



The Harvard method in IP transfer¹ (IP transfer fast track)



*SI = Scientific Institution

*SO = Spin-Off

¹ Sources:

The Harvard method in IP transfer:

https://cms.system.sprind.org/uploads/Harvard_Methode_im_IP_Transfer_08012025_81e265ee99.pdf



The Harvard Method was developed for scientific institutions and spin-offs for successful and sustainable IP transfer.

- **Objective:** Win-win negotiations through objective and structured approaches.
 - **Challenges:**
 - Assessment of IP value and market potential.
 - Spin-offs without negotiating experience with institutional partners.
 - A lack of transparency and time pressure lead to inefficiency.
 - **Solution:** Cooperation and focus on common interests instead of pure price negotiations.
-

Successful negotiation with the Harvard method

The Harvard method focuses on interests instead of interests. This means that negotiating partners do not stick to rigid demands, but instead disclose their actual needs and goals. This approach can create sustainable solutions that benefit both sides.

Important principles of the Harvard method for avoiding negotiation problems:

- **Focus on interests rather than positions:** Consider the needs of all parties in order to develop sustainable solutions.
- **Separation of people and problems:** Clear communication and objective argumentation ensure a constructive atmosphere.
- **Transparency through objective criteria:** Use of standardized evaluation models (e.g. IP scorecards) to create a comprehensible basis for decision-making.
- **Developing creative options:** Developing solutions that benefit both sides.

Challenges in negotiations:

- **Loss aversion:** Fear of losses is weighted more heavily than potential gains.
- **Zero-sum thinking:** The perception of the negotiation as a pure distribution battle prevents creative solutions.
- **Fixation on one solution:** A limited perspective prevents alternative solutions.
- **Anchor effect:** Setting a price early on makes objective negotiations more difficult.



By consciously applying the Harvard method, these challenges can be avoided and a constructive, fair negotiation made possible.

Conclusion

- The Harvard method enables objective, fair and efficient IP negotiations.
- Clear structures, transparent criteria and a focus on common interests create sustainable solutions.
- Scientific institutions and spin-offs benefit equally from a partnership-based approach to technology transfer.