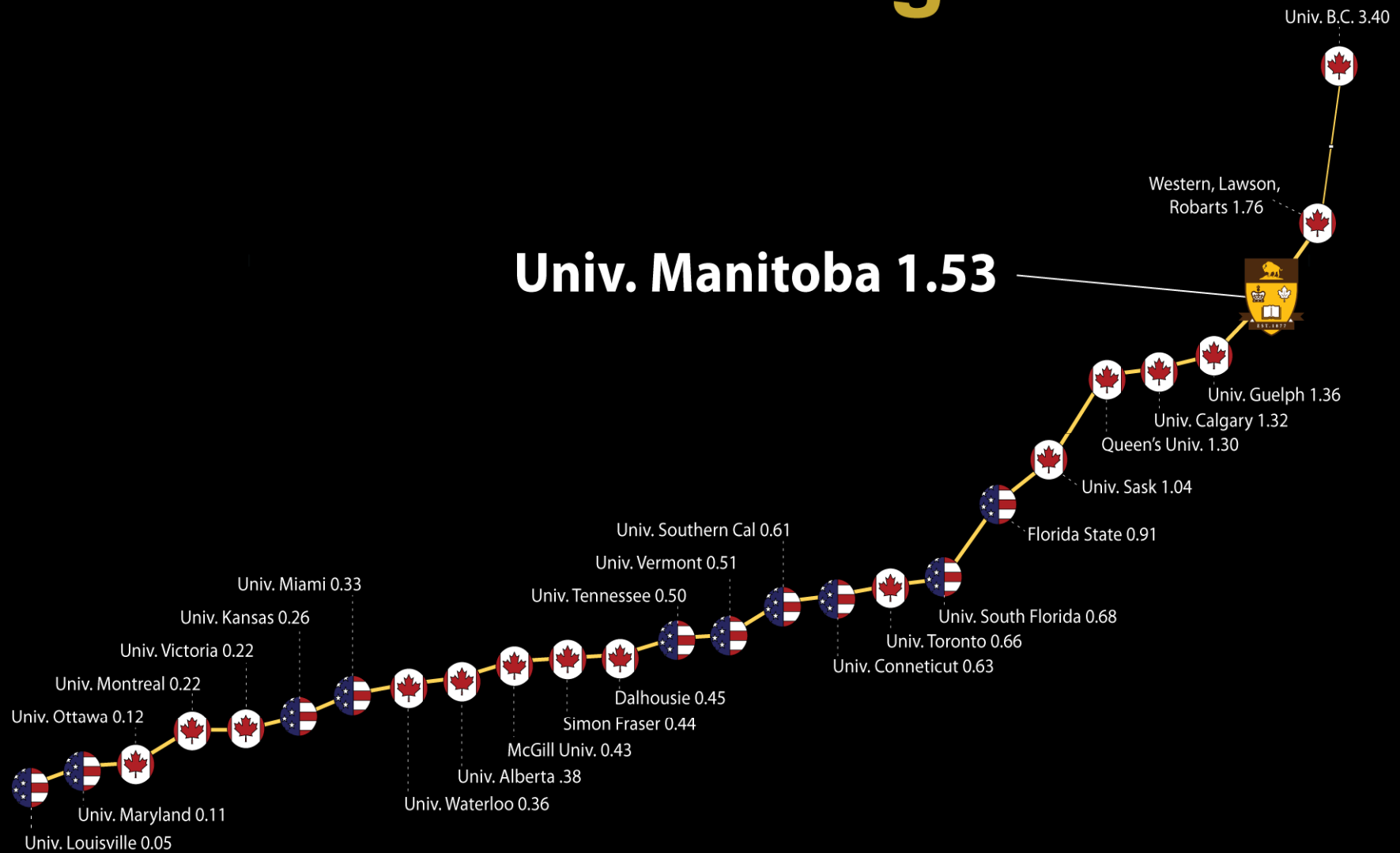


# Beyond Transactions

## A New Collaborative Approach to Commercialization

Garold G. Breit, Executive Director  
University of Manitoba's Technology Transfer Office

