Setup and Configure
Technology Transfer Starter

V1.2

Get Started with Technology Transfer Starter

The Salesforce Technology Transfer Starter brings intellectual property (IP) related data into a trusted and scalable platform. Previous IP databases and systems at universities, research institutes, and organizations traditionally operated on-premise siloes and disconnected from other systems due to security requirements.

These legacy systems do not scale easily and these also need a number of certifications and standards met to store and process the data related to these sensitive records. This requires a resource cost and a time cost. In addition, the data is often not related to the commercialisation teams activity within a CRM, so as the teams are out commercialising the IP and technologies, they may not have the full picture of what's happening and may also need to have separate access to a system which is also sometimes not easily accessible on a mobile device.

Technology Transfer Starter brings the IP related data into the holistic picture - a 360-degree view- of each of the commercial targets and stakeholders, tracking the development and commercialization of intellectual property assets from ideation to sale.

Users can leverage the power of the Salesforce Platform to securely share and use the information to commercialise the IP and use powerful analysis tools to get insights and recommended actions either in the office or meeting with stakeholders. In addition, the automation tools built into the platform can heavily reduce errors and also speed up the processes involved with commercialisation of IP and management of the related records.

How IP Managers and IP Processors Use Technology Transfer Starter

The University Technology Transfer Office is a dedicated body that represents the inventors at Connected University for all the activities for filing, documenting, and reporting the Intellectual Property created by Ian Inventor on behalf of Connected University. The TTO is combined of multiple roles ranging from Licensing Manager, Marketing Manager, and Legal Council. Each of these roles supports the process of creating all forms of IP, identifying potential markets, developing business plans, beginning outreach to buyers, and initiating sale for technologies.

The Technology Transfer Office has traditionally spent much of their time manually recording new disclosures from inventors and scheduling regular follow-ups through their email system. As the Office has grown there is increased demand for automating many of the follow-up actions that must occur for each recorded IP Disclosure. There is no good source for reporting activities, tracking project lifecycles, and ultimately associated revenues and expenses to the portfolio. This is where Salesforce’s Technology Transfer Starter solution is able to provide efficiencies for the Tech Transfer Office’s operations.

The Technology Transfer Starter solution provides:

- Online Inventor Engagement & Disclosure Forms
- Pre-defined IP data model

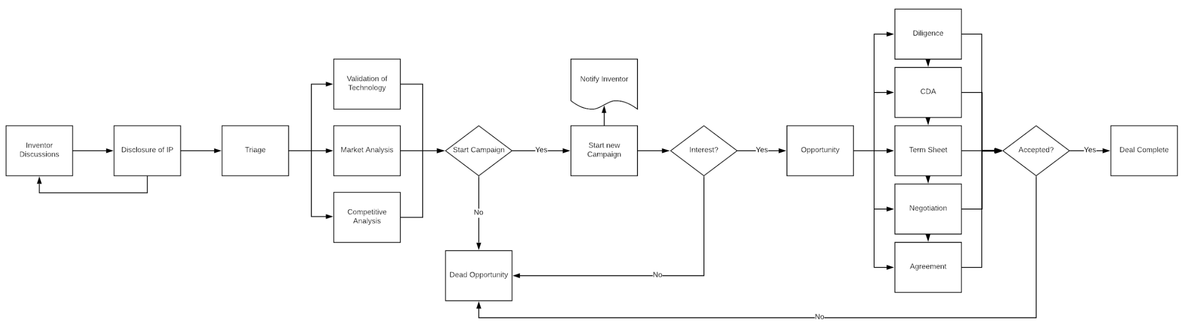
- Automation for activity management
- Inventor contributions
- Revenue Tracking (Contracts, Opportunities)
- Expense Tracking (Patents, IP, Campaigns)
- Trademark & Copyright Management

By taking advantage of the Technology Transfer Starter solution, the team at Connected University can begin to grow their IP operations by commercialising more technologies, improve inventor relations, and increase reporting and transparency on the overall performance of the organization.

The Technology Transfer Starter solution offers a framework for which your organization can further build on top of for a more flexible, personalized platform experience.

