



Commercialization at Utah State University



COMMERCIAL
ENTERPRISES

UtahStateUniversity

Commercial Enterprises

The mission of Commercial Enterprises is to identify, secure, and propagate economic value by leveraging Utah State University's intellectual capital and physical assets.

Commercial Enterprises builds **partnerships first** by working with Deans and Colleges to leverage USU talent that will solve industry problems.



Strategies for impact

embrace commercial partners

**focus on bigger-picture instead of just
university impact**

fewer, deeper

specialization of skills and positions



Strategies for impact

embrace commercial partners

- develop relationships with eye on the long-term
- require less up-front in order to cement collaboration
- overlap commercialization with invention development when possible

focus on bigger- picture impact

- favor Utah companies (through either spin-off or license)
- offer more favorable terms
- make USU the preferred academic partner

fewer, deeper

- 5–7 commercialization projects have disproportionate organizational focus and commitment
- other opportunities pursued through traditional university technology marketing

specialization of skills and positions

- build business development team with focused industry experience and expertise
- protect intellectual property through specialized staff



Our Fewer, Deeper



BRAVAS
COKING TECHNOLOGIES INC.



PLEASANT CREEK
TECHNOLOGIES



COMMERCIAL ENTERPRISES
UtahStateUniversity

SBI Commercialization Partners



Unleash the talent

At USU, we work with colleges and the Research Foundation and Regional Campuses to unleash the talent of faculty researchers.

“We need to create a new wave of innovative entrepreneurs who will create new industries and new wealth from these technological innovations.

The energy and vitality of these people must be unleashed.”

—Dr. Michio Kaku



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