

# U of S Creativity Commercialized

## New Technology Strengthens Biodiesel Industry

Martin Reaney, Saskatchewan Agriculture Chair of Lipid Quality and Utilization at the College of Agriculture and Bioresources developed a series of processes that reduce biodiesel production costs while increasing performance. This allows producers to profit from low-grade oilseed, which would normally be considered agricultural waste. This application is part of a continuum of technologies being developed by Prof. Reaney and his team. We're working closely with Reaney to commercialize his research through intellectual property protection, licensing and the creation of a start-up company. This new technology earned Reaney a 2009 Award of Innovation, jointly sponsored by the Industry Liaison Office and Innovation Place and presented at the SABEX Awards.

**Martin Reaney**  
Saskatchewan Agriculture Chair of Lipid Quality and Utilization

■ "The Industry Liaison Office helped us take a seemingly innocent local project and turn it into a functioning business that can make money."

– Chad Jones,  
CEO, iUsask



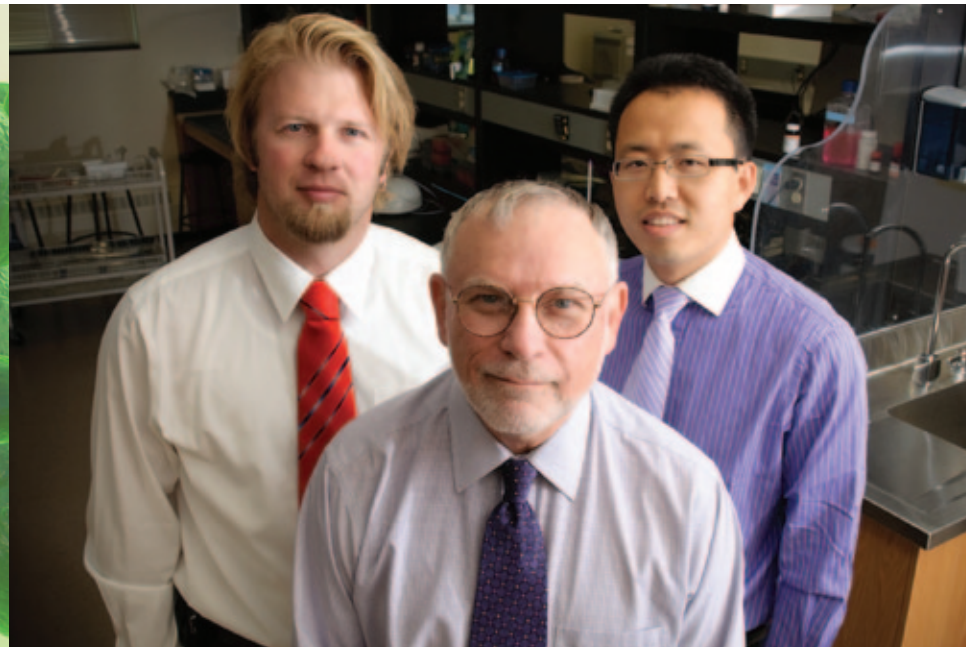
## Useful App Leads to New Start-up

Chad Jones is one of the principal architects of iUsask, a first-of-its-kind in Canada application developed in the computer science department for the iPhone and iPod. iUsask gives users instant access to the U of S – from grades to Huskie Athletics. Launched in 2009, the app quickly became a hit, earning national media attention and requests for similar applications from other institutions. The Industry Liaison Office is working with the developers to facilitate commercialization. Today, Jones is CEO of an independent start-up company, College Mobile Inc., with four full-time employees and a growing market that includes businesses and educational institutions.