# A Productive T<sup>2</sup> Program



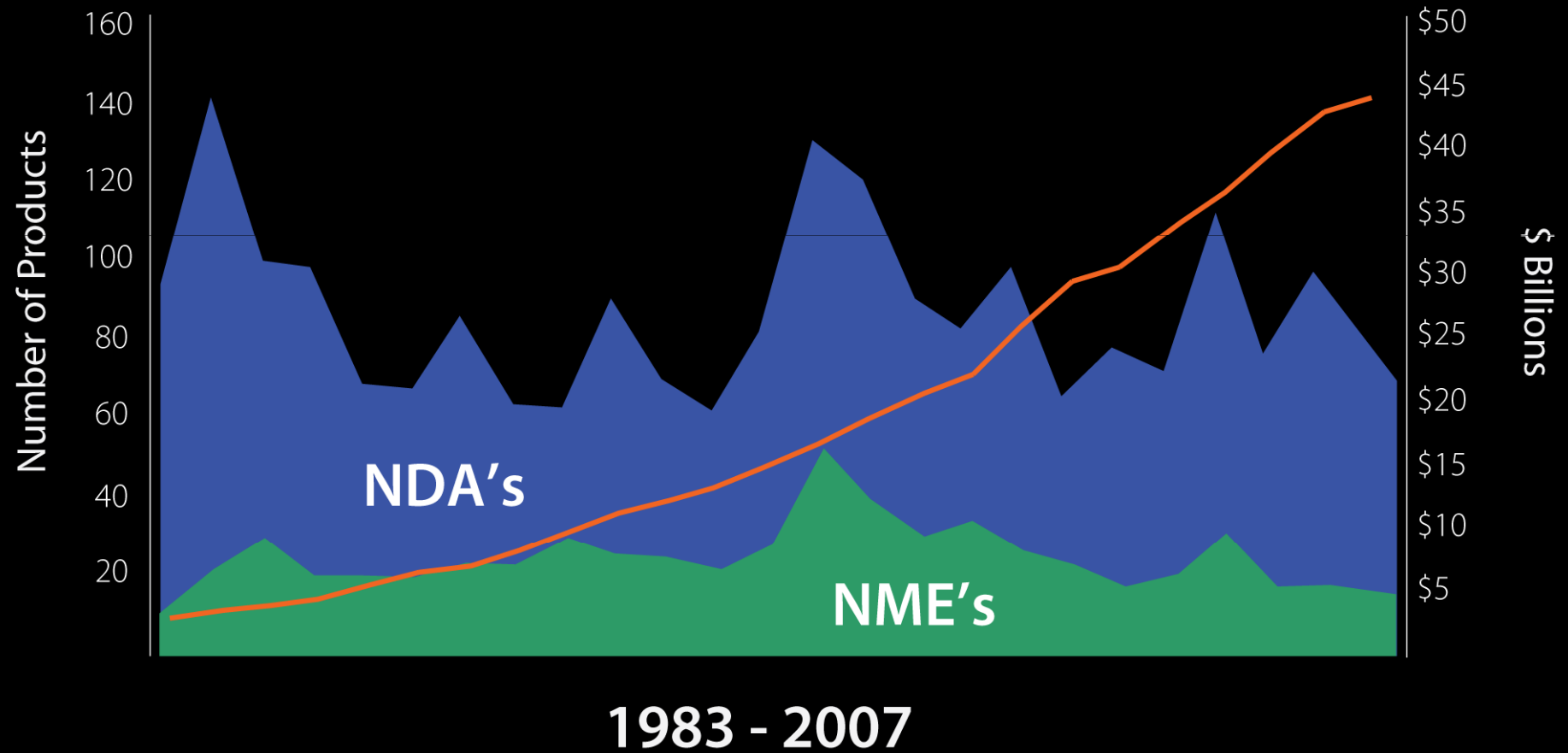
**Univ. Manitoba 1.53**

Canada  USA 

