How to create a technological offer for different sized companies?

UC Davis Chile Experience

Mauricio Cañoles
General Manager
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World
Lider in Agricultural and Food Sciences
9 Research and Cooperative Extension Centers
Strong focus on Applied R&D
950 Active patents in the world
Constant link with the industry:
Injection of Innovation in the economy of California.

UC DAVIS California innovation to the world

World

9
Research and Cooperative Extension Centers

USD 850M
Anual budget 2017-2018

Main Campus
Davis, California

Tahoe Environmental Research Center
Incline Village, Nevada

UC Davis Health
Sacramento, California

Bodega Marine Laboratory
Bodega Bay, California

Los Angeles
MISSION

Provide science-based TECHNOLOGICAL SOLUTIONS to the market and society,

through collaborative RESEARCH, development and TECHNOLOGY transfer,

to generate ECONOMIC IMPACT and SOCIAL DEVELOPMENT.
Scope of Action

Precision Agriculture, Sustainability, Postharvest Technologies, Water, Food Safety, Nutrition, Quality, Functional Ingredients, among others.
We generate collaborative solutions through the development of capabilities, technologies and innovation.

Action Model

R+D+i

Government and National Agencies
Industry Boards
Non Governmental Organization
Chilean Regional Governments
R&D Partners
Tech-transfer University Hubs
Agri-Food and Environmental Companies
Beyond Chile!
Universities from Peru and Ecuador, Companies from Colombia, Peru and Guatemala, Gubernamental Agencies from Perú and Uruguay
“Building collaboration bridges between Chile and California”
How do we get to the industry?

How do we approach companies?

3 tips....
Get to know the interlocutor: Company, Commodity Board, Government, Institution, etc.

DO NOT sell “a project”... Understand the problem and its context

Listen, listen, listen
Get to know the interlocutor

- What it does
- What it needs
- Size
- Capability to fund solution development, or ...
- What kind of solutions its able to implement?
DO NOT sell 1 project

• Understand the problem
• Understand innovation enabling environment
  o Technological level
  o Investment capacity
  o Relationship with the R&D ecosystem
• Be sure to understand the project ... Terms of reference
Say no, when you have to!

Do not push for an R&D initiative

Determine Early Milestones

CLEAR rules (IP and TT)
Say no, when you have to!

Do not push for an R&D initiative

Determine Early Milestones

PROCESSES AND PROCEDURES
Other practices ...

• Show previous successes of the institution
• Also failures ...

• Collaboration
• Involve the Client / Company / Sponsor
• Transparency