## New Test Screens for Hormone Disruptors

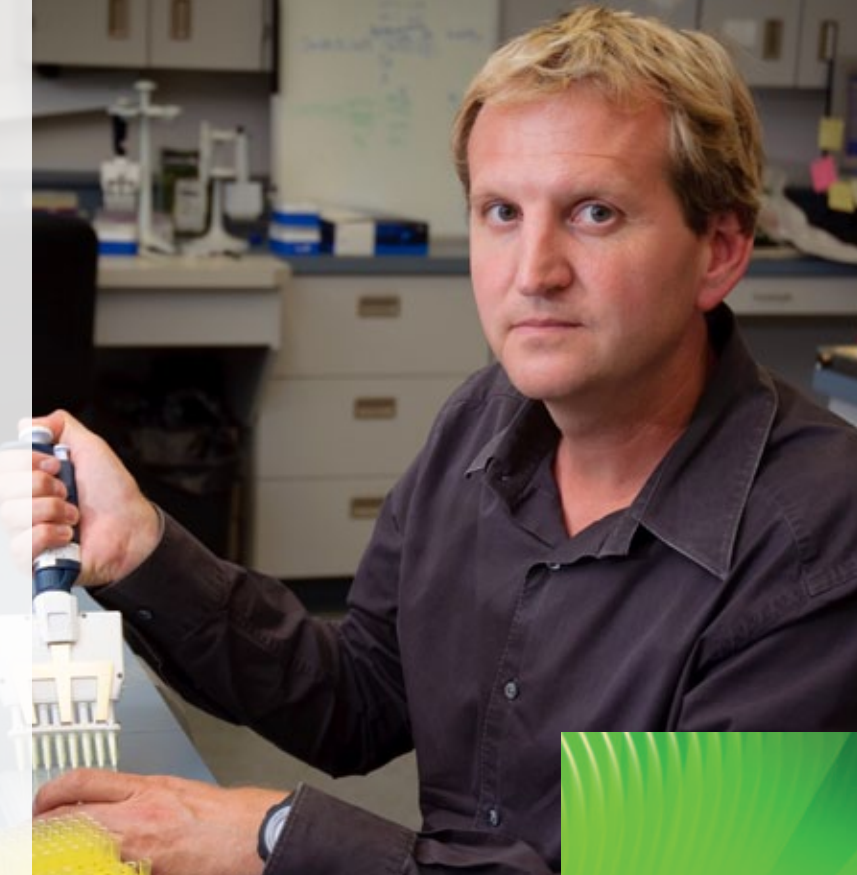
John Giesy, Canada Research Chair in Environmental Toxicology, is co-developer with Markus Hecker and Xiaowei Zhang of a cost-effective new test that allows regulators to determine whether chemical compounds have the potential to disrupt the human endocrine system. The H295R Steroidogenesis Assay is approved for use by the U.S. Environmental Protection Agency and the Organisation for Economic Co-operation and Development. In light of the potential for commercial success and the potential positive impact on human health, we've created a start-up company to market the test world-wide. This new technology earned Prof. Giesy our 2010 Award of Innovation.



Markus Hecker, John Giesy and Xiaowei Zhang

■ "ILO's willingness to be flexible and build a long relationship with us has been instrumental in the growth of our company and the commercialization of our technology."

– Leigh Marquess,  
COO, Quantum Genetics



## New Genetic Technologies Create Value for Canada's Beef Industry

In 2003, Leigh Marquess brought together his university education in molecular genetics and his life experience in the feedlot industry to begin a new start-up company, Quantum Genetics Canada, that is bringing new, ground-breaking genetic technologies to the beef industry. From the beginning, Leigh developed a close working relationship with us and over the years, we've played a key role in Quantum Genetic's ability to successfully commercialize new technologies developed at the U of S. It is a win-win relationship that is allowing the company to expand its portfolio and bring increased value to the industry.



COMMERCIALIZED

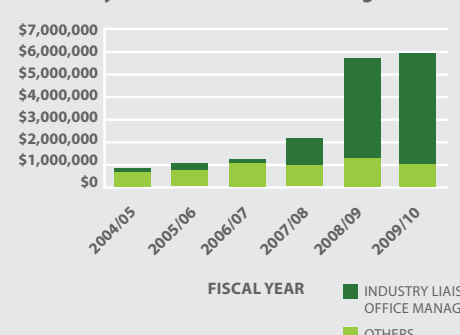
Industry Liaison Office  
2008-2010 UPDATE