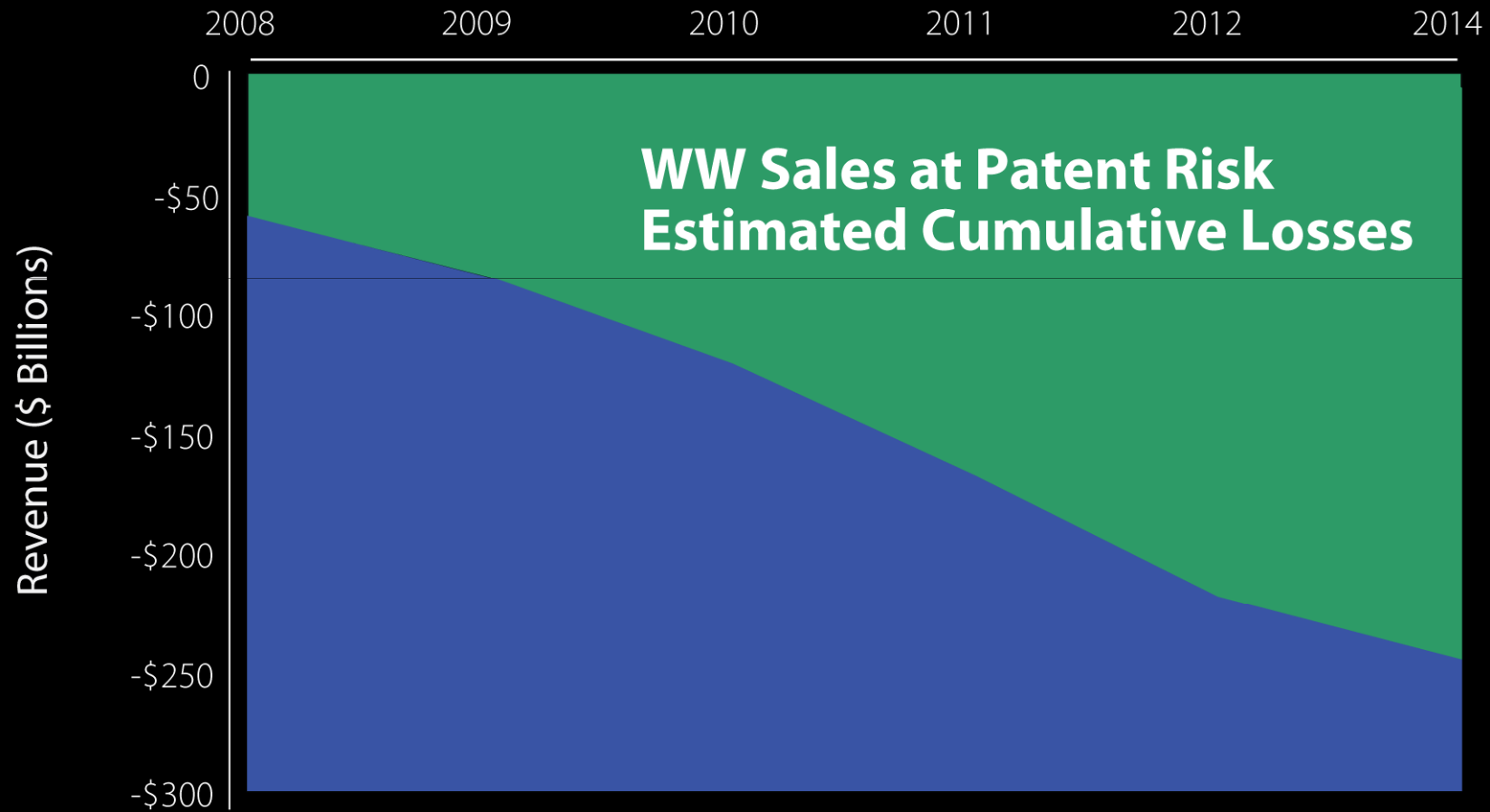
*Royalty Income as a % of Research Base  
Published AUTM FY/07 Annual Survey Data*

