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## Confidential Brief – Researcher

You are a KT Professional at the university. You will meet the R&D Manager of the X-Corp to discuss the license of a patent owned by your university, that will also bring a research collaboration contract.

The X-Corp has already accepted the licensing term sheet you proposed via email except for the first downpayment of **150.000 EUR** that you requested to start the operation. The university policy is normally to get an upfront payment for any license besides the future milestones and royalties. Downpayments play an important role in covering the cost of the invention and creating more resources for future research.

The downpayments for similar license agreements with other companies have been historically between **100.000 EUR** to **150.000 EUR**. With that said, there is one exceptional case of **50.000 EUR** agreement.

The X-Corp is a leader in the field and aims to get the technology. You know that the company also is interested in establishing a strong collaboration with your university for further development. This is a niche technology and no other companies have shown interest in it.

As a university representative, your aim is to find a sustainable route to the market for this technology and to cover research costs incurred. You hope to reach an agreement as high as 150.000 EUR, while you know that the university can accept deals above 100.000 EUR. Going below 100.000 EUR will make things very difficult as it becomes an exceptional case.

Prepare to meet with the R&D Manager of the X-Corp.

## Confidential Brief – R&D Manager

You work as a manager in the R&D Department of X-Corp. Today, you will meet the Knowledge Transfer Officer of a leading university to discuss the licensing terms of a patent owned by the university. You hope that this will be the beginning of many fruitful collaborations.

The university has already shared a licensing term sheet via email. After evaluating the offer, you decided that all terms are acceptable to your company except for the upfront payment of **150.000 EUR** requested by the university to start the operation.

X-Corp is a leader in its own field and aims to get this technology. The company also is highly motivated to establish a strong collaboration with this university for further development. With that said, 150.000 upfront payment is not possible for your team's budget at the moment.

After making some research inside and outside of your company, you learned that upfront payments for license agreements with a similar scope varies between **75.000 EUR** to **125.000 EUR**. You also heard some rumors that the same university had a comparable licensing agreement for a different technology with another company for **50.000 EUR**.

The university's particular research team is one of the leading ones globally. There is strong R&D collaboration potential in the critical technologies that X-Corp wants to pursue. While you would like to agree on an upfront payment of 50,000 EUR, you have a budget of 125.000 EUR. Going above 125.000 EUR will make things very difficult as it becomes an exceptional case.

Prepare to meet with the KT Professional.