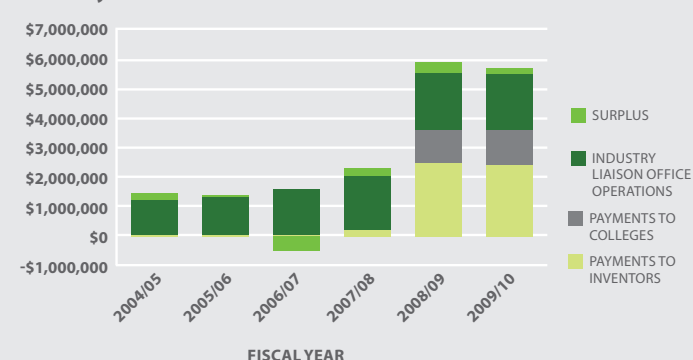
University of Saskatchewan

## FINANCIAL

University of Saskatchewan Licensing Revenue



Industry Liaison Office Total Revenue Allocation



## CONTACT

If you are a researcher or a company interested in how we can help you commercialize your creativity, please contact a member of our team:

- Glen Schuler, Managing Director .....966-4584
- Annie Meng, Information Systems Administrator .....966-7331
- Jessica Smith, Patent Officer .....966-1988

- Frank Su, Technology Transfer Manager, Ag/Bio .....966-1727
- Janet Wilson, Administrative Coordinator .....966-1465
- Jim Cunningham, Technology Transfer Manager, Health Science .....966-5496
- John Parsons, Legal Counsel .....966-5638
- Johnny Xavier, Technology Transfer Manager, Vet Med .....966-2350
- Julian Vasilescu, Technology Transfer Officer, Health Science .....966-7340
- Leanne McCutcheon, Financial Coordinator .....966-8464

- Lorna Shaw-Lennox, Start-up Specialist .....966-7338
- Tom Roberts, Senior Legal Counsel .....966-8751
- Zafer Dallal Bashi, Technology Transfer Officer, Ag/Bio .....966-5875



Industry Liaison Office



The Industry Liaison Office adds value to the economy by accelerating the commercialization of new knowledge and research generated at the University of Saskatchewan (U of S).

## The Industry Liaison Office: Creativity Commercialized

Over the past two years, we've increased our capacity and infused our team with new talent, created and implemented a new strategic plan, and launched initiatives that are enhancing the commercialization of Saskatchewan's vast creative and entrepreneurial talent.

We've sharpened our focus and taken a more resourceful, proactive approach in collaborating with our internal and external stakeholders in the following ways:

- We're supporting and guiding our university researchers, helping to steer them through the commercialization process.
- We're connecting our researchers to key players in industry and government, helping them build successful relationships that strengthen and enhance their mutual commercialization opportunities.
- We're having an impact on the Saskatchewan economy through the creation of start-up companies and licensing opportunities that are being actively pursued and developed in our province.

Read on to learn more about how we're engaging with our stakeholders to create win-win commercialization relationships, building linkages and dynamic partnerships to spur momentum in licensing new technologies, and helping to nurture the Saskatchewan economy with innovative ideas that benefit the province.

**Creativity commercialized: it's happening here.**

**Karen Chad**  
Vice-President Research  
University of Saskatchewan

**Glen Schuler**  
Managing Director  
Industry Liaison Office

## ESTABLISHING A WIN-WIN

Since the Industry Liaison Office was established in 2004, the U of S has moved into the top 12 per cent of Canadian universities and the top 28 per cent of North American universities for technology commercialization (Association of University Technology Managers).

The University's licensing income has increased almost six-fold to over \$6 million per year. Of the \$5 million in annual revenue we manage, approximately 50 per cent flows to inventors, and the other 50 per cent is re-invested in the U of S, where it supports staffing, research and equipment.



■ **"The ILO has provided important input to the joint pulse crop development and market development initiatives of the Saskatchewan Pulse Growers and the university's Crop Development Centre. We value its work and enjoy working with its helpful and committed staff."**

- Garth Patterson, Executive Director,  
Saskatchewan Pulse Growers

## BUILDING MOMENTUM

We're investing in intellectual property protection, prototyping, marketing, and the negotiation and management of licenses.