# Productivity Problem

R & D Spend

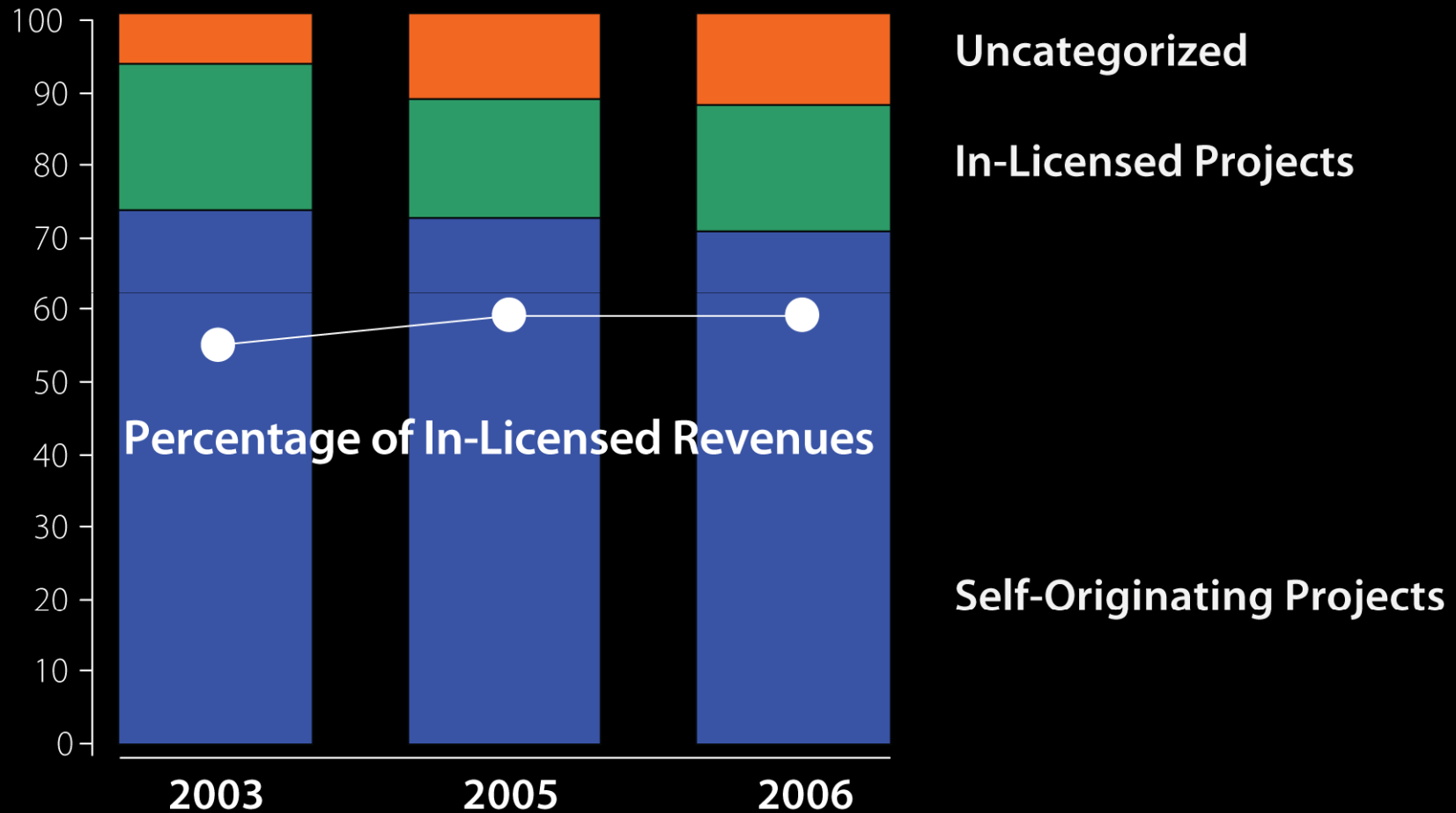


# Pharma Revenues at Risk



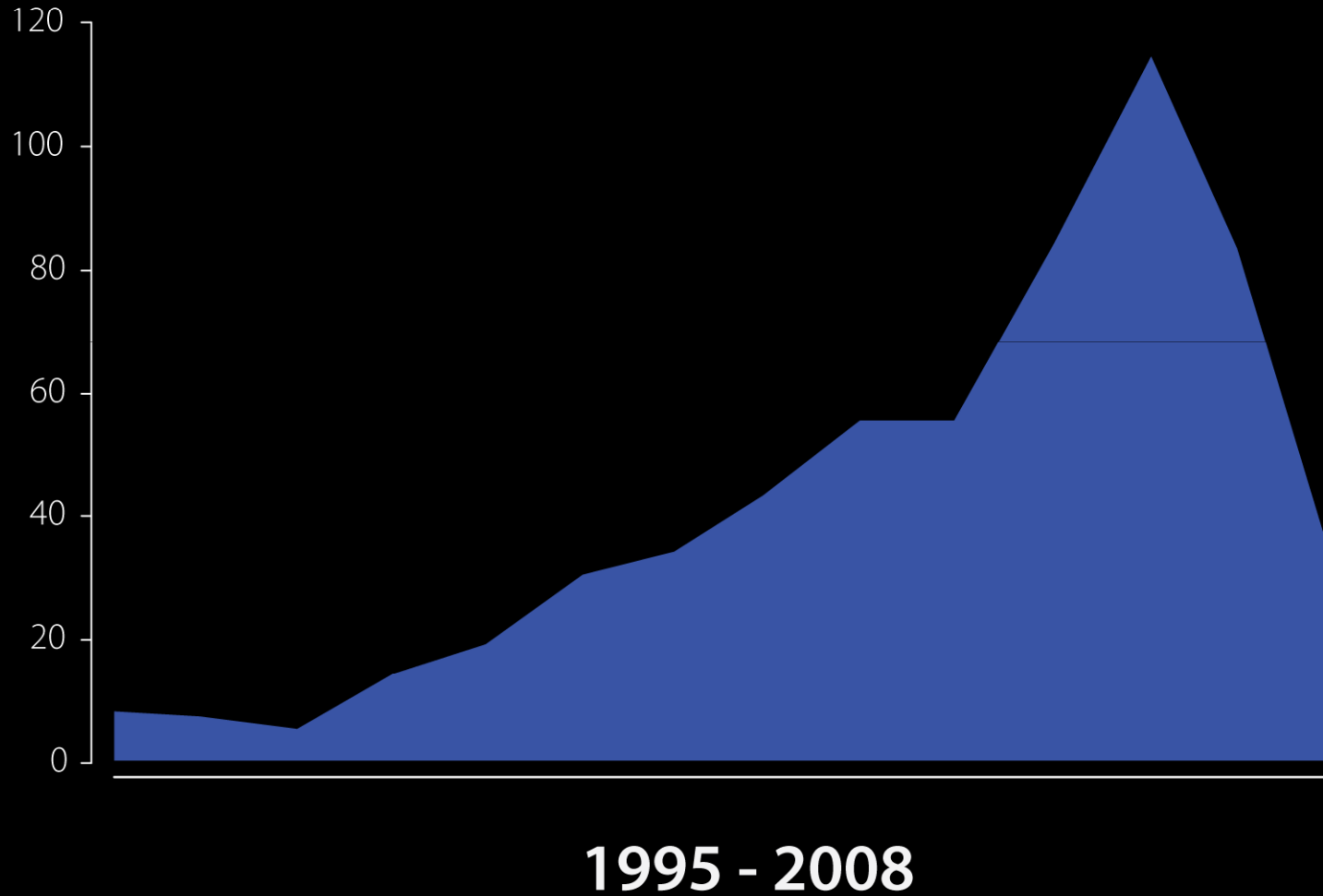
# Self-originated vs. Licensed-in

% R&D Spend