How Academics and Researchers Use Technology Transfer Starter

Ian Inventor is a STEM faculty member at Connected University, who specializes in developing new medical devices for use in commercial practice. Ian has spent his tenure working with students in laboratories to develop new products through curriculum-based projects, research grant projects, and individual contributions. Once Ian has determined that a new product is well-defined and solving for a real-world problem, he can disclose this to the University Technology Transfer Office. Once Ian discloses his invention, he will look to the TTO for follow-ups on the status of the invention being filed, work to determine the terms of the contract, and be notified once it is ready for commercial sale.



Setup - Before You Begin & Considerations

Audience

You should have advanced knowledge of Salesforce before attempting to step through this guide. If you are not an advanced user of Salesforce and would like to implement this solution, complete the Advanced Admin trail on Trailhead.

Previous Versions (< v3.0.0)

Please note that previous versions of the Technology Transfer Starter package are untested with v3.0.0 and above. This is because in April 2023 we migrated from first-generation packaging, which was unmanaged and open for anyone to modify. The ability to publish unmanaged packages has been removed from the AppExchange and new packaging needs to be a "Managed" package. To allow us to still push updates and make use of the new enhancements in second-generation packaging we have also moved to a second-generation package.

Because the new version is managed, it is also namespaced, which means that if you install it within the same Salesforce org as an older version, you will see duplicate objects.

If you would like to move to the new version and have the old version (i.e. a version less than v3.0.0) then you will need to migrate your existing data and customisations. At a high level the steps for this are as follows:

- [ ] Export Existing Data for all Technology Transfer Starter objects along with related data on standard Salesforce objects which are referenced or may have been extended to reference Technology Transfer Objects.
- [ ] Review and record all customisations you have made to the out of the box objects from Technology Transfer Starter. These can be captured using Salesforce DX.
- [ ] Review Updated Object Mappings and Fields and adjust your exported data accordingly.
    - [ ] IP object has become the Technology object
    - [ ] The Patent object has become the Protection object with Record Type Patent.
    - [ ] Licence Agreements were previously stored in Sales Contracts and are now stored in the new Agreements object.
- [ ] Review options for migrating to a new Salesforce org or updating the existing org in place. Speak with a Salesforce Account Executive about options here.
- [ ] If you decide to update the existing org, you will need to remove all data related to the Technology Transfer objects and related object data (This also includes Reports and Dashboards etc). Then uninstall the previous unmanaged package. Once complete, install the latest version of the Technology Transfer Starter package. Note that it is recommended to do

this within a full-copy sandbox environment first and then replay the same steps in Production when everything is working as expected.

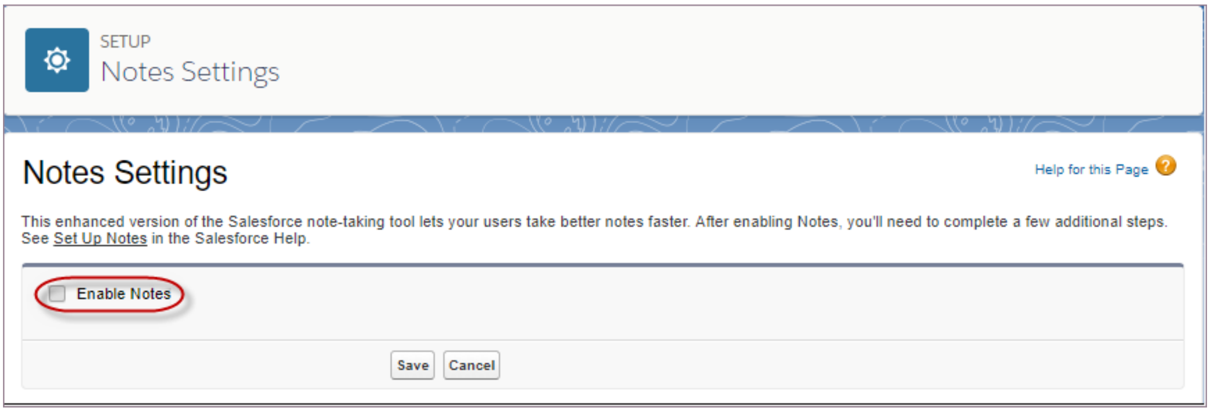
- ☐ Re-import data.
- ☐ Run User Acceptance Testing (UAT) sessions to ensure that everything is working as expected and everything complies with the policies applicable to your organization.

