UConn’s research programs position the university to serve as a driving force for innovation and technology development. One of the major impacts of innovation is dissemination of inventions through commercialization and technology transfer. This activity often leads to economic development with significant impact on local, national, and global scales.

Under the umbrella of UConn’s Office of the Vice President for Research, Innovation & Entrepreneurship (OVPRI&E), Technology Commercialization Services (TCS) supports the protection of intellectual property (IP) and the commercialization of UConn technologies either through licensing or through startup formation. TCS provides the connection between university research and outside entities that can help develop the technology and take it to the marketplace. TCS is here to support faculty through the process.

What is Venture Development’s focus?
The Venture Development unit exists to assist entrepreneurs working to setup and grow a business based on their innovations. This Startup Quick Reference Guide highlights the services and support UConn Venture Development provide. This document outlines the first steps that should be taken at the beginning of a business venture. By partnering with the Venture Development team, faculty researchers and innovators have unlimited access to our team of experts and resources. Our resources and opportunities include, but are not limited to, investor networking, mentorship programs, corporate partnerships and year round workshops and events. Learn more about Venture Development: innovation.uconn.edu/startups
Why Create a Startup Company?
Startups are an approach for the conversion of innovative ideas to societal impact. They have the opportunity to improve life for customers and satisfy an unmet need.

Step One: Determine the Viability of Your Product/Service
Determine if a startup is the viable approach for creating societal impact with measurable outcomes based on a diverse set of metrics, including profitability. Determine the market size and how many customers would be willing to use/pay for these goods or services.

Things to consider:
- The unmet customer need - What is the innovation, differentiation and IP protection?
- Market size of the product - Who are your potential competitors?
- Customer discovery: who are your customers and are they willing to pay for your product? What is Capital market appetite within the sector?

Step Two: Incorporation, Funding, Partnership, Exit
- Developing a pitch deck is an important step to capture key ingredients around innovation, market, team, funding, exits and more. Create a 1-page executive summary describing the company. Examples: venngage.com/blog/best-pitch-decks
- Make sure your company is incorporated and structured properly
- Understand the basics of a CAP Table and equity distribution between founders. Connect with external and qualified service providers for all legal and corporate matters. Our team can work with innovators for the creation and presentation of these documents.
- Make introductions and connections with investors and potential partners

Our team can offer assistance in recruitment and building of the executive team, business and scientific advisory boards. Our Venture Development unit can also offer support for structuring business transactions, term sheet and partnerships.

Technology Incubation Program (TIP)
In addition to the Venture Development team TCS houses the Technology Incubation Program (TIP). Spread across three locations, Storrs, Farmington, and Stamford, TIP offers world-class research resources, facilities, and business support services to a network of experienced investors and entrepreneurs. The TIP team helps launch startups ready to transform their respective markets. Learn more about TIP: https://innovation.uconn.edu/technology-incubation-program/

Ready to learn more?
Connect with us:
As an UConn inventor you have access to a variety of services and resources, and TCS office is here to guide you through each step of the process. More detailed information can be found at innovation.uconn.edu, but we welcome the opportunity to meet with you to discuss specific questions that you may have. Email us at techcomm@uconn.edu

Key Contacts:
Mostafa Analoui
Executive Director, Venture Development, Technology Incubation Program (TIP)
Mostafa.analoui@uconn.edu

Vivek Ramakrishnan
Director, Venture Development
Vivek.ramakrishnan@uconn.edu

Paul Parker
Director, Technology Incubation Program (TIP)
Paul.parker@uconn.edu

Margaret Feeney
Director, Technology Incubation Program (TIP)
Margaret.feeney@uconn.edu