# Early Stage Deals

Pre-clinical and Phase I



**There's a Problem**

**Traditional R&D Models  
Are Not Working**



*Make use of novel technologies  
and create new concepts.*

*Tomorrow's research will be  
carried out through networks.*

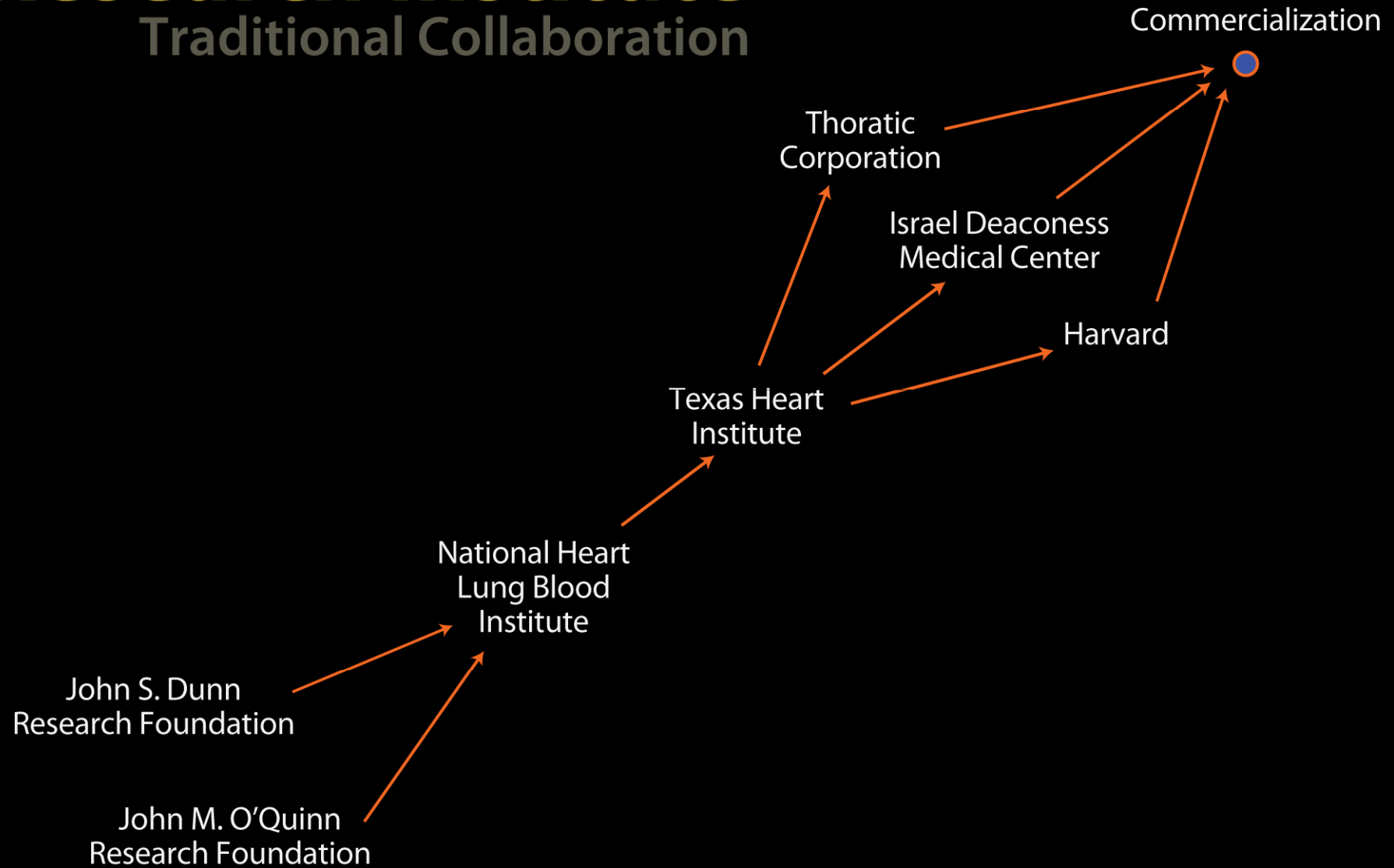
*We need to reinvent R&D.*

*Dr. Marc Cluzel,  
Sanofi-Aventis, Senior Vice President, Research and Development*