Initial Setup

In order to install the package, you must enable Enhanced Notes in your Organization.

From Setup, enter Notes in the Quick Find box, then select Notes Settings.

1. Select Enable Notes, then click Save.



Required Editions and User Permissions

General information on [how to install a package](#) can also be found in Salesforce Help.

Available in: Lightning Experience
Available in: Enterprise, Performance, Unlimited, and Developer Editions

User Permissions Needed:
To install packages: Download App Exchange Packages
To configure installed packages: Customize Application

To process and manage IP records:
Edit on Accounts, Contacts, Contracts, Campaigns, Opportunities, Tasks
Edit on IP, IP Expenses, Patents, Expenses, Contributions, Inventors, Milestones, Success Plans
Run Flows for using the Success Plan Setup Flow

To submit IP records:
Edit on Disclosures and Inventors
Run Flows (If using the pre-built disclosure form in a Salesforce Community Cloud page)

Note: Academics and researchers who are submitting disclosures of IP can use an online form in an Experience Cloud site, using Platform, Customer Community or Customer Community Plus licences.

Optional: Enable Multi-Currency

There are multiple fields which relate to storing currency values. In the world of Patents and commercial contracts, these often need to be stored in various currencies at predefined exchange rates. Please consider enabling Multi-Currency for the org where this app will be implemented.

Optional: Electronic Signatures

Electronic signature capture is a key part of the Technology Transfer Starter process. You can extend the capabilities of Technology Transfer Starter app by leveraging a third-party electronic signature app on the Salesforce AppExchange.

Optional: IP Disclosure Submissions

Academics and researchers often submit their invention disclosures through a form. To capture invention disclosure information, it’s recommended that you use a third-party form builder app on the Salesforce AppExchange. The IP disclosure form can be either embedded or stand-alone but supports “Save and Continue” functionality, where a draft can be saved and reopened later to continue working on it.

Install Technology Transfer Starter

Be sure to evaluate and test the Technology Transfer Starter app in a sandbox environment first to ensure compatibility with any managed packages or custom code.

Also ensure that this is evaluated against the larger technology roadmap, Salesforce data model, and the environment management strategy.

1. Enable Enhanced Notes in your org - Instructions here: https://help.salesforce.com/articleView?id=notes_setup_enable.htm&type=5
2. Visit the Technology Transfer Starter AppExchange page.
3. Click on the **Get it Now** button.
4. **Login** to the correct Salesforce org which you want to install the app.
5. **Set permissions** for All Users or Administrators if you are testing.
6. Click **Install**. The installation may take a while. Check your email for confirmation that the installation was successful.
7. Once you have received the notification that Technology Transfer Starter has been installed, login to the Salesforce org and check that the Technology Transfer Starter is now listed in the App Launcher.