Industry Liaison Office technology transfer officers and managers with expertise in key sectors are working with researchers to evaluate new ideas and facilitate intellectual property protection. We're identifying companies interested in licensing new technologies and key players in industry and government, engaging them with our researchers, and helping build the relationships that are so critical to successful commercialization.

■ **"Merial and Merial IP appreciate the multi-faceted long-term relationships they have developed with the University of Saskatchewan and the cooperative assistance provided by its Industry Liaison Office in forging research, testing and technology-commercialization arrangements as well as managing our joint intellectual property portfolio. Our relationship with that Office has been wonderful."**

- Dr. Judy Jarecki-Black, Head, Intellectual Property, Merial

## NURTURING AN INNOVATIVE ECONOMY

Between 2008 and 2010, we upgraded our capabilities to serve all sectors of the U of S community. A new strategic plan was developed to accelerate commercialization of new ideas and research. We opened doors to new partnerships and improved relationships across our customer base. This is creating additional opportunities for start-up companies. In just two years, the number of start-ups being pursued at the U of S has risen from zero to 10. This past year alone, three new start-ups based on university-developed technology were incorporated.

Our licensing activity has accelerated as well. In fact, licensing income has increased over 13-fold since our first year of operation in 2004. As we've increased our technology transfer managers and officers, we're better able to serve all of the U of S colleges and research centres. We have added a significant number of innovations to our portfolio that are of great interest to industry and we'll be making announcements in the coming months regarding several successful negotiations.

## ONGOING INITIATIVES

**COMMERCIALIZATION NETWORK** – In partnership with the University of Regina and SIAST, and with the support of Enterprise Saskatchewan, we're exploring the development of a province-wide technology commercialization network. This network will enable us to build awareness among our industry partners that Saskatchewan research facilities are interested in engaging with and creating linkages with industry to bring value to our community. The network will focus on to intellectual property evaluation, protection and commercialization in the post-secondary education sector, and will expand to other sectors as awareness increases.

**INNOVATION FUND** – We're developing a fund that will provide early stage start-up financing to new university start-up and spin-off companies. The funding will enable these companies to bridge the funding gap that often exists between a promising idea and a marketable new product, technology or service.



**Dale Lemke**  
President and CEO  
Display Systems International

**ENTREPRENEUR-IN-RESIDENCE** – We're connecting entrepreneurial researchers with experienced mentors and advisors. Dale Lemke, President and CEO of Display Systems International, has come on board as the first Entrepreneur-in-Residence and will be working closely with the computer science, electrical and computer engineering departments. This position will help identify commercialization opportunities and guide researchers through the commercialization process.

**OTHER PARTNERSHIPS** – We're building relationships with public and private sector organizations to coordinate strategic research and development activities and intellectual property policies, and to partner on technology commercialization endeavours. Some of the organizations

we're working with in this regard include the Saskatchewan Cancer Agency, Saskatoon Regional Health Authority, Canadian Light Source, Saskatchewan Research Council, National Research Council Plant Biotechnology Institute, and others.

**ENGAGING WITH INDUSTRY** – As a point of contact for industry into the U of S, we're helping to manage the early stage risks of technology commercialization, ensuring the firms' development timelines are met, and accelerating commercialization of U of S technologies. By actively communicating with industry, commercialization partners and government bodies, we're creating opportunities for industry at all levels to directly engage researchers to create more competitive businesses and improve Saskatchewan's business and innovation environment.

■ **"The U of S Industry Liaison Office does far more than manage a valuable IP portfolio. It provides an essential conduit to support industry-university research collaborations. But perhaps the greatest benefit is its impact in helping to shape and grow an entrepreneurial culture."**

- Dale Botting,  
Former CEO,  
Enterprise Saskatchewan



**Creativity Commercialized** Industry Liaison Office

**INDUSTRY LIAISON OFFICE**  
501-121 RESEARCH DRIVE  
SASKATOON, SK S7N 1K2  
PH: 966-1465  
FAX: 966-7806  
EMAIL: ilo.ovpr@usask.ca

[www.usask.ca/research/ilo](http://www.usask.ca/research/ilo)