as practical in every case. NASA is experimenting with new ways of licensing government owned patents, and in 2008 entered into an agreement with Ocean Tomo and successfully commercialized federally funded technology via a live-auction process.

## Have an Idea? Get Started at Cal Poly Pomona!

Programs:

- 1) iStartup Academy
- 2) Summer Camp
- 3) Esteme
- 4) Sumer Accelerator
- 5) Startup Teams
- 6) iAmbassadors
- 7) NASA Tech Assesment
- 8) NASA Startup Program



CAL POLY POMONA  
**STUDENT INNOVATION  
IDEA LAB**  
GROWING IDEAS  
Innovators. Dreamers. Entrepreneurs. Achievers.