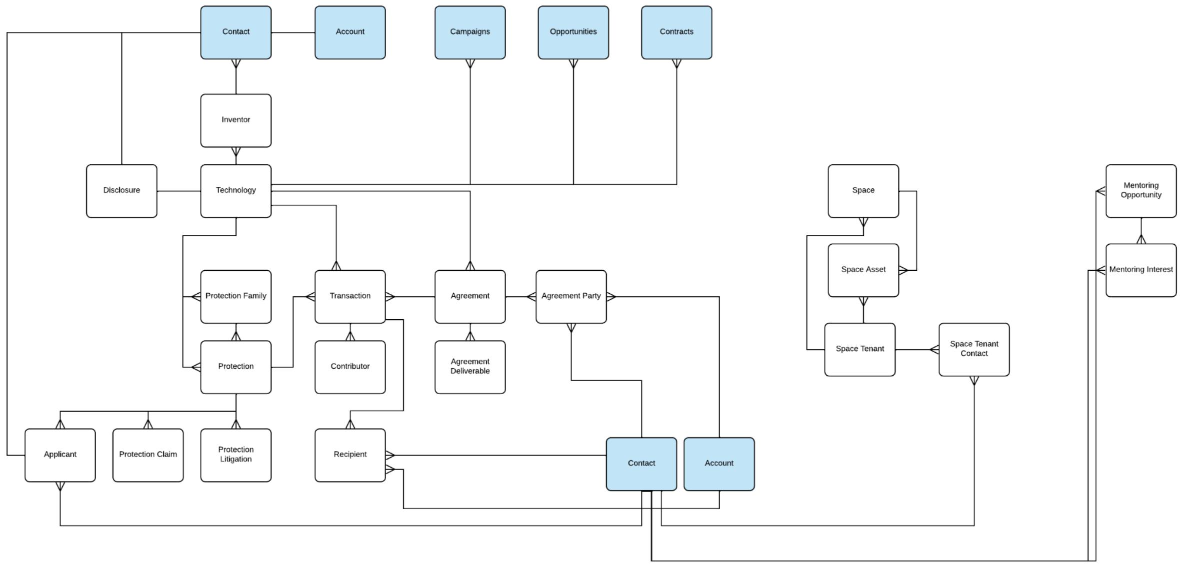
Learn About the Technology Transfer Starter Data Model

Note: Any unreleased services or features referenced in this or other presentations, press releases, or public statements are not currently available and may not be delivered on time or at all.

Customers who purchase our services should make their purchase decisions based upon features that are currently available.

Technology Transfer Starter extends standard Salesforce functionality by using its own custom objects IP, IP Expenses, Patents, Expenses, Contribution, and leveraging Accounts, Contacts, Opportunities, Campaigns, and Tasks.

Here is the Technology Transfer Starter data model:



Standard Relationship Considerations

Technology Transfer Starter leverages several standard objects which are available as part of Sales Cloud:

- Campaigns - These are for tracking and managing marketing campaigns and other campaigns or events. Transactions can also be linked to these for expense tracking.
- Tasks - These can be leveraged to track and assign tasks to team members. Some processes also automate the creation of Tasks.
- Contracts - These can be used for tracking commercial contracts.
- Opportunities - These are used to store the B2B and other opportunities. These could be licensing opportunities, consultancy opportunities etc and do not have to be linked to a Technology.
- Contacts - Used to store contacts. These could be academics, student entrepreneurs, commercial contacts etc.
- Accounts - Used to store account/company information. This could be commercial companies, student startups etc.

Configure Technology Transfer Starter

Security

As with any implementation, you set up security controls to show users only what they need to do their jobs or to interact with the app.

This guide doesn't exhaustively cover all the security considerations such as organization wide defaults, sharing rules, user role hierarchies, etc. We leave that up to you to decide what is appropriate for your institution's security model.