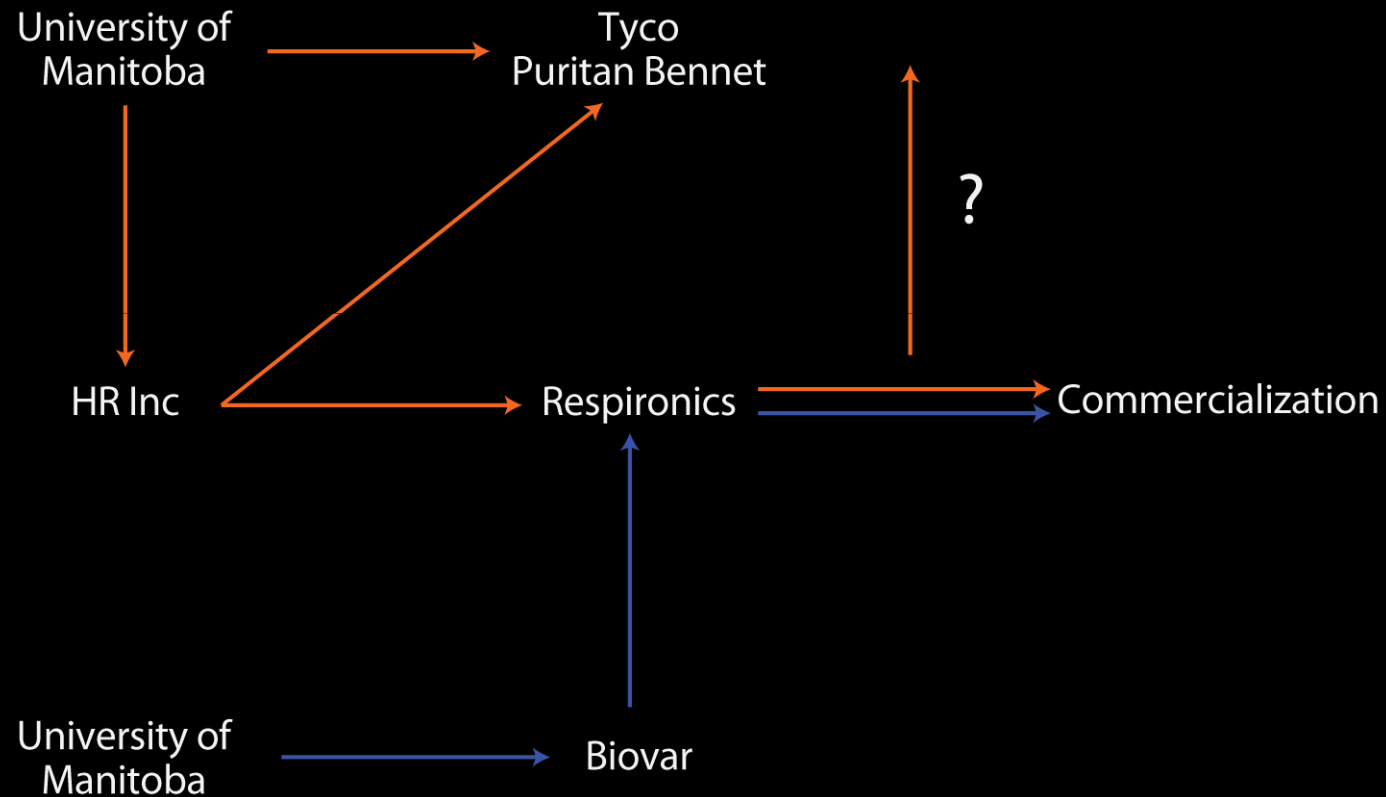
***That greater emphasis must be placed on developing closer ties with industry ...  
a change in the culture of academic institutions***

# Research Institute

Traditional Collaboration



# New "Traditional" Model



# Building Relationships

2005 - 2009

Industry Visits  500%

Technology Licenses  300%

Research Collaborations  300%

**We are building  
relationships with  
industry with THEIR  
goals as focus**

**Garold G. Breit**

**Executive Director**

**University of Manitoba**

**Technology Transfer Office**

**garold\_breit@umanitoba.ca**