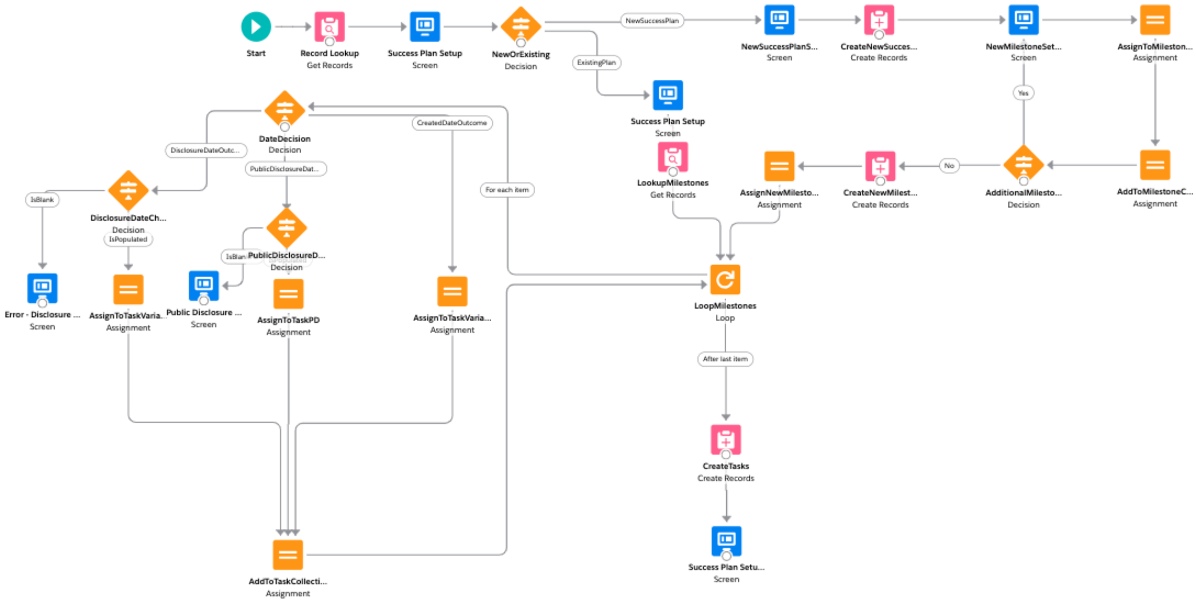
Due to the nature of the information being stored within the Technology Transfer Starter app, a number of Security Considerations should be taken into account during implementation and on-going, which are in addition to the standard Salesforce recommendations, detailed here: https://help.salesforce.com/articleView?id=security_overview.htm&type=5

- Ensure where Account and Contacts are linked within the solution, that communication preferences are honoured throughout their engagement. A useful object for this process is the Individual object, provided as standard with Salesforce, which can be related to the Contact object and other related objects to store preferences. Check-boxes and additional fields can also be added to the record to increase the options available.
- Salesforce Shield should be considered for a deeper level of Auditing and also Encryption of data at rest.
- Field-Level-Security (FLS) - FLS can be used to control access down to a field level, ensuring that only authorised users see the data they should and also have the correct level of access (Read Only or Edit). This should be configured during the initial implementation and reviewed often.
- Validation Rules - There is one validation rule out of the box, which ensures that the contribution percentage of all contributors doesn't exceed 100%. But other validation rules should be configured and added to ensure that the relevant business processes and procedures are followed.

Flows and Automation

Success Plan Setup

The Success Plan Setup flow which is used in the Technology Transfer Starter package relates to Success Plans. This flow will be active after the installation of the app. For more information on Flow, see the Flow Builder help documentation or the Build Flows with Flow Builder Trailhead.



The Success Plan Setup flow is a Screen based flow which is used on the IP record to loop through and create tasks based on milestones from an existing or new Success Plan.

The due date for each task is calculated depending on the date fields on the IP record (Created Date, Disclosure Date, Public Disclosure Date) using the logic specified in the Success Plan. The logic allows the user to specify a due date a number of days before, on or a number of days after one of the date fields on the record. These can be saved and used on other IP records.

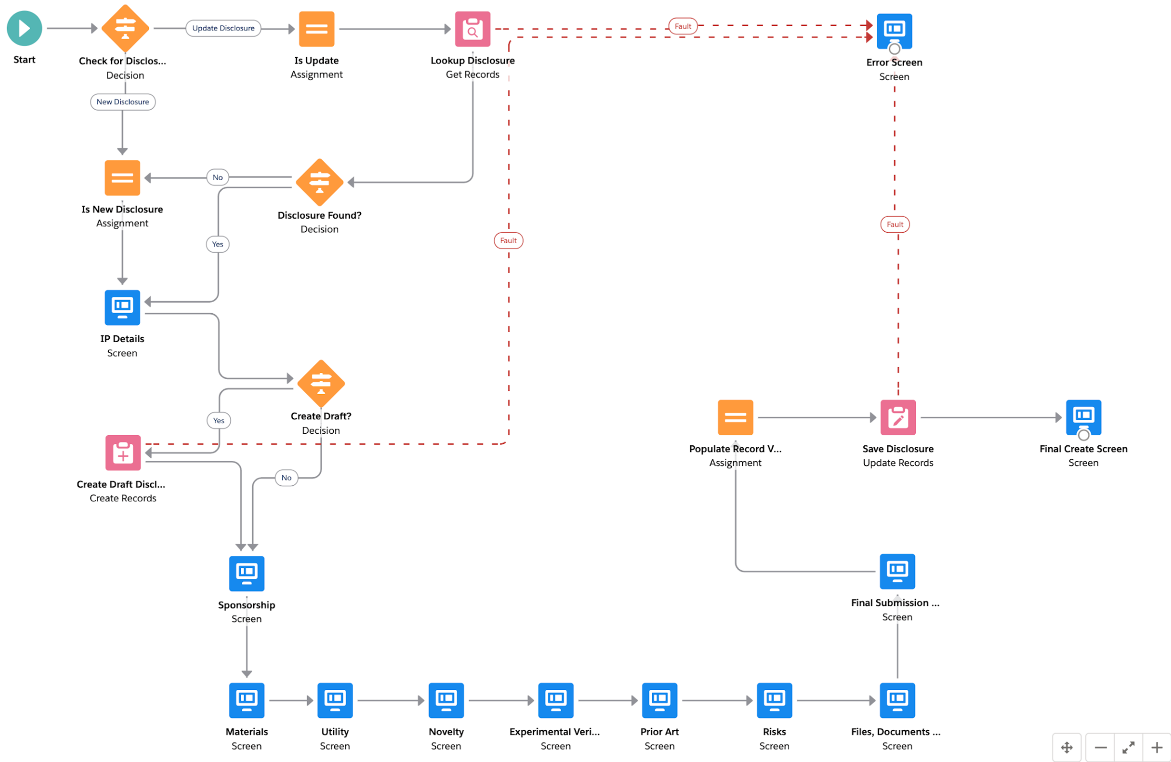
Known restrictions

- There is no check to see if a Success Plan has already been applied.
- It can only be used with the IP record.
- It can only be used with Created Date, Disclosure Date and Public Disclosure Date.
- No equivalent for the Patent record, although its recommended based on requirements.

Disclosure Form Submission/Update

The IP Disclosure flow is a Screen-based flow which is used to create or update IP records from the logged in user. The Flow is designed to be launched from a Community page which an Inventor would use as a logged in, authenticated user.

The flow is designed so that the user can provide some information and then come back to it at a later stage without formally submitting. The data will be saved to the IP record as a Draft IP record which is also referred to as a Disclosure.



Known restrictions

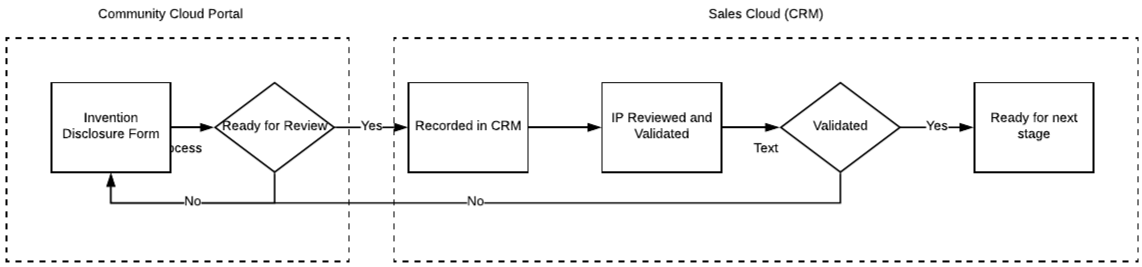
- There is no public access available to this form, it must run as a logged-in Community Cloud user with a connected Contact record.
- To save the Disclosure, the user MUST complete all screens in the form. You could consider having a sub-flow which saves the form as you progress through each of the screens.

Validation Rules

Contribution Check

This validation rule checks that all research contributions to this IP do not exceed 100%. This is a standard check which should be kept in place. As the total of all contributions to the IP research from inventors and researchers. If additional parties are involved whereby the distribution of the inventor's share is passed over to another person, see the Alternative Distribution field on the Inventor object for this.

Optional: IP Disclosure Form



There are a number of options for displaying forms for an academic or researcher to complete a disclosure of information. Typically the user must be able to create and save a draft and then submit the form once they have completed all the information they need. These forms are often completed through a portal which can be done leveraging Salesforce Community Cloud.

Form Builder Apps on the Salesforce AppExchange
There are third-party form builder apps on the Salesforce AppExchange that integrate with the Salesforce platform.

Visual Flow
A custom visual flow could also be configured to create a screen flow which walks users through a current or previously created disclosure through a Flow lightning component which can be added to the Sales Cloud, Service Cloud or Community Cloud interface. A flow has been provided out of the box which supports this process.

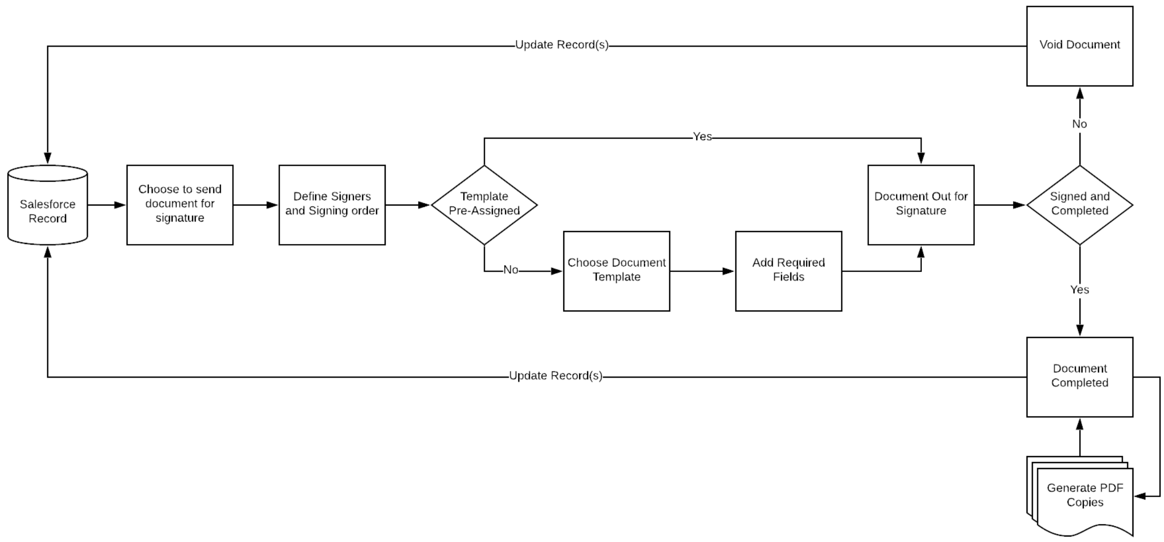
Storing IP Information

When submitted from a form or entered directly, IP is stored on the IP object. Please review the default fields to check which data format considerations for included fields.

Out of the box there is one default Record Type for IP, which is based on the details needed for storing a technology related disclosure. Other Record Types can be added to the IP object to provide/hide fields required.

Related to IP records there are multiple fields which relate to storing currency values. In the world of Patents and commercial contracts, these often need to be stored in various currencies, often at predefined exchange rates. Please consider enabling Multi-Currency for the org where this app will be implemented.

Electronic Signatures



Protections, Opportunities and Contracts would all potentially have documents which need to be signed, this can be handled with electronic signature apps/services. Above is a typical process although ensuring that the implemented process conforms to the customer's requirements and policies.

Other Integration Considerations

Internal Finance Systems <> Transactions

The included object called Transactions has an External ID field which has the ability to store a unique reference for records in an external database/system. The information required from these systems will vary on the requirements, however, some of these should be considered as a starting point.

- Payment Date/Time - The actual date and time the payment was processed. An additional formula field could be added to calculate the Estimate date the money should be in the account, a basic example of this would be Payment Date + 3 Days.
- Payment Due Date - This could be calculated with an additional field (Type = Currency) which is added to the relevant object, then use an Invoice Sent date from a finance system combined with a Payment Terms number (Number of days until money is due) to calculate a due date for an expense to be paid.
- Note the Direction field on Transaction, this allows you to specify the direction of the funds (Incoming to the organisation or outgoing from the organisation). When integrating, this would need to be mapped accordingly.

Glossary of Terms

Term	Variants	Description	
Collaborative Research		A research project between two or more parties. In the context of RPO-industry collaborative research, the project may be fully-funded by the company or funded partly by the state and partly (in cash and/or in kind, including participation in the research itself) by the company. As a research project, there would be an expectation of publication and the outputs would not be guaranteed. The work will be covered by a collaborative research agreement.	
Consultancy	Consultancy Services	In the RPO context, this is a contractual arrangement in which the RPO provides professional-level work to an external client organisation through an academic, researcher or other member of RPO staff in exchange for a full commercial fee. The work is specified (or agreed) by the client against deliverables agreed with the RPO.	
HEI	Higher Education Institute	Higher Education Institution, namely: universities, institutes of technology and other colleges.	
Invention Disclosure		The invention disclosure is the first actual recording by a TTO of an invention or a commercial opportunity which contains basic information, *including supporting data*, that helps to evaluate, subsequently protect and, potentially, commercialise the intellectual property associated with an invention.	

IP	Intellectual Property	Intellectual Property **–** specific rights, whether registrable or not, which may include for example: patents, trademarks, service marks, registered designs, drawings, utility models, design rights, business ideas, concepts, inventions, discoveries, breeders rights, copyright (including the copyright in software in any code), database rights, know-how, trade secrets and other confidential information, technology, business or trade names and goodwill.	
Licence	Agreement, Contract	A contract under which IP rights are transferred from one party to another for the purpose of commercialisation.	
Licensing Manager	Account Manager, Business Development Executive (BDE), Licence Executive	Eliciting the naming conventions used by the customer during discovery. Ask questions about the role and responsibilities of a licensing manager. Making sure to indicate the role name as the customer indicated during the demo will help ensure proper clarity to the story and flow.	
MTA	Material Transfer Agreement	A Material transfer agreement is a contract that governs the transfer of tangible research materials between two organizations, when the recipient intends to use it for his or her own research purposes. The MTA defines the rights of the provider and the recipient with respect to the materials and any derivatives. Three types of MTAs are most common at academic institutions: transfer between academic or research institutions, transfer from academia to industry, and transfer from industry to academia.Legal document to indicate the transfer of a material IP from a provider to a recipient.	
Licence	Option, Evaluation Agreement	A contract under which a potential licensee is granted a period of exclusivity during which it can decide whether it may wish to take a licence to the intellectual property and negotiate the terms of a licence agreement. The option period may include evaluation of the IP by the potential licensee (including assessing the technology). This is may be called an Option & Evaluation Agreement.	

Patent		A government authority or licence conferring a right or title for a set period, especially the sole right to exclude others from making, using, or selling an invention.	
Patent Territory		The country in which a patent applies. These can also apply worldwide.	
PCT	Patent Cooperation Treaty	This is a treaty that makes it possible to seek patent protection for an invention simultaneously in each of a large number of countries by filing an “international” patent application.	
Licensing Manager		The first filing of a patent application which will establish a priority date from which all national patents will derive. Depending on patent strategy, the priority filing may be made as a provisional application or national patent application or regional or international (PCT) patent application.	
RPO		Research Performing Organisations - universities, institutes of technology and other publicly funded research institutions primarily publicly funded.	
Tech. Transfer	Knowledge Transfer (KT)	This is the sharing of expertise, capability, technology and intellectual property between the research base and industry or the public sector with the aim of developing new or improved products, processes and services that deliver societal and economic benefit.	
Technology Transfer Office	TTO, Innovation Office	Technology Transfer Office is the name often applied to the team at a university or institute of technology responsible for managing knowledge transfer or technology transfer services including intellectual property, licensing, partnering with industry and the creation of new companies generally known as spin-out companies.	
Spin-Out		A spin-out company is a new incorporated business based primarily on knowledge and/or intellectual property originating from the RPO in which the RPO holds equity and/or has a licence to the IP.	

Start-Up		Company formed by staff or students from the RPO not based on knowledge or IP generated by the RPO and where there is no formal IP licence or equity share with the RPO.	